

Breastfeeding in the Information Age



Breastfeeding in the Information Age underscores the importance of transforming and conveying the facts of breastfeeding via all the available forms of communication such as the internet, radio, TV, video, newspapers, cartoons, story telling, puppets, music, drama, role-play, flip charts and billboards.

GOALS: To highlight the various forms and modes of communication and effective ways of using them ● To emphasise core breastfeeding information (such as exclusive breastfeeding) ● To share ideas and experiences on communicating challenging issues and threats to breastfeeding ● To provide and stimulate more innovative and helpful approaches to support breastfeeding mothers.



WORLD ALLIANCE FOR BREASTFEEDING ACTION
Protects, Promotes and Supports Breastfeeding Worldwide

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