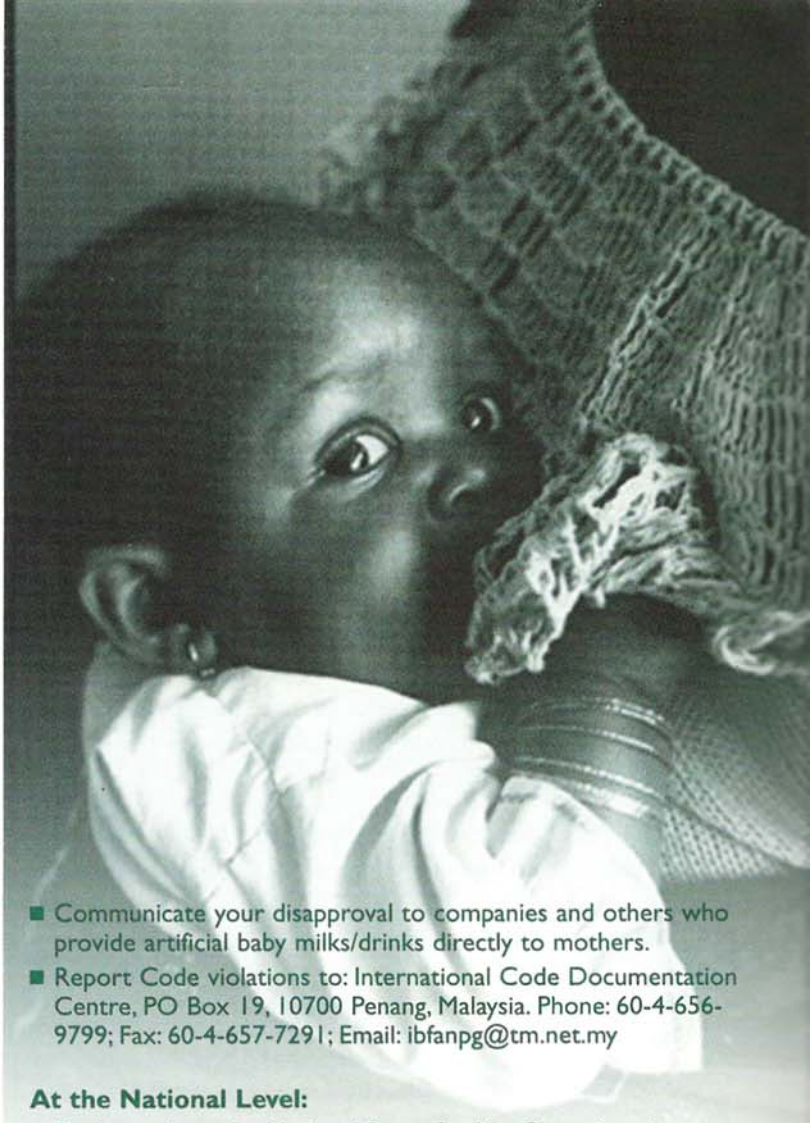


Action Ideas

Listed below are suggested activities in support of the BFHI and breastfeeding at the community and national levels. We need your help to make them happen. Select one or more to do by yourself, with your friends or with your organization. If you develop your own action ideas, please send them to WABA. Your ideas will be shared with others.

At the Community Level:

- If you have given birth recently, fill out the BFHI checklist in this folder and send it to the hospital administrator and key personnel in charge of maternal and/or infant care.
- Distribute copies of the BFHI checklist to pregnant women in your community.
- Give a copy of this folder to a friend.
- Share this folder with others at your church, mosque, temple or synagogue and ask the clergy and lay leaders to make breastfeeding women welcome at their services and meetings.
- Show your non-government organization, club or employer this folder and encourage them to support and distribute it.
- Contact your local maternity facility and let the staff know it is important to you and your friends that they follow the Ten Steps.
- Join an existing breastfeeding mothers' support group.
- Help your local health facilities be more baby-friendly by forming a mother support group and letting them know your group is available for referrals (Step 10).
- Give positive reinforcement to breastfeeding mothers you see in public.
- Breastfeed discreetly where other women will see you.
- Ask five people you know to talk to five people they know about the importance of breastfeeding and how BFHI can benefit your community.
- Contact one of the organizations working on the BFHI and World Breastfeeding Week to offer your help, financial support, or both.
- Inform your personal health-care providers about the BFHI and how it can benefit them. Remind them of the role of breastfeeding in long-term health.
- Visit or write to the hospitals in your community to learn if they have been assessed and designated under the global baby-friendly criteria and publish a list of all baby-friendly hospitals in your organization's newsletter or your community newspaper.
- Ask your employer to support the implementation of mother-friendly policies in the workplace, such as an on-site creche, a suitable place to express milk, and adequate maternity leave.
- Encourage your elementary school, high school or university to write breastfeeding into the curriculum in all basic courses across the curriculum and at all levels.
- Talk with the director and parents at your community kindergarten about your concern about the negative messages given to small children if dolls used in play have feeding bottles.
- Teach facts about breastfeeding in your local girls' and boys' organizations.
- Write an article about the BFHI for a community newsletter.
- Ask permission to post the Ten Steps to Successful Breastfeeding where it will be seen, such as on a community or workplace notice board, over the photocopier in your workplace or library, even on the backs of restroom doors in antenatal clinics.



- Communicate your disapproval to companies and others who provide artificial baby milks/drinks directly to mothers.
- Report Code violations to: International Code Documentation Centre, PO Box 19, 10700 Penang, Malaysia. Phone: 60-4-656-9799; Fax: 60-4-657-7291; Email: ibfanpg@tm.net.my

At the National Level:

- Find out about the National Breastfeeding Committee in your country, or encourage the establishment of one, and offer your services.
- Join with breastfeeding promotion groups and networks to provide support and direction for your National Breastfeeding Committee.
- Find out about the status of the BFHI in your country. Work through your National Breastfeeding Committee and/or Ministry of Health to make the Initiative a high priority.
- Ask your government for a report on the progress of implementation of the Innocenti Declaration goals. Hold your country's leaders accountable for the commitments they made.
- Encourage your Ministry of Health to incorporate the Innocenti Declaration goals and the BFHI in its long-term planning and make these goals public.
- Encourage your national associations of physicians, pediatricians, gynecologists, midwives, nurses and lactation consultants to promote, protect and support breastfeeding by giving public support to the Innocenti Declaration goals, the International Code of Marketing, and the BFHI.
- Urge your country's legislators to introduce and support legislation which makes into national law the International Code of Marketing of Breast-milk Substitutes with all the relevant subsequent World Health Assembly (WHA) Resolutions.
- Encourage legislation which removes social and economic barriers to breastfeeding and provides special support for breastfeeding mothers and their babies.
- Work with the World Breastfeeding Week Committee on these and other national projects which promote, protect and support breastfeeding.
- Contact the national media to publicize hospitals which receive BFHI certificates; legislation which supports breastfeeding mothers and children, and World Breastfeeding Week.