

In 2015, WABA YOUth was represented at the Committee on the Status of Women (CSW59)/Beijing+20 to raise awareness and share on breastfeeding, IYCF and Sustainable Development Goals. On this occasion, the WABA secretariat reproduced the WABA YOUth video *WABA YOUth Action for Breastfeeding* (See: <https://www.youtube.com/watch?v=hqJjByNsVcs>), with a new special introduction segment featuring WABA YOUth Engagement and Communications Officer, Nisha Kumaravel, to share a statement from WABA YOUth at the New York event.

### Art as a Medium of Communication

Though not a specific WBW theme art, or any creative expression, has always been a key aspect of many of the WBW campaigns. It has also featured in WABA's range of communication mediums to reach people at a different mind and heart spaces. Artists have contributed to the breastfeeding cause in many ways, with their paintings, sketches, artwork and music. WABA has used and drawn inspiration from a wide array of breastfeeding images from around the world. However, the reverse has also been true. WABA has inspired Jennifer Mourin to paint breastfeeding and related mother and child images. This has had the value-added output of Jennifer's paintings enhancing WABA's working posters, as well as in images for books and cards, and as beautiful inspirations on the walls of the WABA office.



*Art has always been a huge part of my life. It has fed my soul, kept me sane and filled a void. I have never had any academic training in art or painting, and am essentially self-taught. Years after sidelining this love of art, I returned to my souls' longing in 2008 – significantly it was also the year I became more involved with WABA. For my mind, soul and art this was kismet! As I became more involved with the WABA secretariat and the larger breastfeeding network – learning about the need for Protection, Promotion and Support for Breastfeeding AND the what, how, when, where and why breastfeeding is so vitally important for both baby and mother, and the critical role of fathers in breastfeeding – this became part of my psyche and artistic DNA.*

*Keeping a check on breastfeeding news, and mothers' stories of the realities they face, I became increasingly aware of how such a nurturing, life-enhancing and loving act as breastfeeding has ironically become a controversial, even 'obscene', act in various societies' cynically-jaundiced eyes. So I reclaimed this aspect in my art, wanting to make breastfeeding*