

**GROUP 6**

**PUBLIC ACTION**

# MEMBER

- Afghanistan
- Fiji
- Indonesia
- Laos PDR
- Sri Lanka
- Thailand

# OBJECTIVE

- To end all baby food promotion by public action
  - Think Globally, Act Locally

# National Level

- National Forum
- Protest/March
  - Sign letters/petition
  - Conducted during WBW/Nutrition month
- Publications – print media
- Mother Support Groups
  - Dissemination of risk of FF/bottle feeding
  - Among the MSG and local health leaders

# Responsible organization/agency

- Women union
- National BF organization
- MOH
- Consumer protection
- Mother support group in the community

# Regional

- Regional Forum
  - Including the MSG from countries
  - IBFAN/UNICEF/WHO/WABA as the facilitator
- Regional Commitment
- Research on exposure of BF mother to Baby food promotion-for compilation of regional data
  - Evidence-based decision making

# International

- International Agreement/Convention to adopt/ratify the Code of Marketing
  - UNICEF/WHO to facilitate
- Assist countries to fully adopt all the provisions in the Code in their Legislation

# Regional Slogans

- A Child Reaches for Your Hand and Touches Your Heart
- Say No to Bottles
- Yes to Breastfeeding
- Please Touch Me with my Mothers Breasts
- No Bottle of Other Milk in my Mouth

# More Slogans

- Baby's IQ lost in the Bottle
- More Brain form the Breast
- Brain Power – Breastfeed!
- Go Natural with Breastfeeding
- My Baby's Health Burnt with Non-Mothers Milk

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