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.

WABA WORLD BREASTFEEDING WEEK 2011

PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE