THESIS

THE PROMOTION OF BREASTFEEDING IN MALAYSIA − WHAT WORKS, WHAT

DOESN'T, AND WHY?

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ABSTRACT

THE PROMOTION OF BREASTFEEDING IN MALAYSIA − WHAT WORKS, WHAT

DOESN'T, AND WHY?

Breastfeeding is a topic of global concern, particularly in developing countries. The

World Alliance for Breastfeeding Action (WABA) is a network of people working on a global

scale to address and overcome challenges to breastfeeding. This study analyzed WABA's 2011

World Breastfeeding Week campaign, in an effort to assess the campaign's relative strengths and

weaknesses, and to identify recommendations for future WBW campaigns.

The research sought to determine the extent to which the WABA World Breastfeeding

Week campaign 2011 achieved its goals of focusing on engaging and mobilizing youth, and

which specific factors should be considered in developing future communication strategies

aimed at promoting breastfeeding.

Surveys and in-depth interviews with the target groups of the Penang campaign,

secondary students from a local teacher's college, were used to collect data. Interviews also were

conducted with WABA's 2011 WBW development team. Qualitative data were transcribed and

summarized.

 The campaign was largely successful in increasing awareness, promotion, and discussion

of breastfeeding among the students in Penang. Communication for Development and Diffusion

of Innovations theories were used to explain the findings, while Social Marketing theory was

used to put forward recommendations. Improvements for future campaigns should ensure that all

activities are engaging, easily understood, and transferable from one context to another.

Discrepancies in student and staff responses indicate that WABA also should conduct intensive

audience analysis, including pre- and post-campaign research. WABA's website and social media presence was found essential to the development and success of future WBW campaigns. For future campaigns, WABA should draw from Social Marketing theory, and identify a desired "product," "price," and "place," followed by strategies for promotion and positioning of the product. Finally, a method of assessment of such strategies should be implemented.

ACKNOWLEDGEMENTS

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1. INTRODUCTION

Breast milk has long been recognized as the optimal food for infants and young children. The practice of breastfeeding babies from birth until about six months of age without additional supplements, also known as exclusive breastfeeding (EB), and of continued breastfeeding for two years or more, combined with appropriate, nutritious complementary food, have been acknowledged globally as optimal feeding for all young children, regardless of their origin.

A special series of articles in The Lancet, a leading general medical journal, focused on the growing calamity of child undernutrition, and the global repercussions of increased morbidity, developmental delays, and unacceptable death rates in a wide number of countries (The Lancet, 2008). According to public health specialists, global food shortages were less to blame for increasing rates of childhood malnutrition than other related factors, such as sub-optimal care for babies and their mothers, unsafe water supplies, and lack of hygiene and sanitation facilities. Despite the availability of adequate food supplies, for example, many families were unable to ensure optimal feeding of young children, a factor leading to malnutrition and death, especially in resource-poor settings (The Lancet, 2008).

Global public health faces a significant challenge in attempts to increase breastfeeding rates in most countries. Declining rates of breastfeeding worldwide have been a topic of great concern, specifically in developing countries and countries in transition, where misinformation, unsafe traditional practices, and growing female workforces pose great challenges to the optimal breastfeeding of infants.

The World Alliance for Breastfeeding Action (WABA) is a network of people striving to eliminate obstacles to breastfeeding worldwide. WABA was created in 1991 to act on the Innocenti Declaration (1990), a document produced and adopted by WHO and UNICEF

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calling on global partners to protect, promote, and support breastfeeding. Groups within WABA tackle the obstacles to breastfeeding from a variety of perspectives or points of view, such as those of consumer advocates, mothers, lactation consultants, men and youth (Moen, 2010).

The WABA Secretariat is located in Penang, Malaysia, where much of the organization's central work takes place. As in most countries, attaining optimal rates of breastfeeding in Malaysia is a continuing challenge. As Malaysia continues to develop economically, young mothers adhere less and less to traditional cultural practices, including breastfeeding infants. Malaysian women now constitute more than 35 percent of the labor force, and aggressive marketing of breast milk-substitutes from infant formula companies has resulted in declining rates of exclusive breastfeeding, shortened periods of breastfeeding, and in some cases, the abandonment of breastfeeding altogether (Sokol, 1992). As a result, babies are hindered from consuming a nutritionally optimal diet, and are deprived of the additional health, social and preventive benefits of breastfeeding. National maternal leave and public breastfeeding policies limit working mothers from breastfeeding easily and conveniently, infringing on their rights to breastfeed and babies' rights to be breastfed. In addition, while breast milk substitutes are advertised actively through commercial media and healthcare facilities, the promotion of breastfeeding is limited, and information often inaccurate (Sokol, 1992).

WABA's annual global advocacy activity to promote, protect and support breastfeeding, known as World Breastfeeding Week (WBW), consists of a week-long celebration designed to raise awareness about breastfeeding. Since 1992, WBW has taken place every year during the period from 1-7 August in more than 120 countries. WABA reported that last year's WBW (2011) included a total of 540 events held worldwide in more than 79 countries, with 488 organizations. While WABA was unable to provide a figure for the number of individuals

involved in WBW in 2011, it reported a total of 406,620 participants for WBW 2010 (WABA, 2010). WBW activities differ from year to year, but are based on an annual theme, chosen by WABA.

The purpose of this research study is to identify communication strategies and methods employed by WABA and its partners throughout WBW in 2011. The study focused on activities in Malaysia, and aimed to determine WABA's success in promoting greater understanding of, respect for, and fulfillment of globally recommended breastfeeding practices. The author reviewed the experiences of WABA staff and campaign participants during WBW 2011, identifying those strategies and tools that were felt to have achieved positive results. Based on the outcomes of the study, the researcher developed and proposed recommendations for future WABA initiatives. The study applied a variety of communication theories to WABA's efforts to communicate to target groups on the topic of breastfeeding.

For this study, the author collected and analyzed qualitative data on the efforts of a small, but vocal international alliance of NGOs and individuals, and its network of national and local partners, to promote infant and young children's right to optimal nutrition and health care. Through in-depth interviews of professionals at WABA who contributed to initiatives to promote breastfeeding as a human right, and in-depth interviews with student participants in the 2011 WBW campaign in Penang, Malaysia, the author attempted to understand the role of communication in forming and changing opinions, attitudes and understanding on breastfeeding practices.

The author's interests in conducting the research were the outcome of her extensive experience living and traveling in Asia, and her strong desire to better understand the role(s) of communication in human rights initiatives. From 1998 to 2001, the author studied in Kathmandu,

Nepal, where her mother served as Senior Regional Adviser, Health and Nutrition for UNICEF South Asia. During the past decade, the author returned to Nepal several times to visit seven rural Nepalese children her family sponsored at a local boarding school.

The author and her family spent two years in Hanoi, Vietnam (2002-2004), where she experienced another Asian society and culture. During this period, she travelled frequently with her family to Thailand, Malaysia, Singapore, Bhutan, Sri Lanka, and India, and accompanied her mother on work-related field visits to a number of other Asian countries. In 2008, after her junior year of undergraduate studies in International Relations at Malmö University, Sweden, the author volunteered at an orphanage in a remote village in western Nepal, through a Dutch NGO, Stichting Youth in Nepal (SyIN). For three months, she co-managed a center for 32 children who were orphaned as a result of the decade-long Maoist conflict. In addition to gaining a better understanding of the complex cultural setting and political climate in Asia, the experience with SyIN sparked a strong interest in human rights. Confronted with the huge gap between rights rhetoric and its actual application in human lives, the author became convinced of the need for urgent action, particularly through effective, results-focused and rights-based communication that embraced, rather than ignored, the integral role that culture plays in communicating effectively (Carey, 2009).

As a result of the case study on WBW 2011 outcomes in Malaysia, the author formulated practical recommendations for WABA and its partners to improve communication for promoting, protecting and supporting breastfeeding, and ultimately to enhance opportunities for social change.

2. BACKGROUND

2.1 Breastfeeding

Breastfeeding is the nourishment of an infant or young child with maternal breast milk via lactation. Babies have a natural sucking reflex that enables them to suck and swallow milk. The World Health Organization recommends that mothers breastfeed their infants exclusively from birth to about six months of age, without the addition of any liquids or solid foods, including water or infant formula. After six months of age, infants may be fed solid food, as a complement to continued breastfeeding. According to the WHO's Global Strategy for Infant and Young Child Feeding (IYCF, 2002), adopted by the World Health Assembly (WHA) in 2002, mothers are advised to continue breastfeeding for two years and beyond, gradually increasing complementary food, including other milks, until breastfeeding ends.

Human milk is the healthiest food for babies (Picciano, 2001), providing optimal nutrients in response to the infant's nutritional needs. There are few exceptions, such as when the mother is taking certain medications, or is ill with an infectious and transmissible illness, such as human T-lymphotropic virus, HIV if not taking antiretroviral drugs (ARVs), or has active untreated tuberculosis. Breastfeeding promotes infant and maternal health, and helps to prevent disease (Riordan, 1997). Lactational amenorrhea, a natural postnatal infertility, occurs when a mother fully breastfeeds. If not combined with chemicals or devices, lactational amenorrhea method (LAM) may be considered natural family planning. Infants have increased immunity from ingesting maternal antibodies through breast milk, and the risk of infection is reduced because breast milk is sterile. Women who breastfeed have lower rates of uterine and breast cancer. Infants have higher intelligence and there is some evidence of lower rates of child obesity among children who were breastfed (WHO, 2010).

Artificial feeding is associated with more deaths from diarrhea in infants in both developing and developed countries. (Horton, et al., 1996) Experts agree that breastfeeding offers optimal nutrition for infants and young children, and have concerns about artificial formulas but there are conflicting views about how long exclusive breastfeeding remains beneficial (Kramer & Kakuma, 2009) (Baker, 2003).

The WHO and the American Academy of Pediatrics (AAP) emphasize the value of breastfeeding for mothers as well as children. Both recommend exclusive breastfeeding for the first six months of life. The AAP recommends that this be followed by supplemented breastfeeding for at least one year, while the WHO recommendation extends the optimal period of breastfeeding for two years or more (WHO/UNICEF, 2003). While recognizing the superiority of breastfeeding, regulating authorities also work to minimize the risks of artificial feeding (Baker, 2003).

The International Code of Marketing for Breastmilk Substitutes (The Code) was adopted by the 34th WHA in 1981, in order to "contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution" (WHO, 1981, p.7)

There are numerous sources for collecting global breastfeeding practices statistics. This study relies primarily on data from the WHO, the Center for Disease Control (CDC), and UNICEF.

2.1.a Breastfeeding as a Human Right

Globally, several governments have passed legal measures to protect breastfeeding. Such laws and regulations are based on specific cultural, economic, and legal frameworks. Still, there

continues to be some dispute over the idea that breastfeeding constitutes a human right. Do women hold a universal, fundamental human right to breastfeed that transcends time and place? In turn, do infants have the right to *be* breastfed? According to Kent (2001), "by definition, human rights are universal; they do not vary from country to country, from place to place, from culture to culture" (Kent, 2001, p. 95). At the global level, the UN has adopted numerous declarations and other legal instruments outlining and supporting a broad range of human rights. The purpose of human rights law is not only to inform United Nations policies and programs, but also to guide member states in the formulation of national human rights law. The signatories of UN legal instruments are under no legal obligation to implement or enforce laws at a national level. Governments that ratify international conventions and covenants, on the other hand, agree to adopt national laws that encompass the statutes of the international instruments. They also accept monitoring of progress towards fulfillment of legal commitments, and to sanctions in the case of non-adherence.

2.2 World Alliance for Breastfeeding Action

WABA is a donor-funded Non-Governmental Organization (NGO), established on 14 February, 1991. WABA acts on the Innocenti Declaration and works in close liaison with numerous UN agencies, including UNICEF, the World Health Organization and the UN Fund for Population (UNFPA) (UNICEF Innocenti Research Centre, 2005). WABA's Secretariat is located in Penang, Malaysia, where the numbers of breastfeeding practices continue to decline.

