

The *TRIPLE A* approach

The *Triple A* model is very logical.

The approach of *Assess, Analyse, Act* is also known as *Look-Think-Do*.

Assess - Look

First, ASSESS, or look at the situation around you. Talk to people about how infant feeding decisions are made - talk not only with mothers, but with health workers and family members. Find out just how far support for breastfeeding goes in health care facilities and in the work place. Try to establish how much people really understand about the importance of breastfeeding, not just for the child and the mother, but for the entire community.

Analyse - Think

Once you have gathered your impressions, ANALYSE or think about what you have discovered. Are there gaps? Contradictions? Is there misinformation? Prejudice? Also look at your positive findings. Are there any areas that work very well? What makes them so successful? Which practices or people help mothers to breastfeed?

Act - Do

Design activities based on what you have found. If misinformation exists, organise training programmes to set it right. If support groups for breastfeeding mothers do not exist, see if you or a local organisation might start one. Talk to decision-makers in health facilities, religious and educational institutions and government to point out the gaps and work with them to design ways to fill the gaps.



ASSESSMENT

TALK ABOUT BREASTFEEDING and listen to what is said. Look around your community. Everybody from shopkeepers to religious leaders, factory owners to policy makers can help to ensure that children can benefit from breastfeeding. The following sectors of your community can play a role in influencing attitudes and promoting child health.

Talk to people to learn about how they see breastfeeding. Use the questions in the next section as a guideline, though you may choose to modify the questions to suit your particular situation. The sample questions are designed to help you gather information, perhaps by making up a checklist or writing down your observations. The "assessment process" tells you what is going on. In conducting this exploration, refrain from judgment. You will have time for this in the analysis phase.



BREASTFEEDING COMMUNITY TRAIN

Transportation: Buses, trains, aeroplanes and boats are all breastfeeding friendly services. Airports, terminals and stations are baby friendly. Travel in comfort with your breastfeeding baby.

LIBRARIES
Up-to-date breastfeeding resources.
Displays for World Breastfeeding Week.
Audio-visual aids.

Mother-to-Mother Support Groups
Working together to support breastfeeding.
Call us - we want to help you.