

behaviour and practices, messages that can save and protect the lives of children and help them grow and develop to their full potential.

In an age where we have information literally at our fingertips on smartphones and tablets, these deaths occur because families and healthcare providers do not have access to the information they need to make the right decisions and save lives. We can easily save these lives by providing them with a personal video reference library and guide to better health and nutrition, in their language.

The videos would address the main areas of concern and could be viewed online, pre-loaded on popular low-cost models of mobile phones or on a micro SD memory card inserted into their phones. Users would choose what they want to watch and when, wherever they happen to be, without a connection or cost.

This would be a game-changer for capacity building and scaling up. It means we can reach the excluded, the illiterate, all those women, men and children who were only visible in tragic statistics. We can reach families and communities as a whole - something we've never really been able to do before.

– Nand Wadwani, WABA International Advisory Council member



I enjoyed joining hands with certain websites like [www.indiaparenting.com](http://www.indiaparenting.com) and [www.theswaddle.com](http://www.theswaddle.com) with an objective to protect, promote and support breastfeeding. The latter group's attention to use Breastfeeding as one word has been drawn. Of course, the [www.motherchildtrust.org](http://www.motherchildtrust.org) website led by dear Nand, of which I am also a trustee, has been quite active. My book 'Dr R.K. Anand's Guide To Child Care' that deals extensively with breastfeeding is a part of this website, and has been getting a huge number of hits.

– Dr Raj Anand, IAC Co-chair



### **Breastfeeding: Education for Life (WBW 1999)**

How does ongoing information and networking get more entrenched into the knowledge system and practice of those that practice and teach breastfeeding? By getting it into the education system at different levels! That was the aim of the WBW 1999 theme: to increase awareness on the significance of breastfeeding and its connection to the development of a child. With this WBW campaign, WABA