WABA's mission is to ensure a world where breastfeeding is the cultural norm, and thus where mothers and families are enabled to feed and care optimally for their infants and young children thus contributing to a just and healthy society. Its collective goal is to protect, promote and support breastfeeding worldwide in the framework of the Innocenti Declaration and the

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Global Strategy for Infant and Young Child Feeding (WHO, 2010). WABA aims to reach its objectives through networking and facilitating collaborative efforts in social mobilization, advocacy, information dissemination and capacity building.

WABA also works to foster a strong and cohesive global breastfeeding movement, which will act on various international instruments to create an enabling environment for mothers, thus contributing to increasing optimal breastfeeding and infant and young child feeding practices.

WABA works at the international, regional, national, and community level to protect, promote and support breastfeeding. WABA also works in both developed and developing countries. Any individual or entity committed to ensuring the existence of a breastfeeding culture can be part of WABA: non-governmental organizations, community activists, health care workers, members of professional associations, university teaching staff, researchers, health and social welfare officials, and others are welcomed as members.

2.2.a World Breastfeeding Week (WBW)

World Breastfeeding Week (WBW) is an annual celebration organized by WABA members largely though financial and technical support from the World Health Organization (WHO) and the UN Children's Fund (UNICEF). World Breastfeeding Week was first celebrated in 1992, one year after WABA's conception, and is now observed in over 120 countries by a large number of breastfeeding supporters and activists (Moen, UNICEF, 2010).

Each year, WABA identifies a different theme for WBW. In the past, themes have included such diverse topics as Baby-friendly Ways to Breastfeed (2010), Save More than One Million Babies (2007), Breastfeeding in the Information Age (2001), and Breastfeeding: It's Your Right (2000). WBW activities vary depending on the year's theme and target audience. In 2011, the WBW campaign centered on engaging and mobilizing youth to contribute to

breastfeeding initiatives. The theme dealt with communication at various levels and between various sectors, under the umbrella of a campaign entitled, "Talk to me! Breastfeeding – a 3D experience" The 3D theme was chosen to expand the traditional, two-dimensional view of breastfeeding support, which was limited to observing the appropriate time (from pre-pregnancy to weaning) and place for breastfeeding (the home, community, health care system, etc.). In order to promote optimal breastfeeding practices, youth around the world were called upon to add a third dimension to breastfeeding promotion, that of communication through the senses. The global campaign specifically targeted youth in their 20s, including university student and recent graduates, and those beginning to be in relationships or considering having children.

The campaign focused on communication as an essential requirement for protecting, promoting and supporting breastfeeding successfully. On the WBW 2011's website, WABA states:

"We live in a world where individuals and global communities connect across small and great distances at an instant's notice. New lines of communication are being created every day, and we have the ability to use these information channels to broaden our horizons and spread breastfeeding information beyond our immediate time and place to activate important dialogue" (World Alliance for Breastfeeding Action, 2011).

The third dimension thus included cross-generation, cross-sector, cross-gender, and cross-cultural communication. According to WABA, it encourages the sharing of knowledge and experience, thus enabling wider outreach for improved knowledge, attitudes and practices.

The overall goal of the WBW is to "protect, support, and promote breastfeeding," but for the 2011 WBW, six specific goals of the campaign were identified by WABA:

- To encourage the use of new media to reach larger numbers of people with breastfeeding information.

- To create and increase communication channels between different sectors of breastfeeding so breastfeeding information and feedback can be accessed and enhanced.

- To develop and scale-up communication skills in breastfeeding and health trainings.

- To encourage the mentorship of new breastfeeding advocates.

- To creatively explore, support, recognize, and implement innovative communication approaches and provide a space for people to develop their ideas.

- Broaden the scope of breastfeeding advocacy to involve traditionally less interested parties (i.e. unions, human rights and environmental activists, youth, etc.)

The main campaign activities in Penang included Facebook and other social media involvement, discussions held at various colleges with youth participants and a breastfeeding awareness flash mob with students and other participants, including multiple practices for the flash mob, followed by discussion, throughout WBW.

These activities were identified by WABA as central to the Penang campaign, and became the focus of the study. The flash mob occurred at a local shopping mall, preceded by seven different practice sessions prior to the flash mob. The flash mob activity was planned, choreographed, and filmed by WABA, and the video was uploaded to the website and Facebook page. Participants of the flash mob included student volunteers (recruited by WABA), WABA staff, and any other interested individuals or groups. Though the campaign had no formal advertising (television, radio, billboards, etc.), information about the flash mob was placed on

WABA's website, Facebook page, Twitter page. It was also advertised locally through word of mouth.

The speeches/discussions were held at the teacher's college, hosted by WABA, and open to the public. Key speakers at these events included medical professionals, WABA employees, and youth representatives. Three speeches and one question-and-answer session were held at the college, also advertised through word of mouth and online. A few other activities were held by local mother-support groups, such as a one-minute simultaneous breastfeeding activity, which occurred during the WBW. These activities were endorsed but not hosted by WABA, and also open to the public.

2.3 Breastfeeding as an Issue of Public Health Concern in Malaysia

The study examined specifically the effects of the 2011 WBW campaign's activities in Malaysia. Malaysia is a federal constitutional monarchy in Southeast Asia consisting of thirteen states, three federal territories, and has a total landmass of 127,350 square miles. Land borders are shared with Thailand, Indonesia, and Brunei, and maritime borders exist with Singapore, Vietnam, and the Philippines. The capital city is Kuala Lumpur, while Putrajaya is the seat of the federal government. In 2010 the population exceeded 27.5 million, with over 20 million living on the Peninsula (Department of Statistics, Malaysia, 2011). Penang, with a population of 740,200 (2010) is an island, situated in Perak State, approximately 182 miles north of Malaysia (Department of Statistics, Malaysia, 2011).

Malaysia is multi-ethnic and multi-cultural, factors that play a large role in politics. Malays make up 50.4 percent of the population, followed by Chinese (23.7), Indigenous, or *Bumiputera* (11.0), Indian (7.1), and Other (7.8) (Central Intelligence Agency, 2012).

The government system is closely modeled on the Westminster parliamentary system and the legal system is based on English Common Law, both legacies of an extended period of British colonization, which ended in 1957. While Malaysia's head of state is the King, known as the Yang di-Pertuan Agong, an elected monarch is chosen from the hereditary rulers of the nine Malay states every five years, and the head of government is the elected Prime Minister.

The Malaysian constitution guarantees freedom of religion while making Islam the state religion (Michigan State University, 2011-2012). According to the Population and Housing Census 2010 figures, ethnicity and religious beliefs correlate highly. Approximately 61.3 percent of the population practice Islam; 19.8 percent practice Buddhism; 9.2 percent Christianity; 6.3 percent Hinduism; and 1.3 percent practice Confucianism, Taoism and other traditional Chinese religions (Department of Statistics, Malaysia, 2011). In a 2011 census study, 0.7 percent declared no religion, and the remaining 1.4 percent practiced other religions or did not provide any information (Department of Statistics, Malaysia, 2011).

Malaysia is a newly industrialized country (NIC), a term used to describe nations in a category between developed and developing (Mankiw, 2007). NICs are categorized as having economies more advanced and developed than those in the developing world, but not yet with the full signs of a developed country. Wawasan 2020 or Vision 2020, an idea introduced by former Prime Minister of Malaysia Mahathir bin Mohammad in 1991, calls for the nation to achieve the status of self-sufficient industrialized nation by the year 2020. As such, Wawasan 2020 is targeted at all areas of development, such as economic prosperity, social well-being, high-quality education, political stability, and psychological balance. In order to achieve Vision 2020, Mahathir noted that the nation would require an annual growth of 7 percent (in real terms) over the 30-year period (1990–2020), so that the economy would be eightfold stronger than its

1990 GDP of RM115 billion. This would translate to a GDP of RM920 billion (in 1990 Ringgit terms) in 2020 (Mohamad, 2008) (Hai, 2007). Revisions have been made to Vision 2020, most notably to redefine annual economic growth rates (Pakiam & Adam, 2009).

Children and women's health status in Malaysia is mixed, with some health indicators showing evidence of great strides in improved health, and others indicating serious concerns. For example, in 2009 the infant mortality rate was six deaths per 1,000 births, and life expectancy at birth in 2009 was 75 years (UNICEF, 2010). This compares favorably with other Southeast Asian Countries. The Government of Malaysia (GM) spends about 5 percent of its social sector development budget on health care (UNICEF, 2010). In 2006, only 14.5 percent of babies in Malaysia were exclusively breastfed (Ministry of Health Malaysia, 2009). The percent of children who are still breastfeeding after 20-23 months is 89 percent, ranked 12th globally, while the 63 percent of children are breastfed exclusively. In contrast, in 1996, babies breastfed for six months or less made up 29 percent of all infants. The percentage of children who were still breastfeeding after 20-23 months was 12 percent. In 2003, 73.6 percent of pregnant women received prenatal care and the prevalence of child malnutrition was 10.6 percent. Eleven percent of infants were of low birth weight, or under five and a half pounds (2006-2010) while the percent of under-fives suffering from moderate and severe underweight was 13 percent (UNICEF, 2009).

Nutrition indicators are cause for alarm in Malaysia. The prevalence of chronic malnutrition or stunting (height for age[1]) in 1999 was 15.6 percent. From 2006 to 2010, the

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[1] The prevalence of child malnutrition (height for age) is the percentage of children under 5 whose height for age is more than two standard deviations below the median for the international reference population ages 0 to 59 months. For children up to 2 years of age, height is measured by recumbent length. For older children, height is measured by stature while standing. The reference population adopted by the WHO in 1983 is based on children from the United States, who are assumed to be well nourished.

figure for moderate and severe stunting rose slightly to 17 percent. The fertility rate is 2.64 children born per woman (2012) (Central Intelligence Agency, 2012).

On the other side of the spectrum, overweight and obesity also pose a large threat to child and adult health, a serious health concern that is linked with insufficient breastfeeding. Arenz et al. (2004) and Owen et al. (2005) observed that breastfeeding was associated with a reduced risk of pediatric overweight (Arenz, Ruckerl, Koletzko, & von Kries, 2004; Owen, Martin, Whincup, & et al, 2005). Arenz et al. found that all nine of the studies they included showed reduced odds for overweight among children who were breastfed in comparison with those never breastfed, although three of these showed non-significant effects in the same direction. The meta-analysis of these nine studies showed that breastfeeding resulted in a significant overall reduced risk of overweight (Arenz, Ruckerl, Koletzko, & von Kries, 2004).

According to the 1997 Second National Health and Morbidity Survey (NHMSII), the overall prevalence of overweight (Body Mass Index [BMI]=25.0<30.0kg/m2) in subjects above 18 years of age was 16.6 percent while that for obesity (BMI =>30.0kg/m2) was 4.4 percent (Public Health Institute, 1997). Today, the prevalence of obesity for adults is 16.3 percent (Central Intelligence Agency, 2012). Prevalence of overweight and obesity was higher in females (5.7 percent and 17.9 percent) (Public Health Institute, 1997).

The prevalence of overweight children in rural areas in the late 1990s remained small at about 1 percent (Public Health Institute, 1997). In contrast, the prevalence of overweight children in urban areas was much greater, especially in areas with higher income (Osman, Suhardi, & Khalid, 1993). The proportion of obese children in urban primary schools was found to range between 3 and 15 percent (Bong & Safurah, 1996).

No form of nourishment is equal to breastfeeding in providing optimal nutrition for infants. Babies who are not breastfed are fed with some type of substitute, usually by bottle. For bottle feeding to be safe, there must be clean water, fuel, and facilities to boil the water and sterilize the equipment, adequate income to be able to afford the infant formula product and a level of literacy that allows for the mixing and sterilizing instructions to be followed carefully. Achieving all of the required conditions for safer feeding of non-breastfed infants and young children is rare in most developing countries, and populations in rural and poorer urban parts of Malaysia are no exceptions to this rule.

In the developing world, the risk of death for infants who do not breastfeed is 10 to 15 times greater in the first three to four months of life than for babies who are fed only breast milk (Sokol, 1992). Despite the important role that breastfeeding plays in preventing malnutrition and infection in infants and young children, and the establishing of the Global Strategy for Infant and Young Child Feeding and other initiatives such as the Baby Friendly Hospital Initiative (BFHI), aimed at improving breastfeeding rates and duration, the prevalence and length of breastfeeding have declined in many parts of the world in the past two decades. Beginning in 1974, public interest groups advocating for better infant health along with the World Health Assembly (WHA), the official governing body of WHO, identified aggressive and often inappropriate marketing of breast milk substitutes as a significant factor contributing to the alarming decline in breastfeeding rates and an associated increase in young infants' morbidity rates worldwide (Sokol, 1992).

