# 2010 IBFAN EAST ASIA
## Korea Activity Report

### 2010 World Breastfeeding Week

**A Commemorative Ceremony & Maternal Education**

**-The appointment of KBN Honorary Ambassador(2nd)-**

**Theme Topic : "Breastfeeding : Just 10 Steps !, The Baby-Friendly Way"**

*** Korean Breastfeeding Promotion Network (KBN) organized Ceremony in Seoul, Korea.**

- Date : 29 July 2010
- Place : 19F, Seoul Press Center, Seoul, Korea
- Participants : 130 from 10 organizations.

- **Co-organizer : Korean Breastfeeding Promotion Network**

**Academy of Breastfeeding Medicine Korea, Academy of Child Health Nursing, Breastfeeding Committee of Consumers Korea, , Korea Midwife Association, Korean Association of Pediatric Practical, Korean Society of Obstetrics and Gynecology, Korean Society of Perinatology, Korean Society of Women Health Nursing, UGA TV(TV for Infant and Children)**

**Consumers Korea in celebration of World Breastfeeding Week 2010, promoted breastfeeding with KBN members. Korean Breastfeeding Promotion Network organized a commemoration**

**Consumers Korea has been interested in breastfeeding since 1983. Consumers Korea in collaboration with Korean Breastfeeding promotion network (KBN) will be working on development of policies, structures, and sustainable movement lead by Korean Breastfeeding Promotion Network in order to encourage breastfeeding.**

**□ Programmes**

**Part 1 > A Commemorative Ceremony**

1) **Opening address : Ms. Jai-ok Kim(President, Consumers Korea)**
2) **Congratulatory address**
   **Ms. Young-hee Chung (member of National Assembly, Hannara Party)**
3) **Commemorative address :**
   **Tae-young Nam(Vice president, UGA TV)**
   **Tae-ho Cho(President, Korean Society of Obstetrics and Gynecology**

**Part 2 > A Ceremony of appointment**

**The appointment of KBN Honorary Ambassador(2nd) : Ms. Han-mi Sin(Judge, Seoul Family Court)**

**KBN appointed Ms. Han-mi Shin as the Honorary Ambassador of Breastfeeding Promotion. She is a judge at the Seoul Family Court who breastfed 5 children(3 sons and 2 daughters)and strongly promote breastfeeding.**

□ **Media Outreach**

▶ **Daily Newspaper**

1. Chosun-Ilbo(Daily Newspaper)

http://news.chosun.com/site/data/html_dir/2010/07/28/2010072800045.htm

2. Seoul Newspapers

http://www.seoul.co.kr/news/newsView.php?id=20100728027023

3. The Korea Herald(Daily economic)

http://biz.heraldm.com/common/Detail.jsp?newsMLId=20100525000007

4. Maekyung Daily

http://news.mk.co.kr/outside/view.php?year=2010&no=396033

5.The ConsumerNews

http://www.consumernews.co.kr/news/view.html?gid=main&bid=news&pid=208678

▶ Radio

1. YTN Radio : Issue and People
2. SBS Radio : News Observatory

▶ News Agency

1. Yonhapnews

http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=102&oid=001&aid=0004581612

2. Newsis

http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=102&oid=001&aid=0003259246

▶ TV Media

1. MBN TV

   http://mbn.mk.co.kr/news/newsRead.php?vodCode=520861&category=mbn00000

2. OBS TV

3. UGA TV(TV for Infant and Children)

▶ Blog :

http://blog.daum.net/ptkyoo/13387174

http://choco800406.blog.me/100110205538

*** Consumers Korea sent e-news letter to 8,000 persons.

□ Printing :

CK translated and printed WABA campaign leaflets. 1,000 leaflets were distributed to 9 members of KBN during 1 – 7 August 2010.

**2010 KBN Committee meetings**

**Consumers korea in collaboration with KBN organized committee meeting 3 times during Jan – July 2010.**

**1. Date : 15 June 2010**

**▶Place : Hanwoori meeting room**

**▶Agenda: World Breastfeeding Week 2010 (August 1-7, 2010)**

**▶Participants : Jai-ok Kim, President of Consumers Korea**
**Vo-kyung Song, Representative of Consumers Report**
**Hye-kyung Lee Prof., Ho-ran Park Prof., Kyung-Hye Lee Prof.,**
**Jae-yoon Shim Prof., Hyun-young An Prof., Dr. Suk-ju Choi, Prof.,**
**Dr. Yoo-mi Chung, Doo-hyun Yeo(UGA TV), Hae-kyung Woo**

2. Date : 8 July 2010

▶Place : Hanwoori meeting room

▶Agenda : World Breastfeeding Week 2010 (August 1-7, 2010)

A Commemorative Ceremony & Symposium Programmes

▶Participants : Jai-ok Kim, President of Consumers Korea

Vo-kyung Song, Representative of Consumers Report

Ja-hyung Lee, Dean, Hye-kyung Lee Prof., Ho-ran Park Prof.,

Jae-yoon Shim Prof., Hyun-young An Prof., Dr. Jae-hoon Ha,

Dr. Yoo-mi Chung, Doo-hyun Yeo(UGA TV), Hae-kyung Woo

3. Date : 22 July 2010

▶Place : : Hanwoori meeting room

▶Objectives : 2010 WBW programmes(Final)

▶Participants: Jai-ok Kim, President of Consumers Korea

Vo-kyung Song, Representative of Consumers Report

Han-mi Shin, Judge, The Honorary Ambassador of Breastfeeding Promotion

Ja-hyung Lee, Dean, Dr. Yoo-mi Chung, Dr. Suk-ju Choi, Prof., Ho-ran Park

Prof., Jae-yoon Shim, Prof. , Doo-hyun Yeo(UGA TV), Hae-kyung Woo

□ Photos

2010 세계모유수유 주간 기념식 및 교육

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