

- In Brazil, communities and mother support groups such as ORIGEM and AMIGAS DO PEITO, develop educational community programmes by using radio and theatre and by producing breastfeeding dolls.



- Nicaragua has developed a Woman and Baby-Friendly University Initiative with six universities committed to support breastfeeding faculty, students, staff and community members and to integrate breastfeeding and lactation management into their curricula (*See WABA website for details*).
- In the Philippines, ARUGAAN has developed a system of worksite creches that provide early stimulation, breastmilk and natural, traditional Filipino foods for infants and toddlers. Using an indigenous, vegetarian diet and breastfeeding, ARUGAAN was able to rehabilitate malnourished, abused and neglected toddlers in an extremely short period of time.
- College-credit breastfeeding courses are springing up in the US both for resident and distance-learning students.
- There have been social marketing campaigns such as the 1997-98 US WIC (Women, Infants and Children) *Loving Support* campaign in 10 States to promote breastfeeding, and the *Breastfeeding - Any Time, Anywhere* campaign of the Canadian government that produced posters, stickers, public service announcements, ads for public transport and brochures.

### How to use the media to promote breastfeeding?

- Develop a fact sheet for the media on how breastfeeding and breastmilk enhance children's development.



- Organise a positive letter-writing campaign congratulating or encouraging advertisers and companies that portray breastfeeding positively in their materials.
- Organise a letter writing campaign to newspapers, TV or movies when breastfeeding is portrayed negatively or bottle-feeding is held up as the first choice for feeding infants.
- Inform the media about companies that support and promote breastfeeding and companies that do not.
- Write to TV producers, asking them to show babies being breastfed in cartoon shows for children and adults.
- Approach authors of children's books and ask them to integrate breastfeeding into books and stories for children.
- Inform the press and *IBFAN* of all violations of the International Code and national laws and regulations; write to Baby Milk Action <babymilkacti@gn.apc.org> or to *IBFAN* Penang <ibfan@tm.net.my>.

# 10 STEPS to a Breastfeeding-Friendly Nursery

## Develop a Breastfeeding Friendly Nursery

**Schools Initiative** following the 10 Steps for a Breastfeeding-Friendly Nursery developed by the National Board of Nursery Schools (JUNJI) in Chile:

1. Integrate the topic of breastfeeding in the annual workplan of the nursery or child care center at every level.
2. Train all centre staff so that they are able to carry out breastfeeding promotion and support activities.
3. Inform all families of the children enrolled about the benefits of breastfeeding.
4. Emphasise educational activities with pregnant women, nursing mothers and the family members of children who may be interested in the topic.
5. Stimulate participatory learning experiences with the children related to breastfeeding.
6. Support the continuation of breastfeeding in the nursery or child care centre.
7. Promote the maintenance of exclusive breastfeeding until the baby is about six months old.
8. Avoid the use of pacifiers (dummies, teats).
9. Promote the formation of Breastfeeding Support Groups within the educational community (parents, teachers, administrators, caregivers, etc.)
10. Coordinate with health centres and other community organizations on joint activities related to breastfeeding/ infant nutrition.

