

Talk to Me!



The present and the future is in our children. Educating children on breastfeeding and the environment. © Edith Rojas Lopez



Breastfeeding for a healthy future. © Carmen Pfyuo Cahuantico



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.



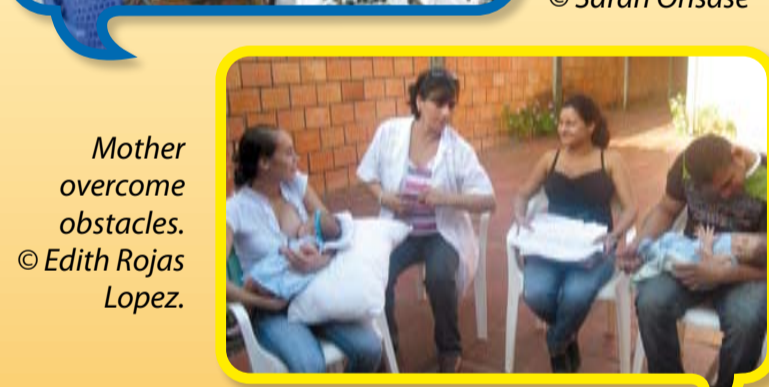
Breastfeeding Education Campaign in School. © Dr. Rajinder Gulati



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. © James Achanyi-Fontem

WABA WORLD BREASTFEEDING WEEK 2011

PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisation 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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