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: