

PRESS RELEASE

For immediate release:
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World Alliance for
Breastfeeding Action

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WABA calls youth leaders for a global action on breastfeeding

Penang, Malaysia, 17 November 2006: World Alliance for Breastfeeding Action (WABA), a global network of organisations which works for the interests and rights of all children and mothers, has called youth leaders for a global action to promote, protect and support breastfeeding.

WABA convened nine youth leaders from Asia, Africa and Latin America and Caribbean, for a five-day workshop in Penang (Malaysia) to kick start a youth initiative and frame a global youth action plan. WABA believes for the success of any movement, it is necessary to involve youths. Even in the history of breastfeeding movements, youths were actively involved and took leading roles.

One such example is the Nestle Boycott in the 1970s. This became an international campaign against the unethical promotion of breastmilk substitute by multinational companies. The student groups were one of the many supporters of the boycott. Some of the youth who were involved at that time, are taking leading roles in the health movement today.

Many youths today may think that they are too young to make a real difference for breastfeeding. On the contrary, youths already exist in five social domains: Family, public, school, work and cyberspace. Young people can share with the others within these domains about the benefits of breastfeeding.

In line with this, the WABA Youth Initiative, an international programme to initiate the movement in various countries, was launched. The main objective of the WABA Youth Initiative is to get youths interested in breastfeeding and to develop and sustain young advocates to promote and protect breastfeeding through the perspectives of human rights,

reproductive health and gender equality. In conjunction with the International Students' Day on 17 November 2006, WABA reiterates the importance of youth's involvement in the breastfeeding movement.

To join the WABA Youth Initiative or find out how youths can do to protect, promote and support breastfeeding, please send an email to WabaYOUth@yahoo.com

More Information:

- World Alliance for Breastfeeding Action (WABA)

<http://www.waba.org.my>

- Nestle Boycott

<http://www.babymilkaction.org>

- Innocenti Declaration

<http://www.innocenti15.net>

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