

# **Group Work F**

**East Asia, South East Asia, Pacific/Oceania**

**World Breastfeeding Conference 2012**

# KEY RECOMMENDATIONS FOR ACTION AT NATIONAL & REGIONAL LEVEL

1.

The issues facing breastfeeding advocacy are not uniform. A bottleneck analysis is required to gather specific issues regionally and locally.

2. Using social media to strengthen regional breastfeeding advocacy and grow stronger links internationally between organisations targeting consumers, MEN, IBCLCs and other health workers as key vehicles for this message.

# ONE KEY POINT FOR DRAFT DECLARATION

- ➔ Breastfeeding to be elevated to being recognized as a human rights issue.  
WBTi becomes a tool which nations use to measure their development.

# **Campaign**

## **Babies Need Mom Made Not Man Made**



Doesn't make your kids fat as an adult



Disease and allergy prevention



Ecologically and environmentally sound