



images from the network. In May 1999, with support from UNICEF Malaysia, WABA published and launched 'Images of Breastfeeding Worldwide: a Visual Source Book for Community Action.' This source book contained over 450 images from 57 countries, contributions from artists and illustrators from the breastfeeding community and beyond. It celebrates the diverse and rich visual expressions on breastfeeding. It was a much-welcomed aid, a breastfeeding copyright-free black and white clipart book.

– Susan Siew, former WABA Co-director

### Breastfeeding in the Information Age (WBW 2001)

At the 10th Anniversary of its founding, WABA focused on the importance of communications in shaping knowledge, attitudes and behaviours surrounding breastfeeding. The main aim of this particular theme was to present core information on breastfeeding, and to highlight various forms and modes of communication and effective ways of using them to protect, promote, and support breastfeeding.

Learning to communicate in the face of adversity is an art and a skill. This theme also facilitated WBW celebrants to share ideas and experiences on how to discuss breastfeeding in the context of challenging issues and threats. Advocating for the Gold Standard in the face of HIV and with toxins in breastmilk, for example, require skillful communication (see more in Chapters 10 and 11). The 2001 WBW campaign helped to provide and stimulate innovative and helpful approaches to supporting breastfeeding mothers in difficult circumstances.



### Engaging YOUTH: Talk To Me! Breastfeeding – A 3D Experience (WBW 2011)

All social movements need constant renewal and engagement with the next generation to ensure continuity and sustainability of the movement. WABA has therefore been working for over a decade to engage with young people, utilising their ideas and youthful exuberance to keep the programmes and activities of WABA relevant and up-to-date.

