



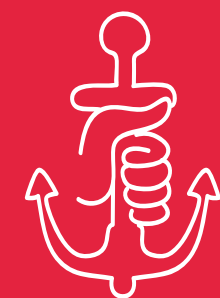
### Inform

people about inequalities that exist in breastfeeding support and prevalence



### Galvanise

action on reducing inequalities in breastfeeding support by focusing on vulnerable groups



### Anchor

breastfeeding as an equaliser to close gaps within society



### Engage

with individuals and organisations to enhance collaboration and support for breastfeeding



## Closing the Gap: Breastfeeding Support for All

#WBW2024 will focus on **survival, health and wellbeing**. It will showcase the need to improve breastfeeding support to reduce inequalities that exist in our society with a special focus on breastfeeding in times of emergencies and crises. The theme is aligned with [thematic area 2](#) of the [WBW-SDG 2030 campaign](#).

Breastfeeding can act as an equaliser in our society and efforts must be made to ensure everyone has access to breastfeeding support and opportunities. It is essential that no-one is left behind especially vulnerable mothers who may need additional support to reduce breastfeeding inequalities.

**All actors along the warm chain can work together to close the gaps in breastfeeding and reduce inequalities.**



World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). WABA coordinates the annual World Breastfeeding Week campaign.

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