



DEADLINE

Please return no later than **31 Dec 2007** to be entitled for your free gifts. Thank you!



**WABA
PO Box 1200
10850 Penang
Malaysia**



WBW 2007

Breastfeeding: The 1st Hour

Early initiation and exclusive breastfeeding for six months can Save more than ONE million babies!

----- please complete the form overleaf, fold along dotted line and return to WABA, or fax us at 604-657 2655 -----

Free!



*Beautiful breastfeeding photo calendar for 2008
Your response will help WABA improve future WBW campaigns.
Thank you!*

RESPONDENT INFORMATION

NAME
ORGANISATION/PROFESSION
.....
ADDRESS
.....
TEL
FAX
EMAIL
SIGNATURE

GROUP AFFILIATIONS

- consumer (mother, father, grandparent, etc)
- member of a mother support group (please specify)
- health professional (please specify)
- member of a women's group (please specify)
- member of a public interest group (please specify)
- others

WBW ENDORSEMENT INFORMATION

I/my organisation endorses World Breastfeeding Week

- 92 93 94 95 96 97 98
- 99 2000 2001 2002 2003 2004 2005

I/we have organised activities for WBW for the following years: 2006 2007

Are you/your organisation a WABA endorser? Yes No, please send me an endorsement form

We have a national breastfeeding committee in our country organising WBW annually.

NAME/ADDRESS OF NATIONAL BREASTFEEDING COMMITTEE

NAME OF NATIONAL BREASTFEEDING/WBW COORDINATOR (IF ANY)

OTHERS

World Breastfeeding Week (WBW) 2007 Feedback Form

1. WBW 2007 action folder

a) What did you find most useful?

.....
.....
.....

b) How was the action folder used?

reproduced and distributed widely
 adapted/translated for local circulation
 sent to press or used at a press conference
 used and adapted by the community
 others

2. WBW 2007 materials

a) If you have used any of the following items, tell us how useful they were

Action folder LEAST 0 1 2 3 MOST
Poster LEAST 0 1 2 3 MOST
Calendar LEAST 0 1 2 3 MOST

b) Did you/your organisation translate, produce or reproduce WBW 2007 materials for local use?

YES NO

c) If yes, what language were they translated?

.....

d) How/Where were they used?

.....
.....
.....
.....

(Please write on a separate sheet if space provided is insufficient)

3. Local WBW 2007 activities

Rank activities from least to most prominent from 1 to 7.

<input type="checkbox"/> print media	<input type="checkbox"/> seminars/conference
<input type="checkbox"/> television	<input type="checkbox"/> forums/talks
<input type="checkbox"/> radio	<input type="checkbox"/> fairs/marches
<input type="checkbox"/> website	<input type="checkbox"/> community gatherings

4. Involving other groups to communicate breastfeeding

a) Did you involve any other groups in your WBW activities?

<input type="checkbox"/> government	<input type="checkbox"/> consumers	<input type="checkbox"/> women
<input type="checkbox"/> public justice	<input type="checkbox"/> HIV/AIDS	<input type="checkbox"/> youth
<input type="checkbox"/> health groups/institutions	<input type="checkbox"/> hospitals	

b) What creative activities did you undertake to publicise this year's WBW theme?

.....
.....
.....
.....

5. I attach a detailed WBW 2007 report

YES NO WILL SEND LATER

6. Have you visited the WABA or World Breastfeeding Week website for information?

YES NO

Free gift for your feedback!



Special beautiful breastfeeding photo calendar 2008 for 10 minutes of your time!

Breastfeeding: The 1st Hour Early initiation and exclusive breastfeeding for six months can Save more than ONE million babies!

Yes! I would like to receive photo calendar 2008.

Your feedback on the materials and your report on your WBW activities will help us improve and stimulate similar activities elsewhere. Please fill in this form and send it back to us after your WBW celebrations, or by 31 December 2007. *Thank you!*

For more information, please contact the World Alliance for Breastfeeding Action (WABA), PO Box 1200, 10850 Penang, Malaysia • Tel: 604-658 4816 • Fax: 604-657 2655 • Email: waba@streamyx.com • Website: www.worldbreastfeedingweek.org • www.waba.org.my