



WABA | WORLD BREASTFEEDING WEEK 2026

# Breastfeeding for a Sustainable Start in Life: Strengthen What Works

1-7  
August

#WBW2026 will focus on tracking progress and evaluating breastfeeding impact on nutrition, food security and poverty reduction with highlights of successful implementation and lessons learnt. Target audiences including actors along the Warm Chain of Support for Breastfeeding; civil society organisations, governments, policymakers, health systems, workplaces, communities and parents will be engaged to strengthen proven solutions to improve breastfeeding protection, promotion and support. The theme is aligned with thematic area 1 of the WBW-SDG 2030 campaign.



We invite everyone – governments, health systems, workplaces, civil society organisations, communities, and individuals – to join us in understanding what is working in countries that are reporting good breastfeeding progress. Tracking and evaluating progress in each country will let us learn what are the important elements to breastfeeding support.



## Inform

people about the importance of tracking progress in breastfeeding.



## Anchor

breastfeeding implementation through policies and guidelines across the Warm Chain.



## Engage

with individuals and organisations to enhance collaboration and support for breastfeeding.



## Galvanise

actions on improving breastfeeding protection, promotion and support using lessons learnt.



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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