

Official Statement – Malaysian Lactation Consultants Association (MALCA) World Breastfeeding Week 2025: “Prioritise Breastfeeding. Create Sustainable Support Systems.”

In alignment with **World Breastfeeding Week (WBW) 2025**, held from 1–7 August, the **Malaysian Lactation Consultants Association (MALCA)** — a network of **International Board Certified Lactation Consultants (IBCLCs)** in Malaysia — proudly supports this year’s theme **“Prioritise Breastfeeding. Create Sustainable Support Systems.”**

As we face the dual challenges of climate change and the need for resilient health systems, supporting breastfeeding must be recognised as both a health and environmental priority. MALCA echoes the call to action by the World Alliance for Breastfeeding Action (WABA): when breastfeeding is protected, promoted, and supported, it leads not only to healthier communities — but to a healthier planet.

However, we must recognise that breastfeeding is not always easy, and many parents face substantial barriers — particularly when they lack support. WBW2025 outlines four core objectives to guide action:

1. **Inform** everyone about their role in creating supportive and sustainable environments for breastfeeding.
2. **Anchor** continuous breastfeeding support as a vital component to create a sustainable environment.
3. **Engage** with individuals and organisations to enhance collaboration and support for breastfeeding.
4. **Galvanise** actions on connecting breastfeeding support systems to build a truly sustainable environment.

The World Health Organization (WHO), together with The United Nations Children's Fund (UNICEF) and Malaysian Ministries of Health, emphasises that safeguarding, promoting, and enabling breastfeeding is not just the right choice — it is smart economics and essential for planetary health. As part of its [Healthy Beginnings, Hopeful Futures](#) campaign, WHO’s key messages this year include:

- Investing in skilled breastfeeding counselling
- Enforcing the International Code of Marketing of Breast-milk Substitutes
- Creating supportive environments at home, in healthcare settings, and in workplaces

Why Sustainability Matters

Breastfeeding is a natural, renewable, and waste-free source of nutrition — free from pollution, packaging, or emissions. By contrast, formula feeding relies on industrial processes, packaging, and global distribution chains that contribute significantly to climate change.

WHO reminds us that breastfeeding:

- Reduces healthcare expenses
- Enhances child development
- Drives societal resilience
- Contributes to both human and environmental health

Our Call to Action

MALCA is committed to ensuring Malaysia keeps progressing toward the WHO – World Health Assembly goal of 70% exclusive breastfeeding at 6 months by 2030. Achieving this requires commitment from every actor in the “[Warm Chain of Support](#)” — from policy-makers and healthcare professionals to employers, communities, and parents.

Breastfeeding must be prioritized in policies and resources. In healthcare settings, this means equipping staff with proper training, implementing the latest Baby-Friendly Hospital Initiative (BFHI) guidelines, and ensuring access to competent IBCLCs. Community engagement is equally vital in promoting cultural and practical support for breastfeeding mothers and their families

Our Commitment

Guided by our tagline, “**Cultivating Professionalism Towards Skilled Lactation Care,**” MALCA is dedicated to:

- Advocating for sustainable breastfeeding policies
- Collaborating with stakeholders to build lasting support systems
- Empowering mothers with evidence-based care through IBCLC expertise

By aligning with WHO’s strategies and the global WBW2025 campaign, MALCA stands firm in the belief that protecting, promoting, and supporting breastfeeding is both a public health and environmental priority. We are committed to supporting families through skilled, compassionate, and evidence-based lactation care. Through advocacy, collaboration, and continuous education, we aim to support every parent in Malaysia to breastfeed with confidence and without compromise.

In support of WHO’s World Health Day 2025 theme, which emphasizes the need to close gaps in care for women, maternal, and child health, MALCA urges all sectors to prioritise breastfeeding as a critical investment in lifelong wellbeing. Supporting breastfeeding is not only about infant nutrition, it is a



Malaysian Lactation Consultants Association

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powerful action to strengthen maternal health, reduce health inequalities, and give every child the best start in life.

Let us unite our efforts to prioritise breastfeeding—for the health of our children AND the health of our planet.

Sincerely,

**Malaysian Lactation Consultants Association (MALCA)
Committee 2024–2026**