

Breastfeeding:

Education for life

1-7 AUGUST

**WORLD
BREASTFEEDING
WEEK**



This childbirth/
breastfeeding doll
is designed by
Lactea and Origem,
Recife, Brazil.

JANUARY							FEBRUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
31					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28						

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6		1	2	3			
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

MAY							JUNE						
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30	31					1		1	2	3	4	5	
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			

JULY							AUGUST							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
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4	5	6	7	8	9	10	8	9	10	11	12	13	14	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	
25	26	27	28	29	30	31	29	30	31					

SEPTEMBER							OCTOBER								
S	M	T	W	T	F	S	S	M	T	W	T	F	S		
					1	2	3	4	31					1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9		
12	13	14	15	16	17	18	10	11	12	13	14	15	16		
19	20	21	22	23	24	25	17	18	19	20	21	22	23		
26	27	28	29	30			24	25	26	27	28	29	30		

NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6		1	2	3	4		
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

WABA'99

This year's World Breastfeeding Week (WBW) theme, *Breastfeeding: Education for Life*, focuses on integrating knowledge and skills that support breastfeeding into the instructional process, both formal and informal at all levels.

WBW is organised by the World Alliance for Breastfeeding Action (WABA) every year to raise awareness of the importance of breastfeeding and to coordinate efforts to meet the Innocenti Declaration goals.

From 1-7 August every year, communities all over the world celebrate WBW to maintain a breastfeeding culture.

For more information, please contact:

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Breastfeeding:

Education for life

Breastfeeding provides substances that are nutritionally perfect for human babies and protects them from illness. These are the elements needed for the growth and development of the infant's rapidly growing brain and central nervous system. It also provides the loving interaction that is the basis for the establishment of children's personalities and learning readiness. Breastmilk is the foundation of food security for all the babies of the world and is one of the world's most valuable, renewal natural resource. It is produced by women everywhere and indeed is the only food equally available to rich and poor alike.

In the field of education, there is widespread interest in improving educational content and in educational reform, yet the importance of breastfeeding and breastmilk are rarely taught at any level. Educators are usually not even conscious of this omission.

1-7 August 1999 WORLD BREASTFEEDING WEEK

In this year's World Breastfeeding Week, WABA aims to increase awareness in every country and at every level of the significance of breastfeeding and in particular to the development of the child. WABA believes that this very important topic of infant nutrition and care with a focus on integrating knowledge and skills that support breastfeeding into the instructional process deserves attention in all formal and informal educational settings.

Goals

- Increase public awareness of breastfeeding as the standard for infant development and growth.
- Encourage the incorporation of education on breastfeeding and appropriate infant feeding practices into all levels of formal and informal education.

- Work on relevant curriculum design with all types of educators and trainers from professional institutions, medical and other teaching schools, health organisations, public and private schools and hospitals, and community education centers.
- Involve students from pre-school up to teenagers in WBW 1999 activities and provide tools for popular education appropriate for different age groups.
- Encourage the integration of breastfeeding experiences and practices into children's developmental materials and toys.

Start organising now!

- Link with national and/or local educational authorities and discuss ways to integrate breastfeeding in the curriculum of primary and secondary schools.
- Involve teachers and other educators in discussions on breastfeeding and education, and how to organise for WBW 99. Set up *Educators for Breastfeeding* groups.
- Select school books and materials that can readily incorporate breastfeeding information and stories.
- List all medical, nursing and related health education schools and send them information on breastfeeding education. Follow-up with those who show an interest.
- Organise art and writing competitions for primary and secondary schools on various breastfeeding themes.

SPONSORSHIP

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.

ABOUT WABA

WABA is a global network of organisations and individuals who believe breastfeeding is the right of all children and mothers and who devote themselves to protect, promote and support that right. WABA acts to help implement the Innocenti Declaration and works in close liaison with UNICEF. This WBW '99 calendar is sponsored by UNICEF.



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