# Breastfeeding:

# *Education for life*

**1-7 AUGUST**

**WORLD BREASTFEEDING WEEK**

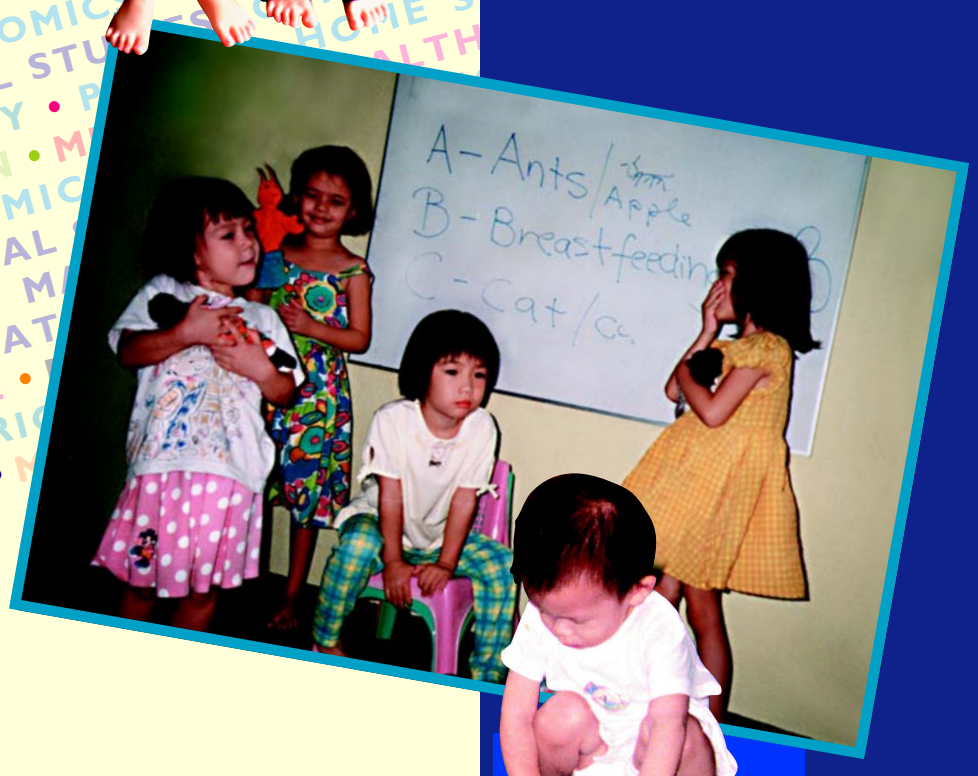
## WABA'99

This year's World Breastfeeding Week (WBW) theme, *Breastfeeding: Education for Life*, focuses on integrating knowledge and skills that support breastfeeding at all levels of formal and informal education.

WBW is organised by the World Alliance for Breastfeeding Action (WABA) every year to raise awareness of the importance of breastfeeeding and to coordinate efforts to meet the Innocenti Declaration goals.

From 1-7 August every year, communities all over the world celebrate WBW to maintain a breastfeeding culture.

This childbirth/ breastfeeding doll is designed by Lactea and Origem, Recife, Brazil.



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). WABA organises World Breastfeeding Week (WBW) annually which is celebrated in over 120 countries by hundreds of groups and thousands of individuals. WABA does not accept sponsorship of any kind from companies producing artificial milk, related equipment and complementary food. WABA requests that all World Breastfeeding Week (WBW) participants respect and follow these ethical guidelines. For more information, please contact: WABA, PO Box 1200, Penang 10850, Malaysia Fax: 604-6572655 Email:secr@waba.po.my WABA site: http://elogica.com.br/waba and Denise Arcoverde, WBW International Coordinator, Av. Beira Mar, 3661 Lj. 18, Casa Caida-Olinda PE CEP 53130540 Brazil Fax: 55 81 4327701 Email: origem@elogica.com.br

WABA
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Design: Susan Siew (WABA Secretariat), Plug Multimedia (Brazil) & WABA Brazil• Production: C-Square Sdn. Bhd. (Penang)
• Photo: Kent Lee (doll) & Susan Siew (children at Kidz Village, Penang, Malaysia)