



brought a focus on knowledge and skills on infant nutrition and care, that integrates breastfeeding into the instructional process, and in all formal and informal educational settings.

The goals for this WBW was to:

- Encourage the incorporation of education on breastfeeding and appropriate infant feeding practices into all levels of formal and informal education.
- Improve relevant curriculum design with all types of educators and trainers from professional institutions, medical and other teaching schools, health organisations, public and private schools, hospitals and community education centres.
- Involve school children, from pre-school to teenagers, in WBW 1999 activities and provide tools for popular education appropriate for different age groups.
- Encourage the integration of breastfeeding experiences and practices into children's developmental materials and toys.¹⁸

The WBW 1999 campaign was one of the most engaging and colourful events, given the involvement of many young children and teenagers in colouring breastfeeding images as well as creating artwork on breastfeeding-related themes at schools and community-level competitions. These events were visible across the globes. There was also longer-term interest in producing educational materials that would include information on breastfeeding and young child feeding in school curricula.

I also worked with Denise and her team from ORIGEM and Plug Multimedia, Brazil, to develop illustrations for many of the early WBW action folders and two cartoon book. In 1999, WABA launched its first cartoon and colouring books for children, 'Breastfeeding: Nature's Way'. The cartoon book was also produced in CDs, as an interactive learning tool distributed to schoolchildren, and was also placed on the WABA and ORIGEM websites.

Prior to the advent and prolific use of the Internet, it was challenging to produce and obtain breastfeeding images and illustrations. Over the period of two years, I solicited and compiled breastfeeding

18. WBW 1999 Calendar Announcement