

Internet

The Internet is an excellent means of disseminating WBW news.

What you can do:

☞ WABA has set up a WBW site in English and Portuguese. <http://www.elogica.com.br/waba>. You will find information on "Breastfeeding and the Environment", suggestions for WBW activities, addresses and contacts in your region and all over the world, and an "Interactive Forum" where you can leave messages, suggestions, questions, criticism or any comment on WBW.

☞ Use the WABA website to share examples of how your group promotes breastfeeding as a way of protecting the environment.

☞ WABA has created a file of illustrations for WBW, with women from various continents. You can retrieve the images and produce your own materials. Just point the mouse at the desired picture, click on the right-hand button and save it in your hard disk.



☞ On the site you will find an "electronic kit" with animated cartoons created especially for children. The characters talk about breastfeeding and the environment in simple and amusing language.

☞ Use the "Internet discussion lists" and newsgroups to disseminate WBW activities.

☞ Visit environmental sites and discussion groups on the Web and leave your own message about WBW and the environmental impact of bottle feeding. Here are some addresses:

- Greenpeace: <http://www.greenpeace.org/>
- Econet: <http://www.igc.org/igc/econet/>
- Friends of the Earth: <http://www.xs4all.nl/~foeint/>
- WWF Global Network: <http://www.panda.org/>

☞ Organize and disseminate a "chat" on breastfeeding and the environment during WBW, on the various IRC (*Internet Relay Chat*) channels.

☞ Add these or similar words to your "e-mail signature": **World Breastfeeding Week, 1-7 August - Breastfeeding: Nature's Way**

Acknowledgements



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USEFUL ADDRESSES

origem@elogica.com.br

WABA Secretariat Director

Sarah Amin
PO Box 1200
10850 Penang, Malaysia
Phone: 60.4.6584816
Fax: 60.4.6572655

E-mail: secr@waba.po.my

☐ AFRICA

IBFAN Africa

PO Box 781
Mbabane, Swaziland
Fax: 268.40546

IBFAN Afrique Francophone

01 B.P. 1776
Ouagadougou 01
Burkina Faso
Fax: 226.303888

MAPBIN/ICP

PO Box 1134
Port Louis, Mauritius
Fax: 230.2114436

☐ ASIA

WABA Secretariat

(See address above)

South Asia

Breastfeeding Promotion Network of India (BPNI)

PO Box 10551, BP-33
Pitampura
Delhi 110 034, India
Fax: 91.11.7219606

☐ EUROPE

BMAC

23 St. Andrew's Street
2nd Floor, Cambridge
CB2 3AX, UK
Fax: 44.122.3464417
E-mail:
babymilkacti@gn.apc.org

GIFA

C.P.157, 1211 Geneva 19
Switzerland
Fax: 41.22.7984443

WBW International Coordinator

Denise Arcoverde

Av. Beira Mar, 3661 Lj. 18
Casa Caiada - Olinda - PE
CEP 53130-540 - Brazil
Fax: 55.81.4321599
E-mail:

E-mail: philipecc@iprolink.ch

☐ LATIN AMERICA

IBFAN Latin America

AMAMANTA
Apartado Postal No 80273
Caracas 1080

Venezuela
Fax: 58.2.9770476

Cefemina

Apartado 5355
1000 San Jose, Costa Rica
Fax: 506.2243986
E-mail: cefemina@sol.racsa.co.cr

Brazil and lusophone countries

Origem Group/WABA Brasil
(See address WBW International
Coordination above)

☐ NORTH AMERICA

NABA

254 Conant Road
Weston, MA 02193-1756
Fax: 1.617.8938608
E-mail: Marshalact@aol.com

LLL International

1400 N. Meacham Road
Schaumburg, IL 60173-4840
USA
Fax: 1.847.5190035
E-mail: lllhq@pop.wwa.com

☐ PACIFIC

NMAA

PO Box 231, Nunawading
VIC 3131, Australia
Fax: 61.3.98943270
E-mail: nursingm@vicnet.net.au

Secretary PINDA

c/o USP-Alafua Campus, Private
Bag Apia, Western Samoa
Fax: 685.22933

Your Local

WABA does not accept sponsorship of any kind from companies producing artificial baby milk, related equipment and complementary foods. WABA requests that all participants in the WBW respect and follow these ethical guidelines.

Resources

- ☐ *Unicef Discussion Paper:* Breastfeeding and Environmental Contamination, 1997.
- ☐ *Radford, Andrew:* The Ecological Impact of Bottle Feeding, 1991.
- ☐ *WEN - Women's Environment Network:* Breastfeeding and Ecology, 1995.
- ☐ *Wellstart International:* Breastfeeding and the Environment, 1991.
- ☐ *W. John, Frank and Newman, Jack:* Breastfeeding in a Polluted World: Uncertain risks, clear benefits, 1993.