

Six months of exclusive breastfeeding and continued breastfeeding up to two years of age or beyond IS the gold standard for infant feeding, against which any other alternative should be compared and judged. The Gold Standard idea later led to the Golden Bow Initiative, a joint outreach initiative by UNICEF and WABA.

### UNICEF-WABA Golden Bow Initiative

UNICEF and WABA launched the Golden Bow and its educational campaign in 2002 on the 12th anniversary of the Innocenti Declaration at the WABA Global Forum II in Arusha, Tanzania.



Each part of the bow carries a special message: one loop represents the mother; while the other loop represents the child. The ribbon is symmetrical, telling us that mother and child are both vital to successful breastfeeding – neither is to the left nor to the right, signifying neither has precedent, both are needed. The knot is the father, the family and the society. Without the knot, there would be no bow; without support, breastfeeding cannot succeed.



*UNICEF-WABA Golden Bow Initiative launched at the WABA Global Forum II in Tanzania.*

The ribbons are the future: exclusive breastfeeding for six months, and continued breastfeeding for two years or more with appropriate complementary feeding. The delay of the next birth, preferably for three years or more gives the mother and child time together to recover and to grow respectively, and gives time for the mother to recover and to provide active care for the health, growth and development of this child.

The Golden Bow has been one of the most popular social mobilisation symbols in WABA's breastfeeding promotional work, trickling down to many countries and communities. The continuous high demand for the Golden Bows indicates the efficacy of the symbol and its message.