

Press Release

World Breastfeeding Week (WBW) 2011
1-7 August 2011



Feeding the Future

From 1-7 August 2011, the World Alliance for Breastfeeding Action (WABA), and breastfeeding advocates in more than 170 countries worldwide will be celebrating World Breastfeeding Week (WBW) for the 19th year with the theme *“Talk to Me! Breastfeeding – a 3D Experience”*.

As global exclusive breastfeeding rates continue to rise, we may wonder – why talk about breastfeeding? Isn't it a normal, physiological process? The reality is that most talk is confined within the health care and related spheres. WABA's call to action is for celebrants to reach **beyond** these borders, in **new** ways, and include traditionally un-involved parties, such as young people, to join in WBW.

This year's celebration is spearheaded by some of the breastfeeding movement's newest faces along with several veteran champions. In association with the United Nation's International Year of Youth, WABA commissioned a dedicated group of young people to carry out the United Nation's call to action and create awareness, mobilize and engage, connect and build bridges across generations, cultures, religions, and civilizations” on breastfeeding.¹ Youth account for about 18% of the world's population and are therefore an invaluable sector to ally with in any public health movement².

The “3D” theme is about looking at the dimensions of our lives – things happen at a time and place, but **communication** is what makes our experiences so robust. The theme speaks to everyone, and the young copywriters have added a vibrant lens to encourage young people to activate and take part in this global campaign. Using our own voices, we can talk to others about why breastfeeding matters, not only for health and well-being, but also for the environment, for women's rights, and for social advancement. “Our generation is looking for opportunities to make a difference, to be included in dialogue that can impact our future world, and to pursue our dreams as learners for life.” says WABA YOUth intern and coordinator, Kathy Hounq. Another young advocate, Phan Bich Ngan says, “as a young person I want to contribute to the global breastfeeding movement! Not only do I need to learn more about breastfeeding, but I need to make sure I talk to my friends and family and help them when needed”.

To kick-off WBW in a youthful way, WABA has created the first WBW global flashmob titled **Feed the Future!** Working with a young lyricist and music producer, an original song “Stand Up Everybody” was written and steps created by a young choreographer. We are calling on communities across the world to mobilize their networks and join together in the flashmob and support breastfeeding! Penang, with the leadership of the WABA Secretariat and the Mother to Mother Peer Support group, will be

1/2



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) | WABA, PO Box 1200, 10850 Penang, Malaysia | Tel: 60-4-6584 816 | Fax: 60-4-6572 655 | Email: wbw@waba.org.my | Website: www.worldbreastfeedingweek.org and www.waba.org.my

holding the first flashmob during WBW on 7 August with hundreds of young people already preparing to make a storm!

Let's bring the dialogue to life and make this year's WBW a truly "3D" experience – an opportunity for outreach, an investment in a healthy future, and a unifying lens through which to see the world.

For further information:

Julianna Lim Abdullah, IBCLC
International WBW Coordinator
Tel: (604) 658 4816
Fax: (604) 657 2655
Email: wbw@waba.org.my
Website: www.waba.org.my
www.worldbreastfeedingweek.org

1. (<http://social.un.org/youthyear/docs/Backgrounder.pdf> Background on International Year of Youth).
2. (http://social.un.org/youthyear/docs/press_release.pdf International Year of Youth Press Release)



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) | WABA, PO Box 1200, 10850 Penang, Malaysia | Tel: 60-4-6584 816 | Fax: 60-4-6572 655 | Email: wbw@waba.org.my | Website: www.worldbreastfeedingweek.org and www.waba.org.my