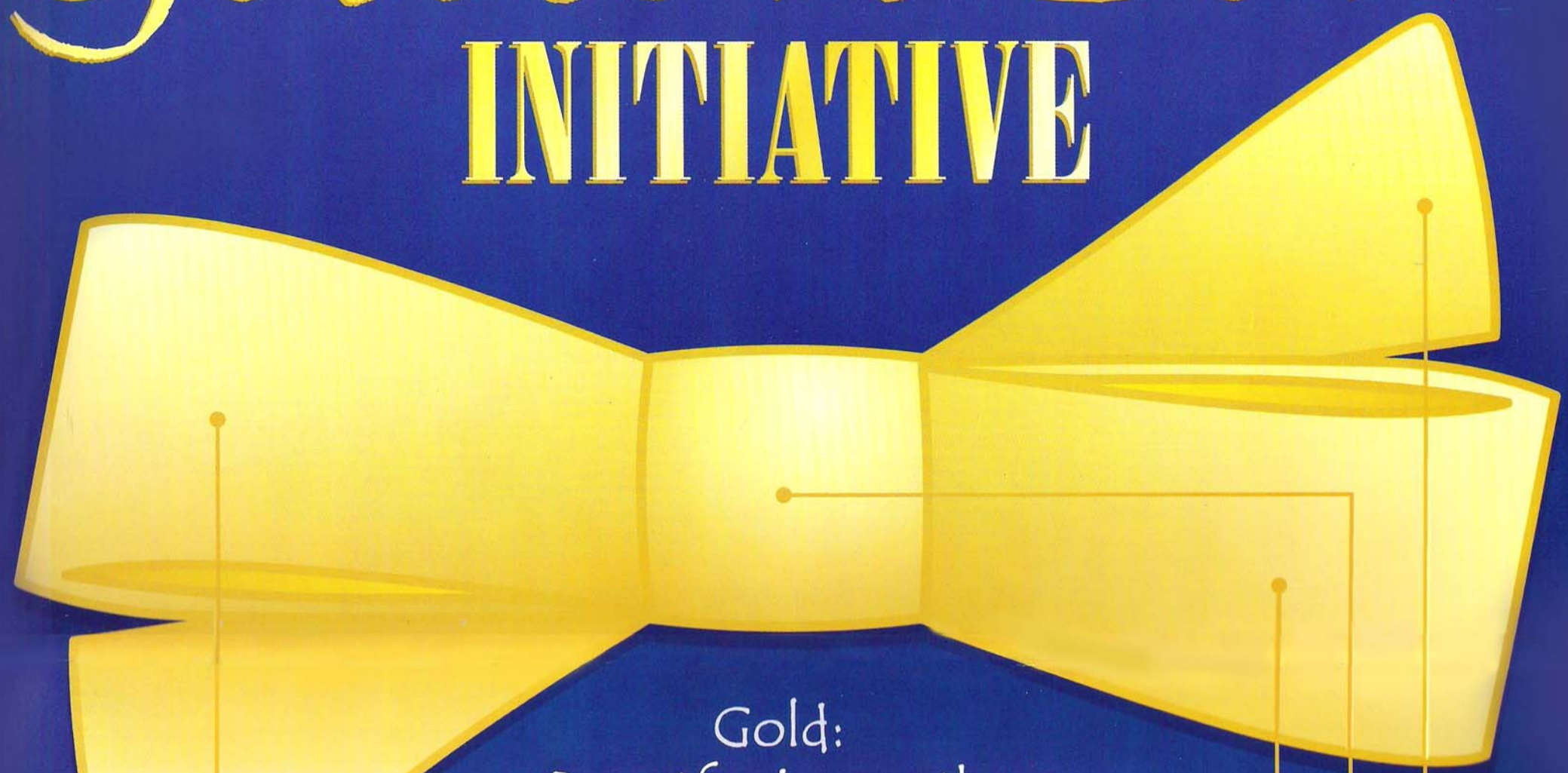


# THE Golden Bow INITIATIVE



Gold:  
Breastfeeding is the  
Gold Standard for infant feeding

One  
loop:  
mother

The other  
loop:  
child

Symmetrical:  
mother and child are both vital  
to successful breastfeeding

Knot:  
father, family and society which support them

One of the ends of the bow:  
exclusive breastfeeding for six months,  
and continued breastfeeding for 2 years or more  
with appropriate complementary feeding

The other end:  
birth spacing of 3 to 5 years,  
for best maternal and child outcomes

**WEAR IT PROUDLY AND TELL OTHERS  
OF ITS MANY MEANINGS!**

*The Golden Bow is a joint outreach initiative of UNICEF and WABA and was first formally launched at the WABA Global Forum 2, Tanzania, September 2002*

*For more information, visit [www.unicef.org/programme/breastfeeding/bow.htm](http://www.unicef.org/programme/breastfeeding/bow.htm) and [www.waba.org.my/forum2/goldenbow.html](http://www.waba.org.my/forum2/goldenbow.html)*



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International, Academy of Breastfeeding Medicine (ABM) and LINKAGES. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

