

A • C • T • I • O • N

Getting your community to restore a baby-friendly breastfeeding culture

The goal of a baby-friendly community will be reached through a series of actions, education and public awareness, changes in the work place, eliminating the damaging influence of infant formula promotion. These larger goals can be helped by activities that you can undertake in your own community.

- ♦ Ask the Mayor or Health Minister to issue a proclamation declaring World Breastfeeding Week.
- ♦ Hold a press conference with local experts.
- ♦ Ask the media to broadcast or print free public service announcements about WBW.
- ♦ Visit your local health centre and make sure that there are no posters or pamphlets on display promoting breastmilk substitutes.
- ♦ Offer a free workshop or dialogue session to introduce "baby-friendliness".
- ♦ Activities can be as simple as congratulating a breastfeeding woman on the choice that she has made or as complex as helping to set up training programmes for hospital staff.
- ♦ Ask local shops and restaurants to participate in WBW. A bookshop could have a window display with books on breastfeeding and infant nutrition; a restaurant could have a special luncheon for breastfeeding mothers or offer discounts to families who bring infants to share a meal.
- ♦ Organise an exhibition at a shopping centre or transit station, hospital or clinic.

What Family & Friends Can Do

Promotions and correct information in the community can increase family and friends knowledge about breastfeeding. Supporting a breastfeeding mother can include:

- ♦ Cuddle, sing to, play with, change and bathe the baby. Looking after other siblings, take them to school or on activities.
- ♦ Go shopping, prepare and cook meals, help with household chores.
- ♦ Support the mother's decision to breastfeed.
- ♦ Partners can attend ante-natal and/or breastfeeding classes with mothers.
- ♦ Do not question her milk supply. There is no surer way to make a new mother doubt her natural ability. She will have enough milk if she feeds frequently.
- ♦ Be understanding - taking care of a baby is time consuming. She may not be able to spend as much time with you as she used to, but your support and friendship counts nonetheless.

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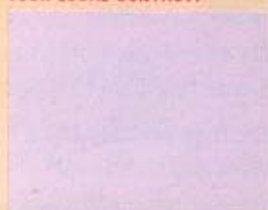
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YOUR LOCAL CONTACT:

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WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

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