

This is one of WABA's many creative art forms, seeking to link people from within the network and the collective. The entire quilt is a lovely tapestry of talent, vibrancy, energy and commitment to the cause.



The Breastfeeding Gateway

As social media and the world-wide-web was becoming the new main source of information, WABA had to keep up with the changing world of communications. This was in order to ensure that the WABA network had access to relevant and authentic information, and to bring together key breastfeeding messages in the most effective, creative and cost efficient ways.

Over time breastfeeding information available on the internet multiplied, yet authentic information was not always easily identifiable from the rampant advertising or information put out with vested interest. Any person searching for information on breastfeeding issues may be overwhelmed by the overload of resources, articles, forums, and support services. Given this, WABA developed the Breastfeeding Gateway with the support of its Core Partners to help mediate this information search process. The Gateway would help a person to identify several key resources as a starting point for their navigation process, to minimise the time spent on searching for reliable and evidence based information. The Gateway also serves as a conduit to other information which already exists on the internet, especially tapping into the existing online resources of WABA and its Core Partners.