Why
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.

WABA - World Breastfeeding Week 1-7 August 2011
Email: wbw@waba.org.my • www.worldbreastfeedingweek.org
There is no question that the Internet allows us to easily find information on just about anything. We use the 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 can 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 protective 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 menstruation 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, the One Million Babies Campaign, and other health policies in many countries inform mothers that breastfeeding is 15 possible!

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.

Are you talking to me?

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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 Steps for Nurturing the Future and the WMA/UNICEF Global Strategy for Infant and Young Child Feeding, WABA’s core partners are Alliance for Baby Food Action Network (IBFAN), La Lactancia Materna Internacional (LIMA), 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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