



WABA

1996

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6		1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
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29	30	31					29	30	31					29	30	31				
APRIL							MAY							JUNE						
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29	30	31					29	30	31					29	30	31				
JULY							AUG							SEPTEMBER						
S	M	T	W	T	F	S	4	5	6	7				S	M	T	W	T	F	S
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OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
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29	30	31					29	30	31					29	30	31				

WORLD BREASTFEEDING WEEK

1995 *Breastfeeding:
Empowering Women*

1994 *Protect Breastfeeding:
Making the Code Work*

1993 *Mother-Friendly
Workplace Initiative*

1992 *Baby-Friendly
Hospital Initiative*

World Breastfeeding Week is organised by WABA every year to raise awareness of the importance of breastfeeding and to coordinate efforts to meet the Innocenti Declaration goals. From 1-7 August each year, communities all over the world campaign to maintain a breastfeeding culture.

The World Alliance for Breastfeeding Action (WABA) is a global people's initiative to protect, promote and support breastfeeding. WABA works in close liaison with the United Nations Children's Fund (UNICEF).

**Breastfeeding:
a Community
Responsibility**

Breastfeeding: — A Community Responsibility —

Many sectors within a community influence a woman's decision to breastfeed or not. All these sectors have an important role to play to ensure that the environment a woman lives in is conducive to breastfeeding. Whether it be the family, employer, public service, a school, religious place, a health facility or a commercial centre, each member of the community has a responsibility towards ensuring the right of children to breastmilk and the right of women to breastfeed is protected.

Why should YOU support breastfeeding?

Families: A woman's family is the closest unit of support. Most women who have supportive husbands and a helpful household end up breastfeeding successfully. A breastfed baby is a happy baby. It is normally more confident and psychologically secure. A breastfed baby also saves families' money by not having to buy infant formula and by having to spend less money and time to treat illness.

Schools and Educators: Children who are exposed to and understand the benefits of breastfeeding will grow up as adults who are receptive to breastfeeding. Schools have a responsibility to ensure that young girls and boys are not ashamed of their bodies, nor feel shy to see a breastfeeding couple. Make breastfeeding a part of your school curriculum and support children's right to information.

Workplace: Healthy babies today make a healthy labour force tomorrow! Employers who support breastfeeding have more loyal employees and benefit from less absenteeism, less staff turnover and enjoy favourable publicity. Make your company a mother-friendly workplace.

Health facility and professional organisations: Breastfed babies are sick less often and will save health care facilities time and money in treating illnesses. Baby-friendly facilities also require less staff and enable women to have more self-esteem and be more self-sufficient. Because doctors and health workers have a lot of influence over a mother's decision to breastfeed, that influence must be used responsibly. Give women correct information about the benefits of breastfeeding, and provide her with the skills to do so.

Media: Information on infant formula and bottle-feeding images on television and in magazines present the latter as normal human practice. This has great influence on women to choose bottle-feeding over breastfeeding.

Replacing bottle-feeding with positive images of breastfeeding and providing women with correct information will help restore their confidence in being able to breastfeed as a norm.

Government: Healthier citizens build a more prosperous nation. Breastfeeding saves a country's scarce resources and utilises a valuable human resource. Remove discriminatory laws and norms that hinder breastfeeding. Implement laws that support women to breastfeed, at work and anywhere she chooses to.

Shopping centres and eating places: A breastfeeding mother is another valuable customer. Let babies eat in comfort.

WORLD BREASTFEEDING WEEK 1-7 August 1996

Goals

- To advocate for a community approach to supporting breastfeeding.
- To work with all sectors of the community and develop ways for how each sector can act to restore a breastfeeding culture.
- To strengthen the initiatives launched at previous World Breastfeeding Weeks.

Recognising that the community influences breastfeeding in many ways, **World Breastfeeding Week 1996** calls on all groups and individuals, government, public and private institutions, employers and the media to protect, promote and support breastfeeding.

How Mother Baby-Friendly is your Community?

Begin today to make your community more mother baby-friendly. Do a community survey. Find out how much needs to be done.

- How many baby-friendly hospitals or clinics are there? What are their names?
- Do you know any fully or partially mother-friendly employers? Who are they?
- Are there mother support group available? Who are they?
- Is there a breastfeeding coordinator and/or a breastfeeding group accessible?
- Can you breastfeed freely in public places like shopping malls, buses, parks, etc.?
- Is the media supportive of breastfeeding?
- Are there any regulations on advertising of breastmilk substitutes or on other marketing practices of baby food companies?
- What legislation exists to protect and enable working women to breastfeed? Is it being implemented adequately?

WBW Coordinating and Distributing Centres

Regional and acting regional coordinating centres for WBW 1996 are:

AFRICA
IBFAN Africa (English)
PO Box 781, Mbabane, Swaziland
Tel: (268) 45006 Fax: 44248

IBFAN Afrique Francophone c/o APAIB
01 B.P. 6287, Ouagadougou 01, Burkina Faso
Tel: (226) 303804 Fax: 303888

AUSTRALIA, NEW ZEALAND & THE PACIFIC
Nursing Mothers Association of Australia (NMAA)
PO Box 231, Nunawading, VIC 3131, Australia
Tel: (61-3) 9877 5011 Fax: 9894 3270

Secretary PINDA, c/o Continuing Education
USP (University of South Pacific), PO Box 1168,
Suva, Fiji Fax: (679) 300482

BRAZIL & LUSOPHONE COUNTRIES
ORIGEM/WABA Brazil (Portuguese)
Av. Beira Mar, 3681 Loja 19, Casa Caiada
Olinda, PE 53130-540, Brazil
Tel/fax: (55-81) 432 1913

CENTRAL AMERICA
CEFEMINA (Spanish)
Apartado 5355, 1000 San Jose, Costa Rica
Tel: (506-2) 571756 Fax: 571758

NORTH AMERICA & THE CARIBBEAN
La Leche League International (LLL)
1400 N. Meacham Road, Schaumburg
IL 60173-4840 USA
Tel: (1-708) 5197730 Fax: 5190035

EUROPE
Baby Milk Action (BMAC)
St Andrew's St., Cambridge CB2 3AX, UK
Tel (44-1223) 464420 Fax: 464417

Geneva Infant Feeding Association (GIFA)
PO Box 157, CH-1211 Geneva 19, Switzerland
Tel: (41-22) 7989184 Fax: 7984443

SOUTH ASIA
Breastfeeding Promotion Network of India (BPNI)
PO Box 10551, BP-33, Pitampura, Delhi 110034
India Tel: (91-11) 7211435 Fax: 7134787

ASIA
WABA Secretariat, PO Box 1200, 10850 Penang
Malaysia. Tel: (60-4) 6584816 Fax: 6572655

Your local coordinating office is:

WABA is a global network of organisations and individuals who believe breastfeeding is the right of all children and mothers and who devote themselves to protect, promote and support that right. WABA acts to help implement the Innocenti Declaration and works in close liaison with UNICEF.

WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.



WABA, PO Box 1200
10850 Penang, Malaysia
Tel: 604-6584816
Fax: 604-6572655
Email: secr@waba.po.my