

# It's World Breastfeeding Week!

Written by [Laurel Haring](#) Monday, August 04 2008 13:54



The World Alliance for Breastfeeding Action has designated this week, August 1 through 7, as World Breastfeeding Week. In conjunction with the 2008 Olympics, the theme this year is "Mother Support: Going for the Gold."

## **Supporting Mothers to Provide the Golden Start for Every Child**

Around the world this week, singly and in groups in 120 countries, people are affirming the importance of breastfeeding. The World Breastfeeding Week site "calls for greater support for mothers in achieving the gold standard of infant feeding." WBW defines this as exclusive breastfeeding for the infant's first six months of life and continuing breastfeeding for up to two years of age or beyond, with appropriate complementary foods.

## **An Olympic Tie In**

The Olympic games is an event in which athletes at the top of their game compete against each other to determine who is the best of the best. The World Breastfeeding Week site contends that these healthy athletes "can only emerge from a healthy start on life." (It would certainly be interesting to know what percentage of athletes was breastfed. Hmm. You know, I doubt if any of the reporters there at the event would be confident enough to put the question to them. It's fun to think about, though.)

## **The Virtual Torch Run**

If you go to the WBW 2008 Virtual Torch Run page [here](#), you'll see a list of hundreds of organizations in well over 100 countries that have pledged their financial support to the efforts of the World Alliance for Breastfeeding Action (WABA), the organization behind World Breastfeeding Week. The torch run will continue through the end of the year, so there are sure to be many more countries adding their "runners" to the list.

## The Supporting Countries ... So Far

You know, I was going to let it go at “well over 100 countries,” but I just can’t. Take a look at this list, which is in no particular order, and you’ll see that people the world over support breastfeeding. If you or someone you know is thinking about breastfeeding, just think: people around the world are rooting for you!

- Uganda
- Singapore
- Argentina
- Ukraine
- Nigeria
- Dominican Republic
- Pakistan
- Peru
- Brazil
- Australia
- United States of America
- United Kingdom
- Russia
- Mexico
- Zambia
- New Zealand
- India
- Belgium
- Puerto Rico
- Sri Lanka
- Nigeria
- Saudi Arabia
- Cameroon
- Bangladesh
- Indonesia
- France
- Guam
- Costa Rica
- Croatia
- Serbia
- Italy
- China
- Bulgaria
- Afghanistan
- Mauritius
- Iceland
- Fiji Islands (a LOT of sponsors)
- Canada
- Curacao
- Paraguay
- Peru
- Japan
- Thailand
- Oman
- Brazil
- Taiwan
- Columbia
- Angola
- Korea
- Greece
- Bermuda
- Spain
- Chile
- Croatia
- Iran
- Dominican Republic
- Gabon
- Indonesia
- Brunei
- Turkmenistan
- Venezuela
- Georgia
- Malaysia
- New Caledonia
- Belgium
- Trinidad and Tobago
- Senegal
- Togo

## About WABA

The World Alliance for Breastfeeding Action (**WABA**) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide. WABA action is based on the [Innocenti Declaration](#), the [Ten Links](#) for Nurturing the Future and the [Global Strategy for Infant & Young Child Feeding](#). Its core partners are IBFAN, LLLI, ILCA, Wellstart International, and ABM. Find out more at the [WABA website](#).

*Laurel Haring is a writer and editor. She and her family live in Delaware. She was never much of an athlete, but despite only having two children and two breasts, she put in nearly five years of breastfeeding Olympics. Boo-yah!*

Photo of gold medal, copyright The World Alliance for Breastfeeding Action (WABA), on [World Breastfeeding Week](#) home page.

<http://www.typeamom.net/it%27s-world-breastfeeding-week!.html>