

Exclusive Breastfeeding : the Gold Standard

SAFE, SOUND, SUSTAINABLE

World Breastfeeding Week

1-7 August



The Golden Bow is a symbol for the protection, promotion and support of breastfeeding. One loop represents the mother, the other represents the child. The knot symbolises the father, family and society who play a pivotal role in creating a conducive environment for breastfeeding. The gold colour shows that breastfeeding is the gold standard for infant feeding. The Golden Bow is a joint outreach initiative of the United Nations Children's Fund (UNICEF) and WABA. Wear it proudly, and tell everyone who asks of its many meanings! For more information, visit <www.unicef.org> and <www.waba.org.my/forum2/goldenbow.html>.



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