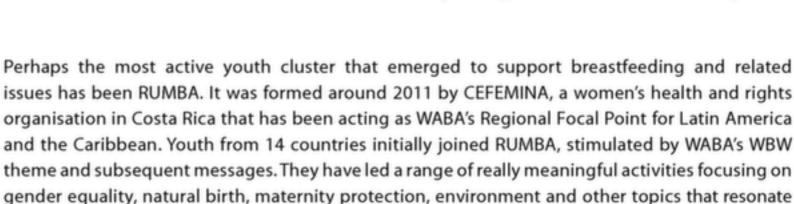*Secretariat put in our team, and felt an immense pressure to deliver a campaign that could be relatable to communities beyond mothers and babies.*

We decided on the theme of communication and titled the campaign, Talk to Me! Breastfeeding, a 3D Experience. Once the campaign launched in early 2011, the global community began to respond. What followed was a whirlwind of media exposure and lecture invitations. I created the WBW 2011 Facebook page, spoke at the GOLD Conference and also at several regional events, and perhaps my favourite contribution to date, creating a 150 person flashmob complete with original choreography by a renowned local choreographer, and lyrics by a local rap artist and music producer. Our flashmob, launched during my last month at WABA and also the week of WBW, was a perfect actualisation of our campaign theme. Participants spanned several generations, identified with different genders, ethnicities, and religions, and came from all corners of Penang 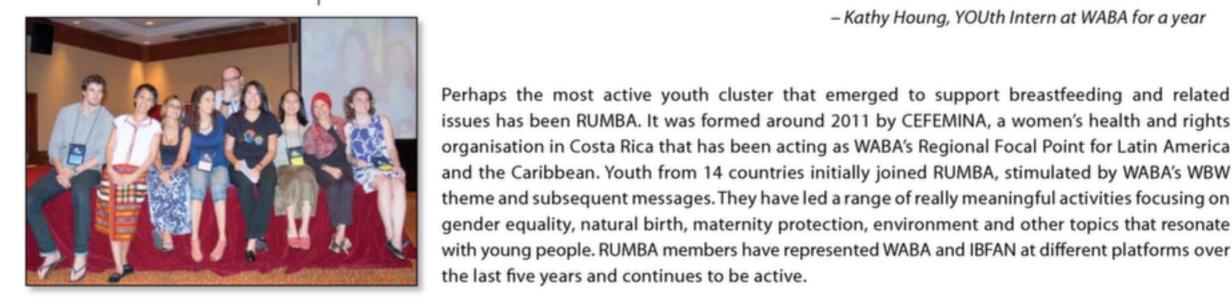to support breastfeeding mothers. The flashmob created a global response via Youtube, and was even featured by UNICEF Malaysia!

Before I left in August 2011, I wrote the following in my intern journal: "Michael asked me what I hoped to accomplish during my time at WABA. I told him I wanted to learn, not just academically, but how to be a better person, a more effective advocate, a professional woman, and ultimately a "do-er." There is always something new to learn in life and surrounding yourself with inspiring and positive people helps maintain a consistent level of energy to push through and get the job done. My year at WABA has been all of the above and so much more…"

I still think fondly of my year in Penang and also remember it as one of the most challenging years of my life. It helped launch my career in healthcare, built the character and confidence to live a life as a "do-er", and made me a believer in the unyielding strength and enthusiasm of young people and communities.

– Kathy Houng, YOUth Intern at WABA for a year

Perhaps the most active youth cluster that emerged to support breastfeeding and related issues has been RUMBA. It was formed around 2011 by CEFEMINA, a women's health and rights organisation in Costa Rica that has been acting as WABA's Regional Focal Point for Latin America and the Caribbean. Youth from 14 countries initially joined RUMBA, stimulated by WABA's WBW theme and subsequent messages. They have led a range of really meaningful activities focusing on gender equality, natural birth, maternity protection, environment and other topics that resonate with young people. RUMBA members have represented WABA and IBFAN at different platforms over the last five years and continues to be active.