

WABA World Breastfeeding Week 1 - 7 August 2015

***Share Your creativity with the world -
Come JOIN the World Breastfeeding Week 2015
Photo Contest!***

Feature your breastfeeding photos in this year's Action Folder! WABA is organising a global breastfeeding photography contest again for WBW 2015.



**WABA is pleased to announce that the slogan and theme for WBW 2015 is
*"Breastfeeding and Work: Let's Make it Work!"***

This year's theme asserts that while much has been achieved in 22 years of global action supporting women in combining breastfeeding and work, particularly the adoption of the revised ILO Convention 183 on Maternity Protection; global monitoring on infant and young child feeding progress shows that this fourth Innocenti Declaration (1991) target is still the most difficult to meet! With the WBW 2015 campaign WABA and its partners at global, regional and national levels aim to empower and support ALL women, working in both the formal and informal sectors, to adequately combine work with child-rearing, particularly breastfeeding. We define work in its broadest form from paid employment, self-employment, seasonal and contract work to unpaid home and care work.

Objectives of WABA World Breastfeeding Week 2015

1. Galvanise multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.
2. Promote actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding.
3. Inform people about the latest in global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.
4. Engage with target groups e.g. with Trade Unions, Workers Rights Organisations, Women's groups and Youth groups, to protect the breastfeeding rights of women in the workplace.

Ten winning photos related to this year's theme will be selected, and contributors whose photos are featured in the WBW Action Folders, Posters and Banners will be awarded US\$100 for each published photo.

Total worth of prizes US\$ 1,000!

- US\$ 100 per winning photo
- Feature in the WBW 2015 Action Folder, Banner and Poster which will be distributed to more than 170 countries worldwide!

Contest form

| | |
|--------------------------------------|--|
| Name: | |
| Occupation and organisation/company: | |
| Nationality: | |
| Address: | |
| Tel: | |
| Email: | |
| Photo | |
| Title: | |
| Date, year taken: | |
| Location: | |
| Caption: | |

In conjunction with my participation in this contest, I hereby declare the followings:

1. That I am the lawful author/copyright owner/authorised party of this image/works submitted.
2. That I give WABA and its partners the absolute rights and permission to the copyrights to use or reuse, to publish or republish and to produce the image/works that I have submitted.
3. That I have sought relevant permission, and authority for the models/persons/individuals involved and venue and image of props used in my submitted works. I hereby declare that I indemnify WABA any of all liability claims or legal claims as a result of my submission.
4. That I have met with all the rules and regulations stated for this contest.

Signature:

Date:

Submit your entries by Friday 27 March 2015 to: WABA at wbw@waba.org.my

What are we looking for?

Understanding on the issue would help you take a great picture! Please read the WBW 2015 Calendar Announcement at www.worldbreastfeedingweek.org for more information.

About WBW and the Action Folder

World Breastfeeding Week (WBW) is celebrated every 1-7 August since 1992 by breastfeeding supporters in over 170 countries. It is endorsed and supported by UNICEF, WHO, FAO and ministries of health in many countries. The WBW action folder is a global advocacy tool for breastfeeding advocates to highlight breastfeeding issues. An action folder is a 6-page information sheet that provides introduction and discussion of the chosen theme, examples and data where relevant, ideas for action, resources and regional WBW contacts. Visit www.worldbreastfeedingweek.net for samples of previous action folders. As a social mobilising tool, the action folder also carries colourful images/pictures to make it more interesting and readable.

How to participate

1. You may submit an unlimited number of entries; which could be either analog/print or digital format or both.
2. Analog/print format entries must be at least 8R in size.
3. Digital format entries must be delivered in JPEG format file and no less than 2560 pixel x 1920 pixel.
4. Submitted entries must have the title, date, year, location, name of photographer and caption.
5. All cost incurred during this participation shall be borne by participant i.e. cost for image processing, printing, developing, delivery etc.
6. All submissions must be completed together with this contest form. This form is also available on our website at www.worldbreastfeedingweek.org

Rules & Regulations

1. This contest is open to all except for the manufacturers or distributors of breastmilk substitutes, related equipment such as feeding bottles and teats, commercial foods for breastfeeding mothers, and commercial complementary foods, including employees and associates of such companies.
2. Participants may submit as many entries as they wish.
3. Proof of posting is not proof of receipt.
4. All submission are non-returnable and shall remain the sole property of WABA; WABA reserves all rights to reproduce, publicise or to exhibit the submissions in any form of media or medium whether locally or internationally without any prior notification or payment made to participants. Credit and acknowledgement will be given accordingly.
5. Image submitted must not be published by any media or medium prior to this.
6. All entries must be of participants' original works. Usage of third party/parties creative works are prohibited, in which the entry will be automatically disqualified.
7. With the entry submission, the participants hereby agree to indemnify WABA from any and all legal claims or otherwise.
8. Entries will be judged on the following criteria: subject matter, composition, creativity and technique.
9. Minor photo touch-up is allowed i.e. adjustment of brightness of colour and softening or sharpening of the image.
10. The following technique will not be accepted: digital super imposition, composite photographs, photo montage, trick photographs, digital imaging and image manipulations.
11. All entries must be submitted by **Friday 27 March 2015** to:
WABA, P.O. Box 1200, 10850 Penang, Malaysia and/or wbw@waba.org.my
12. Judges decision is final and any form of correspondences shall not be entertained.
13. Winner shall be notified via email and WBW website www.worldbreastfeedingweek.org by **Monday 20 April 2015**.

For more information, please email:

Jennifer Mourin

Global WBW Coordinator

WABA, PO Box 1200, 10850 Penang, Malaysia

Tel: 604-658 4816 Fax: 604-657 2655

Email: wbw@waba.org.my

Website: www.waba.org.my

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).