



Youth in Action workshop on the theme of Feed the Future organised by WABA.

*I am proud to have been involved during my time as a WABA Youth Secretariat liaison, to not only create dance choreography involving young people to support and promote breastfeeding, but also to initiate work with local youth representatives and international youth interns to produce multimedia projects and creative workshops. These activities tapped into the creativity of youth to develop videos and performances that advocate for breastfeeding, which are being shared on social media globally.*

*I feel privileged to have had the opportunity to contribute my skills and creative efforts to WABA's social mobilisation activities with youth to protect, promote and support breastfeeding worldwide. It was possible because we had an inspiring WABA Secretariat team led by Sarah Amin, and a global network that was dedicated and committed to creating a breastfeeding culture that is creative and expressive. I am blessed to have been part of a creative breastfeeding movement together with the Secretariat to promote WABA's vision towards building a just and healthy society.*

*– Aida Redza, WABA YOUTH Liaison*



For the first time, WABA also made a presence on Facebook. A WBW Facebook page was set up and within the short space of a few months more than 7,000 likes were secured. The page actively administrated by the YOUTH key writer and WABA intern, Kathy Houg, had rich discussions around the WBW theme on a daily basis. Kathy subsequently became the WABA YOUTH Working Group coordinator and led several significant youth-related activities even after she successfully completed her internship at the WABA office.

*I joined WABA in August 2010 as an intern commissioned by the late Dr Michael Latham, a founder of WABA and my mentor at Cornell University. As a graduating senior, Dr Latham presented me with two exciting opportunities: one stateside in Boston, and the other many miles away in a country I was unfamiliar with. Naturally, I was intrigued by the path less travelled and excited by the opportunity to join a vibrant coalition of individuals who could teach me something new. It soon became clear that my experience in capacity building among young people perfectly aligned with WABA's growing need to make breastfeeding advocacy relatable to a younger audience. My first several months were spent assembling a contingent of youth liaisons for the Global Breastfeeding Partners' Forum in Penang, and creating a short video on empowering youth in breastfeeding advocacy. The "youth" were also tasked with conceptualising the 2011 World Breastfeeding Campaign. I was shocked by the amount of trust the*