

Breastfeeding in the Information Age

1-7 August

WORLD BREASTFEEDING WEEK 2001



This year's WBW theme, 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.

THE GOALS ARE

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

Event:

Venue:

Date:

Organisation:

The World Alliance for Breastfeeding Action (WABA) is a global network of organisations and individuals to protect, promote and support breastfeeding. WABA acts on the Innocenti Declaration and works in close liaison with United Nations Children's Fund (UNICEF). World Breastfeeding Week is celebrated in over 120 countries every year: **2000 Breastfeeding: It's Your Right!** • **1999 Breastfeeding: Education For Life** • **1998 Breastfeeding: The Best Investment** • **1997 Breastfeeding: Nature's Way** • **1996 Breastfeeding: A Community Responsibility** • **1995 Breastfeeding: Empowering Women** • **1994 Protect Infant Health: Making the Code Work** • **1993 Mother-Friendly Workplace Initiative** • **1992 Baby Friendly Hospital Initiative** WABA, PO Box 1200, Penang 10850, Malaysia. Tel: 60-4-658 4816 Fax: 60-4-657 2655 E-mail: secr@waba.po.my Website: www.waba.org.br • www.waba.org.my



WORLD ALLIANCE FOR
BREASTFEEDING ACTION

Design: WABA Brazil & Susan Siew, WABA Secretariat Illustration: Liborio & Paulo Santos
Production: Raja Abdul Razak & C-Square Sdn Bhd (Penang)