A major challenge to infant and young child health is the substitution of infant formulas for breast milk. Infant formula companies' marketing efforts strongly influence women's decisions not to breastfeed newborns and to use breast milk substitutes during infancy and early

childhood, which has significant implications for the health of infants and young children (Sokol, 1992).

National policies on maternity leave and public breastfeeding also pose a threat to breastfeeding practices in Malaysia. According to a Ministry of Health (MoH) analysis of national breastfeeding data, exclusive breastfeeding rates in the country are high in the first two months but drop rapidly after two or three months, the period when maternity leave ends and working mothers return to paid employment (Ministry of Health Malaysia, 2009). In Malaysia, about half of the work force is women, and generally, maternity leave is about two months in both the public and private sectors. It could be speculated that mothers replace breast milk with formula or other foods by two months of age in preparation to return to work.

Recognizing the significance of breastfeeding and infant nutrition, efforts have been made by various organizations, especially the MoH in collaboration with WABA, to promote this. The National Breastfeeding Policy was formulated in 1993, and revised in 2005 in accordance with guidelines of the WHO.

With strong support and encouragement from WABA, the GM has made commitments to protect current breastfeeding practices from erosion due to aggressive marketing of breast milk substitutes. It has also taken steps to support women's desire to breastfeed by providing appropriate health services, accurate and complete information, and a policy environment that reinforces breastfeeding, such as longer maternity leave and breastfeeding facilities in public areas and work places. Various programs and activities have been implemented to promote breastfeeding practices. One of the major strategies undertaken by the MoH was the implementation of the BFHI in 1992, in which 10 steps were identified with the aim of

empowering women to make right choices on feeding their babies and of creating conducive conditions in hospital and thereafter for women who wish to breastfeed.

In an effort to promote the importance of breastfeeding nationwide, the Malaysian Dietary Guidelines 2010 identified a key message dedicated to highlighting the importance of the practice. The key message on breastfeeding provides advice on various aspects of breastfeeding babies, including how to provide expressed milk upon returning to work.

The Nutrition Society of Malaysia (NSM) has also contributed towards the promotion of breastfeeding over the years. In 2011, NSM launched the Mother's Smart Choice Programme. The first phase in this long-term infant/young child feeding education program focused on promoting breastfeeding. Despite efforts to change policy on breastfeeding practices in the workplace, working mothers continue to struggle to breastfeed their infants exclusively.

2.4 Communication in Malaysia

Out of a population of 28.73 million in 2012, Malaysia had about 17.72 million Internet users, with 61.7 percent Internet penetration (Miniwatts Marketing Group, 2012). The Internet was first introduced to Malaysia in 1995, with only about one out of 1,000 Malaysians with Internet access at that time. Since then, the number of the Internet subscribers has risen substantially and is expected to rise further as it moves towards advanced information, communications, and multimedia services (Miniwatts Marketing Group, 2012). Internet users in Malaysia spend an average of 19.8 hours per week using the internet (We Are Social Singapore, 2011). The majority of Internet users are between the ages of 15-24 (38 percent), followed by those aged 25-34 (26 percent), 35-44 (23 percent), 45-54 (9 percent), and 55+ (5 percent). A total of 45.8 percent of these users are male, compared to 54.2 percent of female users in 2011 (Ketchum, 2011). TMnet, a branch of Telekom Malaysia, is Malaysia's largest internet service

provider. More than 10 internet service providers currently exist in Malaysia, but Telekom Malaysia continues to own a monopoly of the broadband market.

In the mid-1980s, Malaysia adopted mobile services, which have grown in popularity to the point that, by 2000, the number of mobile cellular subscribers surpassed that of fixed line subscribers. In 2012, fixed-mobile subscriptions continue to decrease as mobile penetration rates dwindle. Mobile operators are shifting their focus and approach from customer acquisition to customer retention, and increase revenues per subscriber by driving up data usage. As of 2012, there are more than 30 million mobile phone subscribers in Malaysia, with a penetration rate of 80.8 per 100 inhabitants (Central Intelligence Agency, 2012). The mobile penetration rate is at 107 percent and is expected to rise to 123.2 percent by 2013. The proportion of 3G subscribers in the Malaysian mobile market stands at 12.4 percent and is expected to increase to 27 percent by 2014 (Ketchum, 2011). This market is one which digital media can potentially have the greatest impact upon due to ease of access and convenience.

In terms of cultural acceptance, mobile phones and, specifically, text messaging, allow Malaysians to "save face," a local term for keeping one's personal honor, with 48 percent of respondents to a survey conducted in 2011 by the Asia Digital Marketing Yearbook saying they preferred using their phones when they had to communicate negative messages (Ketchum, 2011). In 2009, Malaysians sent each other a total of 6.37 billion SMS (Short Message Service) messages and 9.54 million MMS (Multimedia Messaging Services) messages (Ketchum, 2011).

The use of social media, both by individuals and businesses in the country, has risen rapidly. Social networking accounts for one third of all time spent online, where 78 percent of Malaysian Internet users visit Facebook and 51 percent are on YouTube (Radwanick, 2011). In comparison, the total minutes spent on web-based email has declined since 2009, a finding that

has been attributed to the increasing number of young users that is driving email use down (Nguyen, 2011). Web-based email has been replaced by communicating via wall posts, messages, tweets, etc. and possibly by the increase in mobile email users.

As in most other countries, the way media is consumed has changed dramatically in Malaysia. Younger generations are shifting from traditional media to new media, especially blogs and social networking sites. In April 2010, a study by Sysomos (2010) found that Malaysia has the sixth greatest number of Twitter users in Asia, ranking above South Korea, the country with the highest broadband penetration rate in the world (Sysomos Inc., 2010). A number of high profile politicians in the country, such as Lim Kit Siang, Khairy Jamaluddin, Jeff Ooi, Tony Pua and even the Prime Minister, Najib Razak, reach out to their supporters through Twitter (Sysomos Inc., 2010).

Recent statistics show that Malaysian internet users prefer social networks over blogs, micro-blogs, video sharing, reference and professional networks (Ketchum, 2011). Facebook is the social network of choice, with 14,000 million daily page views and 75.5 percent reach, followed by Blogspot (1700 million page views, 42.2 percent reach), Wordpress (15 million page views, 16.1 percent reach), Twitter (26 million page views, 7.6 percent reach), and MetaCafé (5.1 million page views, 5.6 percent reach) (Nguyen, 2010). An estimated 11.1 million Malaysians – over 40 percent – are Facebook users (Ketchum, 2011).

2.4.a Traditional Media

Traditional media in Malaysia have also changed in recent years. By mid-2010, the total newspaper circulation in Malaysia was around 4.5 million (Audit Bureau of Circulations, 2011). In Selangor state, home to Malaysia's capital, Kuala Lumpur, 40 percent or 1.8 million copies were circulated. Newspapers in Bahasa Malaysia, the national language, were most purchased, at

close to 40 percent of the total, followed by Chinese and English dailies at around 20 percent each (Audit Bureau of Circulations, 2011). Traditional media in Malaysia face a growing threat from online news platforms. According to the Audit Bureau of Circulations, the average daily newspaper circulation in the country in 2011 dipped one percentage point, about 50,000 copies, as compared to 2010 (Audit Bureau of Circulations, 2011).

Radio has become a less prominent source of information and entertainment over the last decade, but still remains a popular communication platform for Malaysians. In the latest Radio Audience Measurement Malaysia study radio listenership remained strong in Peninsular Malaysia, with 15.5 million or nine in 10 people aged 10 years and above tuning in every week (The Nielsen Company, 2010). The study also found that the average listening duration increased by five percent in 2010, to 22 hours a week. Advertising spent on radio grew 14.5 percent to Ringgit Malaysia (RM) 255.7 million during the period from January to August 2010 (The Nielsen Company, 2010). The growth in radio advertisement spending was attributed to the increased spending by financial education institutions, telecommunication services and electronic firms. Advertising expenditure on radio makes up 4.6 percent of the total, where free-to-air television continues to register 32.9 percent of the total advertisement spending (The Nielsen Company, 2010).

2.4.b Censorship and Regulations

Censorship continues to remain a threat to communication mediums. The Printing Presses and Publications Act of 1984 requires all publications in Malaysia to obtain licenses that can be revoked at will by the Ministry for Home Affairs (MoHA) (Audit Bureau of Circulations, 2011). The MoHA's decisions are final, and no judicial review is available. Malaysia's ruling political party directly owns or controls all major newspapers, radio and television stations, making it

difficult for alternative voices to be disseminated to the public. In 1987, the Government of Malaysia halted the production of four newspapers that published criticism of its policies (Audit Bureau of Circulations, 2011). Accordingly, the Malaysian press treads carefully in terms of respecting its multi-ethnic and cultural foundations.

Currently, there are more than 80 daily and weekly newspapers in various languages including Malay, English, Chinese and Tamil (Audit Bureau of Circulations, 2011). Though the GM advocates freedom of speech and a free press, in practice, it is said to restrict the flow of information. Certain issues, such as citizenship for non-Malays or differences in social class, for example, are considered sensitive and citizens must refrain from discussing these issues.

The media generally practice self-censorship and often provide optimistic and noncritical reports of governmental activities. The same is true for modern communication channels. The GM has publicly battled a group of vocal bloggers, including well-known former journalists. The blogosphere has exposed several stories, including one on the purchase of a new VIP jet and the alleged misuse of development funds for political purposes. Several ministers have given warnings to several prominent bloggers, and even went as far as to suggest that they register their blogs so that the government could keep track of them. At the same time, the GM defends the role and influence of the traditional media, making statements that news carried by such media as television, still plays a crucial and interpretative role that audiences cannot do without despite the pervasiveness of the internet. According to some critics, the GM has suggested that the internet and new media compete for people's time in an attempt to create questions and doubts in users' minds about the content, interests, and sources of information. The government has reportedly accused the internet of circulating rumors, sensationalized stories and even outright lies (Ketchum, 2011).

In January 2010, the Information, Communications, and Culture (ICC) Minister of Malaysia, Dr. Rais Yatim, created a stir in the digital media realm when he commented that Malaysians should avoid being immersed in social networking sites and tools such as Facebook and Twitter (The Star Online, 2010). The Minister suggested that Muslims, in particular, should avoid such platforms in order to protect traditional values and beliefs from Western influences. Malaysian Twitterers did not respond favorably to the comment, which provoked them to create a #yorais (Yo, Rais!) hashtag to attach to comments on how "backwards" and "ancient" they felt he was. The topic surged in popularity, and eventually became one of the top three trending topics on Twitter (The Star Online, 2010). Malaysian digital media users complained of the wide discrepancy between the GM's policies in the 1990's that introduced the Multi-media Super Corridor without censorship, and a senior GM official's efforts to discourage internet and digital media use in the 2010's.

The GM appears to have recognized that in an era of digital media, the proliferation of citizen-generated content is inevitable. In view of the popularity of the digital media and its potential influence, especially on the political landscape, the Malaysian Communication and Multimedia Commission (MCMC) was entrusted with the responsibility to "grow and nurture local information resources and cultural representation that facilitates national identity and global diversity" (Euromonitor International, 2011). Based on the powers provided for in the Malaysian Communications and Multimedia Commission Act (1998), the MCMC has become the regulator for the converging communications and multimedia industry, (Euromonitor International, 2011). Malaysia was one of the pioneers amongst Asian countries in its legislative efforts to protect consumers using e-commerce. In addition to the Communications and Multimedia Act of 1998, other cyber laws that were enacted included the Digital Signature Act, 1997; the Computer

Crimes Act, 1997: and the Copyright Amendment Act, 1997.The GM allocated RM 12.9 billion

(USD 4.15 billion) for the Ninth Malaysia Plan (2006-2010) (Euromonitor International, 2011).

In 2006, realizing the influence and the size of the audience that certain bloggers

commanded, and hoping to better regulate and prevent the spread of information from opposition

groups on the internet, the GM established policy insisting that bloggers who used locally hosted

websites register with the authorities. The demand incited strong negative reactions, in the form

of online complaints, petitions, and protests from cyberspace users. The existence of free blog-

hosting services like Blogspot.com and Wordpress.com, however, has made it virtually

impossible for the government to enforce such policy.

3. LITERATURE REVIEW

3.1 Concept Explication

The World Alliance for Breastfeeding Action's 2011 World Breastfeeding Week campaign was created independently of any theoretical background. The results of this study thus sought to identify theories that were applicable to the campaign, and to assess the adequacy of their application related to WBW. In addition, theories also were used to help generate recommendations for future campaigns. In order to understand how such theories were applicable or potentially helpful to WABA's WBW campaign, concepts and theories had first to be clearly understood. Key concepts to be defined by the author included: Communication for Development, diffusion communication, participatory communication, human rights, breastfeeding rights, and culture. The literature review includes documents and scientific research articles related to theoretical frameworks pertaining to communication and campaign evaluation. The literature review also focuses on studies using similar approaches to breastfeeding awareness and communication. Applicable theories included Diffusion of Innovations theory (Rogers, 1995), and Social Marketing theory (Kotler & Lee, 2012).

3.1.a Communication for Development

Communication for Development (C4D) refers to the use of communication to promote social development. It is the practice of systematically applying the processes, strategies, and principles of communication to bring about positive social change. While the practice of development communication can be traced back to efforts undertaken in various parts of the world during the 1940's, the widespread application of the concept came about because of the problems that arose in the aftermath of the Second World War. C4D is most commonly used as a communications tool. It is based on theoretical assumptions, but is not a theory in itself.

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The rise of the communication sciences in the 1950's resulted in the recognition of the field as an academic discipline, with Daniel Lerner, Wilbur Schramm, and Everett Rogers becoming the earliest influential advocates. The term "development communication" was first coined by Quebral, who defined the field as, "the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential" (Quebral, 1976).

Development communication is characterized by conceptual flexibility and diversity of communication techniques used to address the problem. Some approaches in the tool kit of the field include: information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and participatory development communication. Communication for Development (C4D) can be defined as:

"A social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change. It is not public relations or corporate communication" (The World Bank, The Communication Initiative, and the Food and Agriculture Organization of the United Nations, 2007, p. xxxii).

Three broad approaches to C4D have been identified: behavior change communication, communication for social change, and advocacy communication (UNFPA, 2001, p. 15).

C4D initiatives can also be categorized under two headings: diffusion communication and participatory communication. Diffusion (one-way) does not preclude the process of participatory (two-way) dialogue, but places less emphasis on it than two-way communication.

Both frameworks are underpinned by a wide range of information and communication technologies.

The third dimension, advocacy, is participatory in nature and rooted in collectively-organized, community action (UNESCO, 2007, p. 11). All three dimensions will be applied to WABA's 2011 WBW campaign in the results/findings and discussion.

3.1.b Diffusion Communication

Communication initiatives based on diffusion theory generally involve the transfer of information. "Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. Diffusion of Innovations is a theory of how, why, and at what rate new ideas spread through cultures" (Rogers, 1995). A central component of many civic education initiatives, diffusion aims to provide individuals and their communities with the opportunities to make informed choices on issues that affect their lives (McCall, 2007, p. 3). For this reason, diffusion communication is often a central component of social education initiatives, such as the 2011 WBW campaign.

Diffusion communication has an added element of interpersonal communication, which is important in promoting individual and collective action. This form of communication has the capacity to increase knowledge and understanding at the local level.

3.1.c Participatory/Behavior and Social Change Communication

C4D is a systematic, planned, and evidence-based strategic process linked to program elements. It uses consultation with and the participation of children, families, communities and networks, and relies on a mix of communication tools and approaches to promote positive and measurable behavior and social change. C4D is also a long-term process. While some results can

be achieved within a short time-frame, true behavioral and social change is a gradual process, sometimes spreading over two or more generations.

When evaluating the 2011 WBW, some connections surface in relation to the measurements use by C4D. Increased knowledge and awareness, skills education, changes in behavior and practices, shifts in attitudes and norms, to name a few, are some of the more pertinent measurements for WABA, and will be examined closely in the findings of the study.

Advocacy communication is also a key element of C4D, enabling development agencies such as WABA to identify important policy issues that must be addressed. Advocacy communication also serves to temper resistance to participatory processes, as it clarifies the purpose of participation. By providing facts aimed at changing opinions and policies, advocacy communication may relieve the pressure on those opposed to such processes, for example, reassuring parents or teachers who are worried that breastfeeding awareness will lead to increased sexual activity.

3.1.d Fluidity through the Spectrum

It is crucial to recognize that there is great potential for fluidity throughout the spectrum and the combining of C4D strategies for the greatest impact. Research has shown that communities involved in participatory communication in development projects are more receptive and responsive to diffusion initiatives. Participatory communication has been shown to enhance the receptiveness and responsiveness of communities to diffusion initiatives.

Other cases have provided evidence that blending strategies within an initiative can prove most effective. When using a blend of strategies, each one can address a multitude of needs to promote change. "Study after study has shown the futility of trying to pinpoint what exactly triggers, stimulates or sustains individuals and social groups to 'change'...Planners should always

strive for a blend rather than seek or rely on the 'silver bullet'" (Parks, p. 18). In the case of WABA, this was a critical step in the development of the WBW.

3.1.e Information and Communication Technologies (ICTs)

Information and communication technologies (ICTs) play an increasingly important role in C4D. Recognized as the implementing tools for most communication initiatives, ICTs serve to deliver information to target groups, and to promote discussion and participation. The 2011 WBW marked the first year that WABA used modern ICTs in its WBW campaign.

In the past decade ICTs have been used to a greater extent for development as they are increasingly available to wider audiences. There is evidence that ICTs support C4D initiatives aimed at bridging social gaps, such as gender differences. Cheaper, more easily accessed ICTs such as radio and social media platforms permit development practitioners to reach those at greatest risk. At the same time, new ICTs ensure that the population as a whole is involved in issues that affect lives and influence development (UNESCO, 2007) While a diffusion campaign depends on a local radio station to educate target populations through the stories of a regular soap opera, a participatory communication campaign may use a radio station to inform target groups of the timings and locations of community meetings, thereby promoting local dialogue.

According to the United Nations System Report of the Director-General of UNESCO on the implementation of General Assembly resolution 50/13 (Da Costa, 2007), ICTs serve as a means to enhance development. "The transformative capacity of ICTs facilitates information access and enables community participation; promotes the creation of enabling policy environments, innovative financing and multi-stakeholder partnerships, which are needed to reap the benefits" (Da Costa, 2007). WABA's use of ICTs in the 2011 WBW campaign was examined and discussed further to determine what was successful and where it met challenges.

3.1.f Human Rights

Human rights are divided into subcategories, three of which are most relevant to the right to breastfeed: women's rights, children's rights, and the right to health and health care. Bromberg Bar-Yam (2003) uses five different UN documents to illustrate how breastfeeding is a human right, including the Universal Declaration of Human Rights (UDHR), adopted in 1948; the International Covenant on Economic, Social and Cultural Rights (ICESCR), adopted in 1967; the Convention on the Elimination of All Forms of Discrimination Against Women, (CEDAW), adopted in 1981; the Declaration and Convention on the Rights of the Child (CRC), adopted in 1989; and the International Code for the Marketing of Breast-Milk Substitutes, adopted in 1981. While only two of the above-mentioned rights instruments refer specifically to breastfeeding practices, they all contain principles encompassing breastfeeding rights. In addition, they have prompted the development of other documents sponsored by the UN and other nongovernmental organizations that address breastfeeding directly. These include the Innocenti Declaration, 1990; the Global Strategy on Infant and Young Child Feeding (IYCF), 2002; the World Declaration and Plan of Action for Nutrition, 1992: and WABA's Quezon City Declaration on Breastfeeding, Women and Work, 1988, among others (Kent, 2001, p. 96).

The UDHR is the most comprehensive declaration of human rights to date. The ICESCR extends the UDHR and places it in the context of economic, social, and cultural rights. These documents are extensive and cover numerous aspects of human rights. While neither addresses breastfeeding directly, both instruments inform the public's understanding of the right to breastfeed (Bar-Yam, 2000).

The UDHR states, for example, that:

- Everyone has the right to a standard of living adequate for the health and well-being of himself and his family, including food, clothing, housing, and medical care and necessary social services.

- Motherhood and childhood are entitled to special care and assistance. All children, whether born in or out of wedlock, shall enjoy the same social protection (Office of the High Commissioner for Human Rights, 1948) (Redman & Whalen, 1998).

Meanwhile, the ICESCR states that:

- The widest possible protection and assistance should be accorded to the family, which is the natural and fundamental group unit of society, particularly for its establishment and while it is responsible for the care and education of dependent children.

- Special protection should be accorded to mothers during a reasonable period before and after childbirth. During such period, working mothers should be accorded paid leave or leave with adequate social security benefits.

- Special measures of protection and assistance should be taken on behalf of all children and young persons.

- The States Parties . . . recognize the right of everyone to the enjoyment of the highest attainable standard of physical and mental health.

- The steps to be taken by the States Parties . . . to achieve the full realization of this right shall include those necessary for the provision for the reduction of the stillbirth rate and of infant mortality and for the healthy development of the child (Office of the High Commissioner for Human Rights, 1967) (Redman & Whalen, 1998).

The fundamental instruments protecting human rights address several issues that are essential to successful breastfeeding, including the significance of the family unit, the right to the

"highest attainable standards of . . . health," special protection for the mother before and after childbirth including paid maternity or leave with "adequate social security benefits," and specific efforts to reduce infant mortality and increase healthy childhood development (Bar-Yam, 2000). The ICESCR recognizes each individual's right to the "highest attainable standard of . . . health." Breastfeeding and breast milk are essential parts of normal physical and cognitive development (Cunningham, 1995), but breastfeeding also helps to protect mothers from life-threatening illnesses such as breast and ovarian cancer and osteoporosis (Minami, Ohuchi, Fukao, & Hisamichi, 2000) (Yen, Yen, Bai, & Lin, 2004) (Karlsson, Obrant, & Karlsson, 2001). Furthermore, the use of breastmilk substitutes is harmful to the health and development of babies and mothers (Walker, 1993).

Economic, social, and cultural rights also include safety and security before and after childbirth, including paid maternity leave, or "leave with adequate social security benefits." Regular and frequent nursing and/or breast milk expression are essential for successful breastfeeding. Sufficient time at home with a woman's newborn baby without loss of income and opportunities to nurse or express breastmilk during the workday without fear of losing one's livelihood are therefore central elements of the right to breastfeed.

While the UDHR and the ICESCR apply to all people, human rights advocates and scholars are aware that certain afflicted groups require special consideration to overcome their extensive history of exploitation and discrimination. In response to a recognized need for a protective legal instrument, in 1981, the UN adopted the CEDAW. One of the recurring concerns of the women's rights movement has been recognizing and realizing a balance between women as equal, because they can function in society as men do, and women as special, because they carry, bear, and nurse children (Giele, 1995). CEDAW addresses this duality for women in

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cultures, religions, and economies worldwide. The instrument includes an appeal to end social and cultural patterns based on the idea that one gender is superior or inferior to the other, and to end stereotyped roles for men and women. CEDAW also states that family education "…includes a proper understanding of maternity as a social function," (Office of the High Commissioner for Human Rights, 1981) and that men and women have a common responsibility in raising their children. Together, these statements draw an imperative distinction between the unique roles of maternity to be respected and stereotyped roles of men and women to be eliminated.

CEDAW also addresses women and employment, ensuring women's inalienable right to work, free choice in employment and profession, job security and benefits, and equal opportunities for advancement and remuneration, as is the case for men. It also ensures that these rights will be realized without discrimination due to marital or motherhood status. While breastfeeding is not mentioned specifically in the CEDAW, it is understood by the drafters and readers of the instrument as part of maternity. Women's inalienable right to work includes special allowances when a woman is pregnant and a new mother, including paid maternity leave and appropriate child care facilities, so that she can continue her roles as mother and worker effectively. Further explanation and direction regarding maternity and work are documented in the International Labor Organization's (ILO) Maternity Protection Convention and its many revisions since its initial drafting and adoption in 1991 (International Baby Food Action Network, 2000). The table below (Table 1) displays various United Nations Human Rights documents and articles in those documents that support breastfeeding.

