

Talk to Me!



The present and the future is in our children.
Educating children on breastfeeding and the environment.
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Breastfeeding for a healthy future.
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Taking Breastfeeding Awareness to the next generation with Art.
© Lynette Sampson

What do we want to accomplish this year?

- ▶ Encourage communities and health facilities to use new media technology to reach larger numbers of people with breastfeeding information and alert them about the conflicts of interest that may arise when entities which profit from selling or distributing products under the scope of the International Code of Marketing of Breastmilk Substitutes (Code) promote breastfeeding.
- ▶ Broaden the scope of breastfeeding advocacy to involve traditionally less interested parties (i.e. youth, men, family planning advocates).
- ▶ Develop and scale-up communication skills education in breastfeeding and health trainings and look for active participation from young people.
- ▶ Through networking, create and increase communication channels between different sectors so breastfeeding information and feedback can be accessed and enhanced.
- ▶ Encourage mentorship by breastfeeding experts for new advocates, and by experienced communicators for those newly entering the communication era, regardless of their age.
- ▶ Creatively explore, support, recognise, and implement innovative communications approaches and provide a space for people to develop their ideas.



Breastfeeding Education Campaign in School.
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Teen Mother Support – first time mother assisted by nurse and support group in achieving successful breastfeeding.
© James Achanyi-Fontem



District commissioners remarks on the Importance of exclusive breastfeeding during the World Breastfeeding Week launch.
© Sarah Onsase



Mother overcome obstacles.
© Edith Rojas Lopez.



Nursing and working.
© Jennifer L. Kleckner



Elizabeth and Aidan at work.
© Kathryn Palmateer



Cameroon teen mother talking to TV channel on baby positioning during breastfeeding.
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WABA WORLD BREASTFEEDING WEEK 2011

PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE



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Production: Julianna Lim Abdullah & Adrian Cheah

WABA, PO Box 1200, 10850 Penang, Malaysia
TEL: 604-658 4816 • FAX: 604-657 2655 • E-MAIL: wbw@waba.org.my
WEBSITE: www.waba.org.my

www.worldbreastfeedingweek.org