

9. Information, Communication, Education and YOUTh Outreach



Effective communication has always been a cornerstone of WABA's work from the onset. WABA reaches a variety of audiences around the world by providing relevant and timely information through mainstream as well as alternative and creative channels. Several websites, newsletters, publications, and resource materials, and an information gateway are all well-used communication channels. In addition, WABA uses images and an array of art forms to carry its messages. Images have appeared in posters, paintings, promotional items, bags, mugs, t-shirts, keychains, interactive tools, colouring booklets on breastfeeding; while art as communication tools include mobile exhibit booths and performances.

WABA has prioritised being current in its information and communication, both in terms of content as well as in its technology and creative tools for better outreach. Over the years, this has been possible largely because of the regular networking, input and expert updates from many of the global, regional and national organisations, as well as individual experts who are part of WABA's network. A critical element of