Table 1. United Nations Human Rights Conventions and the Right to Breastfeed (Bar-Yam, 2000)

Document	Adopted	Article	How It Supports Breastfeeding
Universal Declaration of Human Rights	1948	25 1.	1. Centrality of the family 2. Right to the "highest attainable standards of . . . health" 3. Special protection before and after childbirth, including paid maternity leave
International Covenant on Economic, Social and Cultural Rights	1976	10, 12	1. Centrality of the family 2. Right to the "highest attainable standards of . . . health" 3. Special protection before and after childbirth, including paid maternity leave
Convention on the Elimination of All Forms of Discrimination Against Women	1981	5, 11	1. Maternity is a social function, different than "stereotyped" roles of men and women 2. Women's inalienable right to work includes special allowance for pregnancy and new motherhood 3. Women's rights include the right to fulfill their role as mothers without prejudice Convention of the Rights of the Child 1989 3, 18 1. Best interests of the child are paramount 2. Parents are assumed to act in the best interests of their children; governments support parents through "appropriate institutions, facilities and services" 24 3. Right to "highest attainable standard of health" 4. Right of child/parents for everyone to have access

			to health information, including breastfeeding education. Support of breastfeeding is the responsibility of the society, not just the parents
			5. Abolish "traditional practices prejudice to the health of children"
			6. International cooperation in achieving the rights for children
International Code of Marketing of Breast-Milk Substitutes	1981		1. Holds corporations accountable for disseminating truthful, accurate information to the public and health care providers
			2. Holds corporations accountable for the consequences of marketing campaigns and strategies
			3. Forbids marketing breast-milk substitutes or equipment directly to consumers

Human rights conventions are legal instruments that infer that, while sovereign rule of individual countries must be respected, the international community is responsible for protecting human rights everywhere. Similarly, the Code says that companies are accountable for the consequences of their marketing campaigns and strategies and that governments and the international community have a responsibility to protect individuals from corporate violations of human rights. Over the past 20 years, addenda have been ratified by WHA nations that strengthen the Code and close loopholes. In addition, conventions such as the Innocenti Declaration have been written, and programs such as the Baby-Friendly Hospital Initiative (BFHI) have been established to implement the code and support breastfeeding throughout the world.

These broad principles of human rights provide a frame within which governments throughout the world can develop legislative, programmatic, and educational initiatives to protect breastfeeding as a right for both mother and child.

3.1.i Culture

"Context becomes central to the articulation of, development of, and evaluation of communication strategies." (Dutta & Basnyat, 2008, p. 444)

In order to develop a clear understanding of the role of culture in development communication, it is vital to define the term. In general, culture is all-encompassing, vague, and open to interpretation. The definition used in the study, however, stems from Lindlof and Taylor's understanding of culture, as, 1) an accepted pattern of human understanding, principles, and conduct that depends upon the aptitude for symbolic thought and social learning, and 2), a collection of shared approaches, values, goals, and practices that characterize a society, organization or group (Lindlof & Taylor, 2002).

Tomasello maintains that humans are "biologically adapted for culture," (Tomasello, 1999, p. 503). He places emphasis on human beings' joint attentional skills, which engender uniquely powerful forms of cultural learning through which they may acquire language, discourse, and other conventional skills (Tomasello, 1999, p. 510).

In addition to identifying the strategies employed in Malaysia in the past decade for communication on human rights, the study sought to develop a more thorough understanding of how culture affects communication initiatives for the protection and promotion of various human rights. The Malaysian culture was the focus of the study, including the accepted values, beliefs, and practices of the target population of the WBW campaign (youth), with respect to the

practices of different religious groups. In Malaysia, multiple cultures, ethnic groups and religions exist in one geographic location. It is therefore difficult and often incorrect to label a population as belonging to a certain culture simply because they share a physical residency.

Cultures vary immensely among human populations. As such, to develop a true understanding of the role of human rights in culture, and vice versa, research must be broken down to specific geographical and cultural contexts.

3.2 Theory

3.2.a Diffusion of Innovations

Diffusion of Innovations theory, seeks to explain how, why, and at what rate new ideas and technology spread through cultures (Rogers, 1983). The theory was chosen to highlight aspects of the 2011 WBW that reflect the principles of Diffusion of Innovations theory, to identify where some parts of the campaign were weaker and others were stronger, and why. The theory recognizes the various components that influence the spread of ideas, and the process by which an innovation is communicated through different channels over time. Understanding these processes highlights procedures needed to successfully implement effective communication strategies, such as for breastfeeding awareness in the case of WABA.

Four main elements influence the spread of a new idea; the innovation, communication channels, time, and the social system. Diffusion, therefore, is the manner by which an innovation is communicated through particular channels over time among the members of a social system. Understanding all aspects of diffusion is especially essential for an organization that develops an annual global campaign.

Diffusion of Innovations theory identifies several different significant actors in the spread of ideas and information. Opinion leaders and organizations play a key role in the Diffusion of

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Innovations . In the case of opinion leaders, certain individuals in a societal network who are influential in the spread of information may be used to diffuse an innovation. Opinion leaders characteristically are different from their followers and other individuals, as they have greater exposure to the mass media, more social experience, higher socio-economic status, and are more innovative (Rogers E. M., 1983, p. 219).

Organizations also help with the Diffusion of Innovations, mainly through two different types of innovation-decisions: collective-innovation decisions, and authority-innovation decisions. Collection-innovation decisions occur when the adoption of an innovation has been made by an agreement among the members of an organization, as is the case with WABA. Conversely, authority-innovation decisions are made when the adoption of an innovation is made by either one or few individuals with high positions of power within an organization (Rogers, 2003, p. 403). In contrast with the optional-innovation decision, these decision processes only take place within an organization or structural group.

Diffusion of Innovations through the use of organizations was the primary focus of the theoretical analysis. Different people adopt different innovations and then spread them at different rates to different people. Through the design of a global campaign, this is exactly what WABA hopes for. Some innovations, however, are never adopted and others are simply abandoned. To ensure optimal innovation, several key attributes of the innovation itself have been identified by Rogers (2003). These include: Relative advantage; compatibility; complexity; trialability; observabilty; reinvention; fuzzy boundaries; risk; task issues; knowledge required to use it; and augmentation/support. Analysis of the campaign will identify what type of innovation the WBW is, and where issues may arise. The analysis will also look at the characteristics of

adopters (the campaign's target audience) and the processes guiding the adoption of a new innovation.

3.2.b Social Marketing theory

Social Marketing theory (SMT) is a combination of theoretical perspectives and established marketing techniques. Defined by Kotler (2012) as "the design, implementation, and control of programs seeking to increase the acceptability of a social idea or practice in a target group," SMT uses concepts of market segmentation, consumer research, idea configuration, communication, facilitation, incentives, and exchange theory to maximize target group response (Kotler, 2012). In social marketing, the intervention is developed from a solid base of communication and social-psychological theories, and marketing techniques are used to supplement message development and program implementation (Wallack, 1990).

Social marketing theory is based on the "marketing philosophy" that people will adopt new behaviors or ideas if they feel that something of value is exchanged between him/her and the "social marketer" (Solomon, 1989). Thus, one of the goals of a social marketer is to meet consumer needs and wants. The "something" can be a tangible product (i.e., re-usable grocery bags) or an idea (i.e., the notion of recycling and sustainable living) or both. SMT also assumes that effective approaches from the commercial business sector can successfully and efficiently be applied to advance social causes (Chapman Walsh, Rudd, B.A., & Moloney, 1993).

These approaches include the five "P's"- product, price, place, promotion and positioning. Briefly, the product refers to the behavior (i.e., practicing exclusive breastfeeding) or idea (i.e., supporting mothers who breastfeed) that the audience needs to accept. A product line refers to

the variety in which the product can be promoted (i.e. breastfeed instead of using formula milk) to attain the goal of adoption of the product. The price of the product refers to the monetary as well as the non-monetary cost of a product. These non-monetary costs include psychological, social, or convenience costs. In the case of WABA, breastfeeding is not only virtually free but also ensures mother and child's physical, psychological, and overall well-being. Reducing these costs greatly increase the chances that a new idea/product will be adopted. The place refers to the distribution sites of the product (for the WBW campaign, anywhere WABA representatives reside). The greater the number of distribution sites and the more convenient and appropriate the places where the product can be found the better chance that awareness and use of the product is facilitated. Promotion of a product refers to the ways in which the audience is made aware of the product, such as use of advertisements, direct marketing and other avenues. In the promotion of a product, social marketing campaigns rely on the interaction between mass media and interpersonal channels for increasing awareness and facilitating change. Positioning refers to the psychological "image" of the product. The promotion of breastfeeding, for example, can be "positioned" to mothers in many different ways, such as an easy way to lose pregnancy weight, a way to bond with children, or a way to reduce the chances of getting health disease or certain types of cancer.

Social marketing theory is more like a set of principles rather than a formal theory, so there are few campaigns that include all social marketing constructs simultaneously. Most interventions are loosely based on social marketing principles, most often including only one or two aspects of this comprehensive theoretical and technical framework; audience analysis (most often through focus group or survey research), and audience segmentation and involvement of community agencies. In general, empirical evidence seems to support the importance of thorough

audience analysis and involvement of community agencies for successful design and implementation of health behavior campaigns. This suggests that knowledge of the audience's beliefs, attitudes, and behaviors is critical in the design of an effective intervention. One of the criticisms of SMT has been that the main emphasis is on the individual rather than the individuals' larger environment (Wallack, 1990). It appears that the endorsement, support and resources of individuals' social and physical environment facilitates or hampers campaign activities. It is not clear how an individual's beliefs/attitudes/behaviors are affected directly by the person's environment.

Social marketing theory has been criticized for its limited applicability in influencing unique population groups (e.g., female commercial sex workers [CSWs] working in low-class brothels). One study, put forward by Svenkerud and Singhal (1998) investigated the applicability of SMT in outreach efforts directed to unique populations at high risk for HIV and AIDS in Bangkok, Thailand. Furthermore, their study examined Thai cultural characteristics that influence communication about HIV and AIDS prevention. The results suggest that certain concepts and strategies drawn from the two frameworks were used more or less by effective outreach programs, providing several policy-relevant lessons. Cultural constraints, such as the lack of visibility of the disease and traditional sexual practices, influenced communication about HIV and AIDS prevention.

Another study by Stead, Hastings, and McDermott (2007) reflects on the effectiveness of social marketing as an intervention model on the lines of commercial marketing techniques to resolve social and health problems. In the article, social marketing effectiveness is discussed in influencing health behavior. Application of social marketing benefits to disadvantaged communities and implications for tackling obesity are also discussed (Stead, Hastings, &

McDermott, 2007). Just as commercial marketing can influence behavior in a way that is often harmful to health, the study's results maintain that marketing is predicated on the idea that the same methods can be used to improve health. While the evidence base to support the approach is gradually growing, it has been somewhat limited by a narrow definition of social marketing and by implementers use of non-systematic methods (Stead, Gordon, Angus, & McDermott, 2007).

3.3 Qualitative Research

Qualitative research has been used effectively to examine communication strategies. Tindall and Vardeman-Winter (2010) used qualitative research in the form of in-depth interviews in a thematic analysis to understand factors influencing women's information-seeking behaviors regarding heart disease information campaigns (Vardeman-Winter & Tindall, 2010, p. 283). In her study, López-Ornelas (2010) presented the results of a metrics study performed by the Revista Latina de Comunicación Social (Latina Journal of Social Communication) from January 1998 to December 2009. The qualitative analysis explored the communication processes registered in 878 articles, through five bibliometric indicators: gender, academic degree, country of origin, co-authorship and institutional affiliation (López-Ornelas, 2010, p. 538).

