



What can we do to have a 3D Experience - Activate and Celebrate!

- 1** Connect with other breastfeeding advocates by email or blog, on Facebook or Twitter and start planning!
- 2** Contact local teachers, journalists, media officers, students, organizers – to help them build and share vital messages and raise awareness.
- 3** Get in touch with local health centers and help them implement outreach efforts for pregnant women and breastfeeding mothers or training courses for lactation consultants and breastfeeding counselors.
- 4** Write to your employer, local or national government and ask them to sponsor a WBW event and if necessary, warn them about the need to prevent conflicts of interest by avoiding sponsorship or any form of collaboration with manufacturers and distributors of products under the scope of the Code.
- 5** Host an event where people can share their stories creatively – a joint art exhibit, monologue session, online video contest, film festival, alternative craft fair, online forum, the sky is the limit!
- 6** Encourage breastfeeding education in schools and universities and link with existing social cause groups to highlight breastfeeding through a variety of lenses.
- 7** Talk with those around you!

Why 3D?

When we look at breastfeeding support, we tend to see it in two-dimensions: time (from pre-pregnancy to weaning) and place (the home, community, health care system, etc). But neither has much impact without a THIRD dimension – communication!

Communication is an essential part of protecting, promoting and supporting breastfeeding.

Talk to Me!



2011 CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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WABA • World Breastfeeding Week 1-7 August 2011
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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.



SPONSORSHIP: WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

Are you talking to me?

Connection, synergy, collaboration, partnership: **COMMUNICATION**. These words capture the energy and combined power of human development. Twenty years ago at the Innocenti Centre, a group of health professionals and global leaders joined forces for a worthwhile cause – the support, promotion, and protection of breastfeeding worldwide. World Breastfeeding Week was launched to commemorate the Innocenti Declaration, and has since become an annual event celebrated by thousands of people around the world.

Nowadays, the Internet allows us to easily find information on just about anything. We use social networking sites to instantly reach out to friends and families thousands of miles away. In relation to breastfeeding, there is a lot of information available through these channels. There is no question that **breastfeeding provides a complete nutritional and preventive health package for infants**

and young children, and is one of the most sustainable practices found on this earth. Breastfeeding is also important for women – assisting in weight loss after delivery, protecting against breast cancer and other diseases, and delaying the return of menses and ovulation. However, many parts of the world are still struggling with low rates of exclusive and continued breastfeeding. **Why is there a gap between what we know and what is actually happening, and what can we do about it?** Like the components of human milk which form a vital complex of nutrients and living cells, fresh and lively interaction among people is vital to nurture and support our breastfeeding mothers! These interactions let the mother know that she is not alone! As local and national governments respond to increasing health disparities and economic strain in their communities, breastfeeding has been consistently proven to be a sustainable, equitable, and low-cost response to these pressing issues. Campaigns such as WBW, Healthy People 2020 in the US, the One Million Campaign, and other health policies in many countries inform mothers that **breastfeeding IS possible!**

With so many modes of communication at our finger tips, now is a perfect time to share and empower. The challenge is finding creative and relatable messages while also involving non-traditional audiences. One such audience is the younger generation. Young people have a wealth of ideas, energy and enthusiasm and play a crucial role in shaping the future of their communities. A mother needs to feel supported, but this support must come from multiple sources and sectors with correct and consistent messages from all her contacts. This 2011 WBW theme reminds us that breastfeeding is a 3D experience – an outreach opportunity, an investment in a healthy future, and ultimately, a unique lens by which to see the world. Remember - to be successful in this campaign we need to communicate. **We are the world, and we want to know why breastfeeding matters. This year we are asking each of you to reach out, through any and all communication channels open to you, and share the messages needed to empower every woman and every community, to succeed in optimal breastfeeding.**



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 based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). 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).

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