Breastfeeding is about peace and justice. It is the natural, universal and peaceful way of nurturing our children. In a world often wracked by injustice, violence and war, breastfeeding can be a sentinel of peace – inner peace, peace with other people and peace with the environment.

The World Alliance for Breastfeeding Action (WABA) is a global alliance of networks and organisations, such as IBFAN, LLLI and ILOA, and individuals, to protect, promote and support breastfeeding. WABA acts on the Innocenti Declaration and is in consultative status with the United Nations Children’s Fund (UNICEF). World Breastfeeding Week is celebrated in over 120 countries every year.

WBW 2003 Goals are:

- To recognise the threats and opportunities of globalisation for breastfeeding practices
- To maximise the potential of global communications to educate people on the benefits of breastfeeding and appropriate complementary feeding, and the disadvantages of artificial feeding
- To promote and act on the Global Strategy for Infant and Young Child Feeding
- To prevent the weakening of the International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA resolutions
- To work with potential allies by building alliances with civil society movements fighting for global justice, peace and health for all
- To think globally and act locally with all sectors of the community to protect, promote and support breastfeeding

Anwar Fazal, Co-founder of WABA and IBFAN, Right Livelihood Award Recipient, 1982