Helme et al. (2011) sought to understand what individuals talk about and with whom, in regards to campaign messages and their efficacy, by reporting qualitative and descriptive quantitative data from interviews conducted with 139 young adults about conversations that took place in the context of a large, televised safe-sex mass media campaign (Helme, Noar, Allard, Zimmerman, Palmgreen, & McClanahan, 2011). Qualitative research is thus a proven method to study and evaluate basic communication strategies.

4.   RESEARCH QUESTIONS AND METHOD

The study aimed to examine WABA's 2011 WBW campaign, to assess the campaign's relative strengths and weaknesses, and to identify how different communication theories may be applied to future campaigns to promote breastfeeding. It utilized the following research questions:

4.1 Research Questions

RQ1: *To what extent has the WABA World Breastfeeding Week campaign 2011 in Malaysia been effective in its strategies of focusing on engaging and mobilizing youth, to encourage the sharing of knowledge and experience, thus enabling wider outreach for the promotion and protection of the human right to breastfeeding?*

RQ2: *Which specific factors, including values, target audience, and culture, should be considered in developing future communication strategies aimed at promoting optimal breastfeeding?*

4.2 Method

The primary methods of research for this study were surveys and in-depth interviews with the primary target group of the campaign composed of secondary students from Institut Pendidikan Guru (IPG), a teacher's college in Penang, Malaysia. Data were collected through field research in August of 2012. The feedback from youth living in Penang who were targeted by the campaign gave insight to the perceived successes, challenges, and overall impacts of the campaign. Urban youth as opposed to rural youth were the focus of the study, as they were the primary focus of the 2011 campaign. Interviews also were conducted with WABA's 2011 WBW development team, consisting of seven people, including two youth representatives, two advocacy advisers, two WBW coordinators (events and communication), and the senior manager

of WABA. Surveys were omitted from this group as there were too few team members to collect a large amount of data. Interviews, however, provided the researcher with a rich description of the team's experience with the campaign. Feedback from WABA's communication team provided an account of the planning, development and implementation of the campaign, its achievements, challenges, and opportunities.

The chosen methods aimed to explore the outcomes of the WBW campaign, identify the different communication tools used, and determine the target groups' perceptions regarding the content and delivery of the campaign. The key stakeholders for the project included WABA and its collaborators, including WHO and UNICEF, Malaysian young people, and infants and mothers.

The use of interviews with both target groups aimed to provide qualitative information. The interviews enabled the researcher to obtain insights and firsthand experience to help create what Lindlof and Taylor refer to as a "record of discourse" (Lindlof & Taylor, 2002). The main tasks for developing and carrying out the in-depth, semi-structured interviews included to creating a structured question guide, and taking accurate, but discreet notes to help document the interviewees' experiences and perceptions (Fontana & Frey, 1998).

The interviews were conducted in an open-ended manner, encouraging a more reflexive approach to answers (Adler & Adler, 1998). The interviews with staff began with general questions about the person's professional history with WABA, in order to create a safe and comfortable atmosphere. The questions then proceeded to more purposive questions. Laddering, a technique used for in-depth interviews in which the interviewer starts with questions about external objects and external social phenomena and then proceeds to internal attitudes and feelings, was employed for the study. Interviews for the youth groups followed a similar

structure, but only seven students were selected for interviews, based on language considerations and willingness to participate. While some of the students were shy and initially apprehensive to use of their English skills, English is a commonly spoken language in Malaysia and all students completed the interviews without problem.

The interview questions attached in Appendix B represent the interview guide used for collecting ethnographic data. As Altheide describes, the aim of qualitative analysis is to be "systematic and analytical but not rigid" (Altheide, 1996, p. 16). As such, the interview questions were subject to change as needed during the interview, to allow for further discovery. The allotted time frame for the interviews was between 20 to 40 minutes. This time was generally quite flexible depending on the person being interviewed. Some of the interviews were conducted via Skype due to the geographic location of the interviewee, but most were conducted in person. (Interview drafts available in Appendix A)

The questionnaires were administered by the researcher, using contacts from WABA to gather participants from the 2011 WBW campaign. Some participants' names were collected from WABA's contacts list of individuals who participated in a baseline questionnaire administered in 2011 immediately following the campaign (25 students from IPG and 15 Girl Guides). This insured the participation of at least 20 students. The questionnaires differed from WABA staff members' questionnaires in that they inquired about the target groups' perceptions of the WBW campaign, including its strengths, weaknesses, relevance, recommendations for improvement, etc. The sample was chosen through non-probability sampling, based on the participants' willingness to take part in the study. Age also was a factor (e.g., ensuring that students and Girl Guides were of adult age), but all of the students who participated in the WBW campaign were aged 18 and above, so that did not affect the choosing of the sample.

Students were chosen as the target group for the questionnaires because they represent the primary target group for the 2011 WBW campaign, namely youth. Non-probability selection was chosen for this study because of its fast and cost-effective nature, and because it helped to control non-sampling errors, such as data entry errors, biased questions or processing/decision making, and inappropriate analysis conclusions. One limitation of the selection method is that, unlike probability sampling, the results may not be scientifically projectable to the general population with confidence. Given the qualitative nature of the study, what was sought were genuine reactions towards WABA's breastfeeding communication campaign. Whether or not these views represent the majority does not render them insignificant. On the contrary, they remain central to the purpose of this study.

The questionnaires were in English and administered in person, taking five to ten minutes to complete. Malay is Malaysia's official language, although English is commonly spoken. English is a compulsory subject in all schools, however, and since 2003, English has been the compulsory language for the teaching of science and mathematics classes (Gooch, 2009). Nevertheless, respect for language bias must be taken into account, and the surveys were revised with a Malay translator prior to administering them to students so that they could be best understood.

The questionnaires included a short introduction and a signed disclaimer policy, and consisted of close-ended questions regarding reactions to the WBW campaign strategies (see Appendix B for the final questionnaire). The questionnaire specifically targeted youths' understanding of the 2011 WBW campaign, and their overall reactions to it. The questionnaires aimed to reveal whether or not the campaign had any impact, and if so, what reactions it caused. The questionnaire also inquired as to what methods of communication the target groups would

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respond to most enthusiastically, to deliver some insight on what youth consider relevant and eye-catching in campaigns.

The questionnaires began with a short introduction informing the subject of why the questionnaire is being conducted. A brief "thank you" note was also included at the end of the questionnaire. (Questionnaire is in Appendix B)

A sample of the questionnaire was distributed to five people prior to publication and administration in order to obtain feedback on the instrument. The feedback, as well as whether the individuals understood the questionnaire, was gathered and used to make final changes to the questionnaire.

Ethical issues were considered when gathering data from both target audiences. In consideration of the rights and interests of the subjects, the participants were not obliged to answer any of the questions, the questionnaires remained anonymous, and no follow-up was administered during the course of the study, so that confidentiality was imposed.

An application to the Institutional Review Board (IRB) was made following the defense of the thesis proposal on 15 May 2012, including the interview guidelines and questionnaire, and the study was confirmed exempt prior to the start of the study on 7 August 2012. This measure helped to ensure human subjects' safety in the study.

Questions had the option of "I don't know" or another option that denotes neutrality so that the participant could feel s/he had the opportunity to plead ignorance or neutrality. This measure also helped to ensure that inaccurate data was not provided. In addition, the questions did not trick the participant. They were worded clearly, so that the participant was made to feel comfortable and know exactly what s/he is responding to. Participants in the study were informed of the purpose of the questionnaire and the ultimate use of the information.

The chosen methods for receiving feedback from two target groups (employees and youth), interviews and the administration of questionnaires, were selected to understand and analyze the occurrence, connotations, and associations of past and present communication initiatives. Thus, important inferences about the nature of specific materials and approaches (the writer(s), audience, cultural/historical context, etc.) were made.

The study was an individually driven research effort carried out in collaboration with WABA. The topic of the research was introduced to the author through discussions with mutual acquaintances, a fact that was taken into consideration to ensure the neutrality of the report. Throughout the course of the study, the researcher strived to remain unbiased in both the collection and analysis of data.

The study began on May 27, 2012, and continued for three months, ending August 27, 2012, following the 2012 WBW campaign, providing the researcher ample time to collect the necessary data, develop questions, implement interviews and questionnaires, and analyze the results. The researcher travelled to WABA headquarters in Penang, Malaysia, from August 9 to 22 to administer the interviews and questionnaires, and collect general information. The field visit enabled the author to witness WABA operations firsthand, permitting her to better understand how a WBW campaign worked in action. It also permitted the author to gather supplementary information to respond to personal inquiries about the campaign. The 2012 WBW campaign was not observed for the purpose of the study, but was used as a point of reference in some of the employee interviews, particularly to identify similarities and differences between the 2011 and the 2012 campaigns.

4.2.a Student Demographics

All of the students who participated in the study were of Malaysian nationality and fell within the same age group. The majority of the students were 20 years old (15 students), and five students were 19 years old. The students represented a wide range of cultural and ethnic diversity, however, as is common in urban Malaysia. When asked about the spoken languages in their home, four students spoke Tamil, seven spoke Bahasa Malaysia, six spoke English, seven spoke Mandarin, and three spoke "other" languages (Thai, Chinese, Bidayuh). Six of the participants were males; 14 were females. The research included seven interviews with campaign participants, 20 completed questionnaires, and nine interviews with various WABA staff.

5. FINDINGS

The results of the study offer insights into WABA's 2011 WBW campaign. The study examined specific challenges to achieving Communication for Development (C4D) goals, including appropriate cultural applications of the campaign, the range and scope of global campaign materials and their adaptation at national level, the absence or limited use of other social media tools, apart from Facebook, the insufficiency of resources (monetary, human, and material) from partnering organizations, and the potential for negative responses to the campaign due to the subject matter and target group. The 2011 campaign in Penang included two main activities; a flash mob and a series of discussions/speeches.

The flash mob (a group of people who assemble suddenly in a place and perform some sort of dance or act for a brief period of time) occurred at a local shopping mall, and entailed seven different practice sessions prior to the flash mob. The flash mob activity was planned, choreographed, and filmed by WABA, and the video was uploaded to the website and Facebook page, where it is still available for viewing. Participants of the flash mob included student volunteers (recruited by WABA), WABA staff, and any other interested individuals or groups.

The speeches/discussions aimed towards youth were held at the college, and were hosted by WABA. Key speakers at these events included medical professionals, WABA employees, and youth representatives. Three speeches and one question-and-answer session were held at the college. Other activities were held by local mother-support groups, such as a one-minute simultaneous breastfeeding activity. These activities were endorsed but not hosted by WABA.

Results from data collection were analyzed, and are presented below. For qualitative data, including interviews, information gathered from study subjects through audio recordings was

transcribed and summarized. Due to the low number of survey responses, percentages and graphs were omitted from the findings. Relevant key points also are displayed below.

5.1 Research Question One:

To what extent has the WABA World Breastfeeding Week campaign 2011 in Malaysia been effective in its strategies of focusing on engaging and mobilizing youth, to encourage the sharing of knowledge and experience, thus enabling wider outreach for the promotion and protection of the human right to breastfeeding?

The statements made by campaign participants, in conjunction with the facts and figures provided by WABA, demonstrate that the 2011 WBW campaign was highly successful in reaching its goal of engaging and mobilizing youth to promote breastfeeding. The responses from the students highlighted several different themes, including comfort with speaking about breastfeeding, knowledge of WABA, reflections on the campaign, and ideas about how organizations can target youth. Youth responses varied based on level of involvement in the campaign. Some students participated only in the flash mob, while others took part in the discussions and speeches presented by WABA during WBW. Only two of the students interviewed and seven of the students who completed surveys participated in both the flash mob and the discussions.

5.1.a Engaging and Mobilizing Youth

None of the 20 students surveyed had heard of WABA before the 2011 youth campaign, but all of them were familiar with WABA and the WBW campaign at the time of the study. When asked where they had first heard of WABA, 10 students said from a WABA representative, six said from a friend, two said from school, and two said from the Internet. In terms of what the students thought people their age knew about breastfeeding, 16 of the

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respondents said that some know something about breastfeeding issues, but some do not. A majority (12) of the students in the study believed that other youth and people their age did not tend to think too much about breastfeeding, because they believed it was not directly relevant to their lives. Six students maintained that other youth knew about breastfeeding, but did not care because they were not yet parents. Other students said that they did not think other youth knew anything about breastfeeding, also stating that this was because it was not relevant to them. This response was more prevalent among males respondents than female. Responses from students included:

"I think most of them know about breastfeeding but they don't really care about it. No one has a baby…"

"I think they know, but just ordinary facts, not more. Because they watch their mothers….It's not important to them to find out more. It's not relevant."

