

**WORLD BREASTFEEDING
WEEK 1 - 7 AUGUST:
A CELEBRATION OF THE
IMPORTANCE OF BREAST-
FEEDING!**

World Breastfeeding Week:

- begins on the 1 August anniversary of the Innocenti Declaration.
- offers an opportunity for people worldwide to join together in celebration and action.
- enables us to evaluate our progress toward the protection, promotion and support of breastfeeding annually.

ACTION IDEAS

Listed below are a few activities for the Baby-Friendly Hospital Initiative and World Breastfeeding Week. We need your help to make them happen. Select one or more to do by yourself, with your friends or with your community/national/international organization. You are encouraged to develop your own action ideas and send them to the addresses provided below. Your ideas will be shared with others.

At the Community Level:

- Post the Ten Steps to Successful Breastfeeding Poster in a public place.
- Visit or write to the hospitals in your community to learn if they are baby-friendly and publish a list of all baby-friendly hospitals in your community newspaper. Tell other mothers what you

- have learned.
- Contact one of the organizations working on the Baby-Friendly Hospital Initiative and World Breastfeeding Week to offer your help, financial support, or both.
- Ask your employer to support the establishment of policies which; allow children in the work place, provide crèches/on-site child care, and assures adequate maternity leave.
- Talk to children about breastfeeding.
- Write an article about the Baby-Friendly Hospital Initiative for a community newsletter.
- Form or join a mother's support group.
- If you have given birth recently, fill out the Baby-Friendly Hospital Initiative Survey and send it to the hospital administrator and key personel in charge of maternal and/or infant care.
- Distribute copies of the Baby-Friendly Hospital Initiative Survey to pregnant women in your community.
- Give a copy of this folder to a friend.
- Breastfeed where other women will see you.
- Organize a community fair for World Breastfeeding Week.
- Invite some neighbours to visit and talk to them about the Initiative and World Breastfeeding Week.
- Give positive reinforcement to breastfeeding mothers.
- Ask five people you know to talk to five people they know about breastfeeding.
- Bring this folder to your place of worship.
- Communicate to companies and others who pro-

- mote artificial baby drinks/milks to mothers, your disapproval of this practice.
- Speak to health workers about the Baby-Friendly Hospital Initiative.
- Encourage your organization to support and distribute this folder.
- Form or join a World Breastfeeding Week planning committee.
- Include information about breastfeeding in school activities at all educational levels.
- Teach facts about breastfeeding in your local girls' and boys' organizations.
- Ask your place of worship to encourage breastfeeding and sponsor a special World Breastfeeding Week celebration.

At the National Level:

- Form or join breastfeeding promotion groups and encourage networking with other organizations active in this area.
- Create a World Breastfeeding Week Committee or contact and support the committee in your country.
- Start a letter writing campaign to your head of State to request that 1-7 August be proclaimed National Breastfeeding Week.
- Hold your country leaders accountable for the promises made in the *Innocenti Declaration*. Ask for a report on the progress of implementation in your country.
- Urge your country's legislators to introduce and support legislation which makes into national law, the *International Code of Marketing of Breast-milk Substitutes*.

For additional information about action ideas, contact the WABA Secretariat, P.O. Box 1200, 10850 Penang, Malaysia Tel: 604-884816; Fax: 604-872655.

For additional information about World Breastfeeding Week activities, sample press releases, or to participate in a World Breastfeeding Week committee, contact:

Laura J. Best
International Coordinator
World Breastfeeding Week
34-11 146th Street
Flushing, New York 11354
USA Fax # (718) 886-4423

Other Useful Addresses:

UNICEF, UNICEF House,
3 United Nations Plaza, New
York, NY 10017 USA, "Baby
Friendly" Hospital Initiative
Fax Hotline: (212) 303-7911
(for more information about
the Initiative)

World Health Organization,
Ave. Appia, 1211 Geneva 27,
Switzerland. Fax: 791 07 46
(for copies of the WHO/
UNICEF Joint Statement
and/or more information)

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