



Ten years following the 2001 theme on Breastfeeding in the Information Age, and in conjunction with the United Nation's International Year of Youth, WABA commissioned a dedicated group of young people to carry out the United Nation's call to action "to create awareness, mobilise and engage, connect and build bridges across generations, cultures, religions, and civilizations" on breastfeeding. The 2011 WBW engaged and mobilised youth through inter-generational work with a theme that dealt with communication at various levels and between various sectors.<sup>19</sup>

This theme was called for and wholly developed by the WABA YOUTH Initiative and its members. The key writer was a young intern from the US named Kathy Houg. It was a campaign for the youth and by the youth. The WABA YOUTH Initiative developed the slogan, wrote the action ideas for the action folder and related materials, and came up with activities that would attract young

people to be part of the WABA cause. The theme successfully highlighted the importance of building and sustaining youth interests in breastfeeding. It discussed strategies on how to engage young people in their daily life, and the implications of these collective efforts on the protection, promotion and support of breastfeeding worldwide.

As part of the WBW 2011 activity, WABA created the first WBW global flashmob titled /ital/Feed the Future! Working with a young lyricist and music producer, an original song /ital/Stand Up Everybody was written and steps created by our in-house dance choreographer, Aida Redza. The catchy new song was recorded and dance steps and tutorials uploaded on YouTube to encourage WBW celebrants around the world to organise their own flashmobs during WBW. This was the first of such activities for WBW. In Penang, Malaysia, the WABA Secretariat reached out to youth communities, schools, the Girl Guides association, dance schools, teachers and colleges to organise the flashmob at a popular shopping mall on the island. This first WABA-produced flashmob inspired many other such flashmobs during WBW around the world.

*I was the WABA Youth Secretariat Liaison from 2010-2013. It was my goal to find various creative and expressive ways to mobilise the youth to take action, and become more involved in the breastfeeding movement. When working with young people, I observed that youth feel as if breastfeeding does not really affect them, but it does. And it was my role to engage the youth to be more aware that they can make a difference, not only by spreading the word but also by them creating actions and creative-oriented projects. The aim is to reach out to their community to spread the word further on 'Why Breastfeeding Matters' in a more popular, accessible and fun way.*

19. WBW 2011 Calendar Announcement