"I don't think they know about it. They don't really care, unless they have a child!"

"I think not much because for people our age it's not relevant"

WABA staff expressed similar opinions to the students. One staff member said that she also did not think that youth thought breastfeeding was relevant, for both young men and women. A WABA youth representative added, "…the only reason I got interested was because I was studying Global Health. In everyday society, especially developed communities, it's not talked about so people just don't think about it."

All but four students interviewed felt that they had learned something new from the campaign, two saying they did not learn anything new and two answering, "I don't know." All of the students listed exclusive breastfeeding, the dangers of formula, and the nutritional benefits of breastfeeding as the topics they most remembered from the campaign.

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One student said that she had learned "a lot," but that the campaign "could add more information about sex education, married life, etc." Another student said that the information provided was not new while two others admitted that they did not remember what was said during the campaign, either because the discussion was too long, or because it took place too long ago. Another student said that the topic she learned the most about during the campaign was how important it was to breastfeed, that it is free, and that it has good effects for the mother, too. One male respondent said that he did not remember much about the campaign, nor did he think breastfeeding was relevant to him, but that he understood the importance of breastfeeding for when he might have children of his own.

5.1.b Sharing of Knowledge and Experience

When asked if they remembered what they or their families thought about breastfeeding before the campaign, responses revealed that most of the students either did not care about breastfeeding, did not talk about it, or did not think it was very important before the campaign. These answers were particularly prevalent among the male participants. One student said that she never had spoken about breastfeeding in her family, adding, "It's kind of a sensitive thing in my family." Some students, however, recalled thinking about breastfeeding prior to the WBW campaign.

One student said, "I did (think about the campaign) because…we do so few studies about health…so when we come across things like this, (it's interesting). I had this opinion of, you can breastfeed and you can give formula milk. It was like that before the campaign." Another student recalled knowing that breastfeeding was cheap and fast, but said that her family is very pro-breastfeeding, and that it is simply "culture." One student shared that breastfeeding was not a big deal in her family, and that they all knew of the benefits, but that her mother admitted to not

breastfeeding her children very much because she could not express her milk and had to leave for work outside the home. One male student said that breastfeeding was never spoken about in his family, nor did he think any of his relatives ever even thought about it.

The researcher asked the students if they would feel comfortable speaking about or promoting breastfeeding awareness. Half of the students responded that the campaign prompted them to talk with their friends about breastfeeding. One student, when questioned further, admitted she would not feel comfortable speaking about breastfeeding with boys her age, adding that this could be because she was quite young. Many of the students responded that they did not find speaking about breastfeeding embarrassing. These students said that they found breastfeeding to be an important and acceptable topic of discussion, but that they could not be sure if those they were speaking to would be as comfortable. One student said, "I think it depends on the kinds of boys I hang out with, but I always tell them to have their wives breastfeed."

Another said, "Yes, it's not embarrassing. I think all people should know about this, the importance of breastfeeding. So I don't think it is something to be ashamed of."

One male participant, however, did not feel the same level of comfort and said, "If they asked, maybe, but I wouldn't bring it up. It's quite weird."

5.1.c Promotion of Breastfeeding

The interviewer also asked the students if the campaign had any effect on how they feel about breastfeeding issues. Half of the students said it had, that the campaign changed their opinions about breastfeeding, that they were able to understand the benefits of breastfeeding, bust myths about breastfeeding and formula milk, and that they liked speaking to and educating their friends about the importance of breastfeeding. One student who did not feel the campaign

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had influenced her opinion on breastfeeding said, "I'm not sure…maybe when I have children I will think about it more." The responses of the male participants reflected this attitude, with several of them citing that the issue was not of relevance to them now, but could be when they have their own children.

5.1.d Staff Responses

In reply to what staff believed the campaign's target audience thought about the issue before and after the campaign, several answers were given. WABA had a youth workshop prior to the 2010 Global Breastfeeding Partners Meeting, which decided on the theme for the following year's WBW. The workshop created a platform for obtaining ideas and drawing out young people's thoughts about breastfeeding. The Senior Manager of WABA felt that the workshop helped to, "open our minds and see that young people have a very different way of operating and it cannot be one way. We have so much to learn from them too." Themes brought up by youth in the workshop included gender, young women's rights, environmental impacts of formula use, work-place issues and maternity/paternity leave, teen pregnancies, rights of young parents, and access and rights to appropriate information and support. The WABA staff member noticed that these themes were not exclusive to youth, and that many groups, including many feminist groups speak about these key issues.

One staff member said, however, that "the fact that young people were reclaiming it and were interested was very significant. Including young men! I think it was very heart-warming, the younger men, who are more conscious, wanting to know more and participate and seeing the issue as a part of their common interest."

According to a WABA staff member, celebrations of WBW have been observed in every continent. The staff member added, "…from my perspective it is quite successful. Of course

there are certain language barriers, like in former Soviet countries. We don't know exactly because we don't often hear back. We did send some materials, but we don't really know." WABA has an email list of more than 1,000, including individuals from the 170 countries that have pledged to celebrate WBW annually. WABA touts this number of countries as an indicator of WBW's broad reach, mainly because these are countries they know receive and use WBW campaign materials. The numbers of groups or individuals that have downloaded materials from the WABA website is not known, nor is it tracked. As a result, there is some uncertainty about the exact reach of WBW globally.

When asked what lessons the staff learned personally from the implementation of the 2011 WBW campaign, answers differed according to the role of the staff member in the campaign. One staff member mentioned that she felt that the people outside of WABA with whom she worked did not understand what it takes to run a global campaign. She listed a number of challenges such as the WBW theme itself, the way people slant their letters when writing, making handwriting legible, anticipating different understandings of the campaign, grappling with negativity, especially from people who maintain that certain things cannot be done a certain way, and the struggle to develop the campaign itself. One staff member recalled an incident where a follower of the WABA Facebook page complained that the last two years of WBW had featured crescent moons, and accused WABA of being too Islamic. The staff member said that WABA responded to the complaint, verifying that the logos were not affiliated with any religion, and explaining that one moon represented the circle of life and chain of feeding from mother to baby, while the other was modeled after the World Health Organization logo. "After responding twice," says the staff member, "we realized that this person was there just to create problems and

we had to let it go and let other people comment as well. So it's also sometimes learning to take a step back."

Another important criterion for the success of WBW, according to WABA staff members, is in the selection of the theme. "Sometimes WABA takes a risk with a not tremendously popular theme," said one WABA staff member. She added that themes are chosen based on many different factors, such as relevant current events occurring in the world at the time (The Olympic Games, acute emergencies, etc.) or the anniversary of a past event. Still, some themes are more popular than others, and for important but less known themes, WABA faces the challenge of popularizing it, such as in the case of the 2011 theme of "Youth."

According to WABA staff members, WABA themes may target a specific group. In 2010, for example, WBW focused on the Baby -Friendly Hospital Initiative because it was the initiative's 10-year anniversary. Said one staff member, "It was one way of encouraging the baby-friendly element, because in the assessment by the people who like this theme, not enough is being done on certain steps. Also, if it's succeeding in some hospitals, why not in others? So, this one, because it was something that many celebrants knew about, it became quite popular. We had nutritionists, doctors, and people working in practices involved in breastfeeding issues and even mother groups and so on…so it was something that they could latch on to."

5.2 Research Question Two:

Which specific factors, including values, target audience, and culture, should be considered in developing future communication strategies aimed at promoting optimal breastfeeding?

Several important factors were identified through the data collection process for developing a communication strategy aimed at promoting optimal breastfeeding. These factors

emerged from the responses of students and staff regarding reactions to the campaign, what aspects of the campaign they enjoyed or did not enjoy, what strategies and activities they would most positively respond to, and what other observed communication initiatives have done to capture the attention of their target audience.

5.2.a Perceived value of activities

The students were asked to describe, in their own words, the events of the WBW campaign. Their answers covered two main events of WBW; the flash mob (including the practice sessions, after which the WABA staff encouraged brainstorming and discussion about breastfeeding support), and a series of discussions held at the college. As one student described, "Someone made a speech about WABA and what they do, and another woman talked about breastfeeding. And then they had a flash mob."

Another student recalled, "We went to the flash mob but we were an audience as well. It was in a hall and we had a talk about breastfeeding; what is breastfeeding, what happens if you don't breastfeed your children, and the disadvantages of formula milk…also, there was a WABA youth and she was explaining how she did her part for the community, how she supports breastfeeding, etc."

5.2.a.i Flash Mob

For the 2011 WBW, students most remembered, as well as favored, the flash mob in which they participated. Students liked the entire campaign overall, stating that it was "fun," and, "not boring." One student liked how the campaign inspired her to start a movement about causes she finds important. In her own words, she stated, "…there was some part when one of the founders of WABA said something about a global movement starting off in Penang, and we Penangites are in a place where a lot of great things have begun and we should actually work to

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help these causes. We have AIDS Awareness things and Relay for Life, and a lot of things… so that was the most memorable thing for me."

Another student said that his initial attraction to the campaign was the invitation to participate in the flash mob. He said that he had no knowledge of WABA or breastfeeding, but through the post-practice speeches and discussion, he came to know more about breastfeeding. He said that he, "…kind of followed because of the flash mob, and then got ideas about breastfeeding." Responses from other male participants showed that the flash mob was the drawing factor for their participation in the campaign, and that the campaign's goals of breastfeeding awareness and support were better understood after-the-fact.

Another student relayed the events of the campaign, adding that she was worried that the flash mob was not clear in its mission to onlookers. She said, "The flash mob activity went over several days, with practicing and I learned a little about WABA because before they taught us how to dance, they gave us some information about WABA and breastfeeding…we went to Gurney Plaza and we danced two times. After, everyone just went home! I don't think the people even knew what we were trying to promote!"

In describing the flash mob, a staff member who was the main organizer, said that it "…started off slow, but then once the momentum built and that excitement was harnessed, it just grew and grew and grew- it was an amazing phenomenon. I knew that there had to be people who wanted to do this, and one of the big enticers was that they all got certificates afterwards even though they cost us nothing, they all got certificates. And people did come out of the woods."

In her interview, the Youth Coordinator also believed that the flash mob was the most successful and effective activity of WBW, and, specifically, the sharing of the flash mob video

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online. Kathy said, "I think the video of the flash mob was something that was so powerful because it was just a link. I sent it to some of my friends, who are working in businesses unrelated to public health, and I didn't know this at the time but they sent it to their friends and so on. It was a very powerful little nugget of activism because it wasn't like all these women were standing around bearing their breast, it wasn't controversial at all! It was just a bunch of people having a really awesome time. It had to be relevant and hip in order to resonate with the youth and that is what I think is lacking in a lot of other social campaigns, is that it's very dry or too emotional with sappy music. I think that was the most powerful thing."

5.2.a.ii Speeches, Discussion, and Other Activities

Some of the least favorite aspects of the campaign activities included the length of the speeches and the organization of the campaign. One student brought attention to the fact that she found the statistics provided at the speeches exaggerated and unrealistic. She said, "…the negative points of formula milk were a bit exaggerated, and some facts were hard to believe. It made me think, like, 'ok, how did they do this research?' It's not very easy to get very correct data so some of the facts were hard to believe." She suggested that WABA should use a different approach, and said, "For Malaysians, the biggest way to attract people is to say, guess what, breast milk is free!"

A few of the students found the speeches long and lackluster, with too much information and too little interaction. These responses were found equal among both male and female participants. One student said, "…the speech delivery was kind of bland, a little bit. It's different, for people at our age, for people to talk." Another stated simply, "I don't like to hear a long speech."

The one-minute simultaneous breastfeed was identified as the least successful activity by one of WABA's youth representative, with the main reason given that the event targeted a specific population that was not youth. According to WABA staff, although young people were invited to view the event, they were unable to see their role in it, or in breastfeeding. Said one staff member, "That was definitely more part of the mother-support group rather than the youth." Staff felt that the event would have been more successful if there had been a larger group involved, and if youth had had an active role in the activity, such as with filming the participants, or cheering on the mothers. There was no such role for youth, however, in the event.

