

Information Dissemination

GROUP 7 & 8

GOAL: Maximizing the information dissemination strategies from Local, National to International Level.

GROUP MEMBERS

- Meena Sobsamai (Chairwoman) : Thailand
- Dian Novita (Secretary): Indonesia
- Celerina Castro (Reporter) : Philippines
- Chandrika : Srilanka
- Rifki : Indonesia
- Dr. Latifi : Afghanistan
- Jaiok Kim : Korea
- Hesti Tobing : Indonesia
- Prof. soofia Khatoon : Bangladesh
- Prof. Rulina Suradi : Indonesia
- Diana Calderon : Philippines
- Angelina Fernandes : Timor Leste
- Renuka Damayanthi : Srilanka
- Kamikar V : Thailand

KEY POINTS

- Work from local level to national level and international level
- Select the celebrity to promote breastfeeding to create a public impact
- Create the accessibility of information to all groups level in a different way (depending on the culture, status, economic status)
- Rewards and incentive programs

LEVELS

1. LOCAL

- Doing a competition such a “Baby Active Competition”
- Door to door campaign
- Radio spot in remote area
- Booklet, posters, slogans, comics, for illiterate
- Drama, music, make a popular songs (through a contest)

2. NATIONAL

- Breastfeeding Ambassador (can be Mother and Father)
- Publish some research of breastfeeding
- Participating in WBW event
- Facebook group about breastfeeding
- Breastfeeding Website Forum
- Have a special regular column in a local newspaper
- Award Program for best practices in breastfeeding

Level

3. INTERNATIONAL

- Combination of local and national activities (e.g. slogan, poster, drama contest can be from the community level, national and international level. One Asia convention can have a portion on the presentation of winners from different country)