

GROUP 4

**MEDIA**

# Group Members

- Mia Sutanto (Indonesia)
- Dinesh Paul (India)
- Julita Nevy (Philippines)
- Van (Vietnam)
- Aye Aye Thaw (Myanmar)
- Jocelyn Ranola (Philippines)
- Cynthia Pang (Singapore)
- Amara Peeris (Sri Lanka)
- Tamana Begum (Bangladesh)
- S.K. Roy (Bangladesh)

# MEDIA

- Electronic: tv/radio/internet
- Print: Magazines, news papers, billboard
- Talk show
- Celebrity Endorsement
- Advertisement
- Popular media: folk songs/ people's media

# Challenges

- Funding for breastfeeding TV Ad
- Internet:
  - Can't reach people rural community/ remote areas
  - Policy makers
  - Capable/ educated
- Resources

# SOLUTION

- Fund raising for media
- Promotion by country key priorities
- Folk song/ actors
- Promotion contain:
  - It depends with the need of each countries
  - In relation to growth and development

Thank you