

HEALTH PROFESSIONALS

- ❖ Help mothers to establish breastfeeding immediately after birth. Follow the 10 Steps to Successful Breastfeeding recommended by WHO/UNICEF.
- ❖ Instil confidence in women that they will be able to breastfeed and that they can overcome any problems with sufficient knowledge and support.
- ❖ Provide support to mothers, including those who return to paid work. Involve family members in supporting the breastfeeding mother.



- ❖ Actively promote breastfeeding as the optimum form of infant feeding both before and after birth.
- ❖ Sign and circulate the UNICEF Physicians' Pledge.
- ❖ Work to expose and end the subtle influence infant food manufacturers exert through subsidised supplies to hospitals, promotions and free gifts, sponsorship of videos and information pamphlets and funding of research and medical seminars.
- ❖ Actively seek out accurate and up-to-date breastfeeding information. Ask for WABA activity sheets on training of health workers.

EMPLOYERS / WORKERS' UNIONS

- ❖ Establish progressive policies that support employees in balancing their family and work responsibilities. These include: maternity and paternity leave; child-care facilities; flexible work hours; and a private place where women can express and store milk.
- ❖ Contact WABA or its affiliates on how to create mother-friendly workplaces.

YOU

- ❖ In your own home, combat the subtle promotion of bottle-feeding in children's books and toys.
- ❖ Write to TV stations and newspaper/magazine editors to thank and congratulate them for positive breastfeeding content.
- ❖ Write to baby food companies about their misleading marketing practices.

WOMEN'S GROUPS

- ❖ Lobby national Commissions on women and Status of women's groups to include breastfeeding in their plans of action.
- ❖ Welcome breastfeeding mothers at women's meetings and seminars, and provide child-care facilities.
- ❖ Boycott products whose advertising on TV and in magazines use women's breasts as promotion.
- ❖ Lobby your local authorities such as councillors, mayors and governors to recognise that breastfeeding is a public health issue.
- ❖ Raise the issue of breastfeeding at meetings of your neighbourhood association, women's group, trade union, etc.
- ❖ Ask key women in public office to endorse World Breastfeeding Week and to include breastfeeding messages in their speeches.
- ❖ Participate actively in World Breastfeeding Week events. Sign the statement: *Breastfeeding is a Women's Issue.*

CEFEMINA

is a women's organisation in Costa Rica which integrates breastfeeding support and protection into its daily activities. Through community health clinics and support groups established by leaders in CEFEMINA, women learn breastfeeding skills and are supported until they are able to breastfeed successfully. CEFEMINA also monitors the marketing practices of baby food companies, and in the 1980s, ran a campaign against Gerber. It has managed to bring about national laws on maternity leave (four months) and on marketing. Women who are part of CEFEMINA sense the power in being able to fully nourish their infants and to sustain a viable practice free from the influence of advertising and poor hospital practices.