5.2.b Social Media and Online Presence

In terms of social media use, all of the students used Facebook, but only three had looked at the WABA Facebook page, and only four of the 20 students had looked at the website. The students described things they liked about the website and Facebook page (lots of information, attractive, easily accessible) and things they did not like (pages are crowded, too much information available, hard to navigate, unattractive). When describing the overcrowded aspect of the WABA website, one student said, "I think they should make it less crowded and because it was too informative. It makes people feel lazy to look for anything. There is too much…"

Another student said, "I saw their Facebook and website, and I think both are a bit crowded. I couldn't really find any information. Yesterday I opened it and was like, 'uh what am I looking for here?' I couldn't find any information. I don't think their Facebook page is so attractive. I do like the videos they have uploaded, though."

Several of the male respondents (five) felt strongly that social media and online presence are essential components of a social campaign, and that WABA's website was in need of considerable improvement. Female participants' responses reflected these attitudes, but their

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answers showed that fewer of the female respondents had visited either the Facebook page or website or both. Some even responded that social media such as Facebook serves as a platform for socializing, and is an inappropriate place for a social campaign because it might not be taken seriously.

Most of the staff interviewed agreed with the negative opinion of the website. They described the website as having no organization except for chronological order of articles, and as not being appealing to the eye. A youth representative for WABA said, "…the hardest part for me was that when I didn't have somebody in the office to ask a question, when they were all busy, I didn't find the website helpful because info was buried or it was hidden under so many sub-links, so I would end up just doing a Google search and it would lead me to wherever the buried information was rather than the using the website."

A staff complaint regarding website management pointed out that there are many working groups affiliated with WABA that have strict updating deadlines, and there is only one person in the office who updates the website. Thus, the back-log is the burden of that one person. Staff felt that the website is constantly being updated but it never looks updated, because once something is updated it simply goes on top of old news. This way, new information can look old quickly.

One staff member said that the poor usability of the website had hindered people she knew from donating to WABA, because "the site makes it look like it's (WABA) not real."

Another said, "It looks really kitschy and from the 90's." WBW relied heavily on Facebook, because it is easier to read and receive updates. A general consensus found that the website needs a revamping and redesign by, as one staff member put it, "someone not only with

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the knowledge about aesthetics but who knows how to categorize information and make it accessible."

Other issues with the website included confusion regarding the IP address (www.waba.or.my) and difficulty accessing past information. Staff made several recommendations for WABA's website, saying, "I ultimately think that they just need to hire a website designer or outsource it to somebody who can really make it a useful tool. There are so many resources on the website, but you can't send someone to a website that looks like that. This is 2012. Having a good website is almost the first thing an organization does before it really even does anything."

A challenge WABA found with the use of social media was that, while there were 10,000 followers on the WBW 2011 page, there also were several advertisers, offering giveaways and selling things in a way that took advantage of the forum.

WABA set up a Twitter account, which yielded several thousand followers. The Twitter handle was used to re-tweet links and advertise about events or giveaways. WABA also was able to follow several other breastfeeding organizations and re-tweet their news. However, some struggles of having a Twitter handle included not having time devoted to updating it, or not having very much to say. One WABA staff member said, "I tried to update as much as I could but it ended up being too much and I thought if I have to drop something it would be that so that I can focus on the Facebook."

Another student raised concerns about the use of Facebook in the campaign, saying that it could help, but also could be a hindrance. She said, "Facebook is a kind of entertainment. My friends don't spend time on Facebook to check social issues. Basically we go for friends, so maybe talks are better – things that are more interactive."

5.2.c Target Audience

When asked what they thought would attract them to a campaign, students identified themes such as connection, relevance, activities, interaction, and online presence and activity as the best ways to target youth about social issues. Three of the students interviewed felt that developing a relevant connection to the cause was especially essential, because, "…most people nowadays, they have a tendency to fight for the weak, like those with AIDS. People want to be heroes. So something like that would be good, like, you know, 'You can make a change; you can save people from this.' Of course it will …make it more dramatic, but at the end of the day, I think people just want to feel good about themselves. Also, social media would be the best way to do this."

Another student said, "For me, talks or seminars are not good. They don't…well they are boring. Then I think a flash mob is good, or maybe some poster drawing, a competition." Online activity was outlined as a possibility because it is easy, and youth like to share things on Facebook. "It's also easy to have reactions right away," said another student. For the majority of the male participants, the appearance and proficiency of an organization's online presence (website, use of social media, etc.) was most cited as what would attract them to a campaign.

Some students thought that targeting smaller groups first would yield better results. As one student put it, "I think…because the situation here, like I said, it's a very closed community, so it's not very easy to just come up to someone and talk about it. Like poverty and all, yes, it's possible, but other things, like contraception, sex ed…not things like that – probably certain types of people, but not really everyone. So to approach them (would be better) in a small group approach. Once you have a bigger support, then you go off having campaigns or seminars. But

people now, they like more workshop stuff, things they can get their hands on. It will be a long -term process but if it works, why not?"

All of the students interviewed were able to identify a global or local issue that was personally important to them. The abandoning of babies, fighting breast cancer, protecting the environment, and child-related issues, including child abuse, were identified by the students as being of significant concern to them. When asked if they had seen campaigns or action to support these issues, and what they would like to see, student responses varied. Most students said that they had seen some sort of action or advocacy initiatives, either on television or on billboards, but saw hardly anything being done for these issues. In order to do more, the students recommended target groups, more activities, and greater involvement of the local population to support such issues. One student mentioned that she and a group of her friends had started a group to help children with discipline problems. All of the students felt that more action was needed.

5.2.d Culture and Gender

Because the Penang office each year develops the materials for the global campaign, not just that of Malaysia, the staff received reactions from campaign participants as well as campaign implementers worldwide on the 2011 WABA campaign. WABA staff felt the reactions of campaign participants in Malaysia were positive in general.

The students agreed that, for the most part, breastfeeding is a known and culturally accepted practice in Malaysia, but also maintained that the dangers of infant formula and other breast milk substitutes are not so well-known. Said one student, in reference to breastfeeding, "I think over here, it's like, we know about it, but it's never an issue. It's just like, 'Hi'. It's not taboo; it's just like a regular thing. It's part of our culture."

According to one WABA employee, reactions greatly depended on the ethnicity of the youth. The Malay youth, who are all Muslim in accordance with Malaysian law, were supportive of breastfeeding, but had issues with the exposure of a breast in a public place. During the flash mob, some of the Malay Girl Guides were uncomfortable doing certain movements, especially when the participants gestured towards and framed their chests. Staff maintained that the move was not vulgar or provocative, but acknowledged that it drew attention to the breast area. They concluded that modesty was a hindering factor in the performance of the flash mob.

Some staff felt that the most "grossed-out" group included the Chinese youth. As one staff member recalled, "A lot of them are upwardly mobile, so they are career women and similar to young women in the US. (For) them it was like, 'Oh, I don't want to be bogged down by this," and also, "Won't breastfeeding make my boobs look weird after?'" She noticed that the Chinese youth were quite uncomfortable talking about breasts and breastfeeding, giggling often and becoming flustered at the mention of it.

Despite the small number of male participants in both the study and in the WABA activities, the differences in the responses from the young men and women questioned revealed that, to some extent, female participants seemed to treat the topic more seriously and understand the campaign's messages more clearly. This may be because they may eventually become mothers and actually be the ones to breastfeed, but none of the female participants mentioned this fact in any of their responses. Rather, their responses and emphasis on educating others (especially men) about breastfeeding awareness showed that the campaign's goals of empowering youth to discuss breastfeeding more openly was successful. The male participants, on the other hand, seemed to understand the campaign as a sort of instructions manual on how to breastfeed, which, of course, was not relevant to them. Responses show, however, that the

campaign was successful in generating thoughts on breastfeeding by male participants, despite their misconceptions about the campaign's goals. Thus, the campaign was able to reach both the male and female participants, but the degree to which the campaign's messages were understood were quite different.

Regarding reactions from the male participants, the WABA staff felt that the flash mob was an excellent way to open the discussion on breastfeeding, especially with men. Because both young men and women participated in the flash mob, it offered a fun and active way to involve both genders, which led to a discussion led by WABA staff about breastfeeding. One staff member noticed that the males looked at each other a little awkwardly at first, but the more they came to the practices and the more they talked about the topic, they began to relax about the topic and the idea of supporting and promoting breastfeeding. At the end of the flash mob practice sessions, a staff member asked the participants what they learned, and the male participants often responded with well-developed answers. According to the staff member, "I thought that was great, that just in a matter of a few weeks, their whole perception had changed because of the flash mob. A lot of them knew that breastfeeding happens, but they didn't understand why it was an issue. We explained to them that a lot of women had been kicked out of public places and they have to be in a closet or something, so it's about their support and how, when they talk to woman they know thinking about breastfeeding, they should cheer them on. They became these really cool advocates."

From an implementation viewpoint, some reactions were more negative. According to one staff member, "While everybody liked the 3D theme, for various countries where this is not currency, it was a problem. There were complaints from the older celebrants, working with grassroots groups, and from various countries that were non-English speaking." To aid those

who struggled with adapting the theme to their target groups, WABA recommended that WBW organizers and implementers focus on the 'Talk to Me' aspect of the campaign, encouraging communication through the generations. WABA staff admitted that there was an unspoken assumption that all youth worldwide would be able to understand what '3D' meant, but that in fact, for some the theme was very difficult to work with. Once WABA found a way to articulate the theme better, however, WBW partners worldwide were more receptive to it. One staff member commented that that there were better responses from the English speaking countries.

5.2.e Discrepancies between Student and Staff responses

There were several discrepancies between the responses of the students and those of the staff, however. One such discrepancy was the understanding of social media and online presence as a tool to mobilize youth. WABA did effectively use social media, but the resistance to it, as demonstrated by some of the staff, and the favoring of printed materials, showed that there is room for improvement in WABA's online presence. WABA acknowledged weaknesses regarding the website, but strategies to improve the website were not listed as a priority.

From the students' point of view, however, WABA's crowded and un-usable website is a major obstacle that requires immediate attention. WABA's staff did not disregard this; in fact, some of them called for immediate action to this issue, but other issues, such as garnering funds, the development of next year's theme, and upcoming conferences and events easily get in the way of any concrete attempts to improve the website.

Some of the staff also expressed dislike and/or disinterest in some social media tools, such as Facebook or Twitter. Whether these were personal preferences or cultural biases, resistance to use these platforms is detrimental to WABA, especially in a youth campaign, where a majority of the youth said that they easiest way to access youth would be to put information

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online, on sites that they frequent and are able to share information with their friends. Some of the staff worried that by using newer technology, they would lose the following of older patrons and donors who prefer more traditional methods of communication. This is a valid point, but WABA is not restricted to using only one method of communication. It is possible to cater to several different audiences through different mediums. The difficulty in this is having adequate and appropriate staff working on these channels at all times, which can be costly and time-consuming.

Another difference noted between the students' feedback and the WABA staff's responses concerned the flash mob activity. While both students and staff provided positive feedback, noting the success of the activity, the students raised an issue point that did not arise in the staff interviews. Some students expressed concern that, while they found creating the flash mob fun and they enjoyed the practice sessions, the overall message of the flash mob was not clear to onlookers during the performance. The students felt that the flash mob would have benefitted from clear signs or posters advertising breastfeeding as the cause. The students also complained that the flash mob was too brief. Students expressed a feeling of 'underwhelm' when the flash mob was over, as they dispersed quickly and returned to their daily lives. One staff member expressed the same concern, but maintained that by putting the video of the flash mob online, the spirit of the activity was able to live on and have a greater impact than the actual flash mob.

Another area that the students expressed some discontent about was the speeches held at the university. They found them long, a bit boring, and sterile, and called for alternative methods of communication, including two-way interaction between educators and educates. Interestingly, WABA's staff also acknowledged that a weak way to target youth is to have them sit and listen

to speeches, yet they still employed this method. WABA believed the use of speeches for youth was an important method of communication, even though they recognized it as rather feeble. This shows an inconsistency in how WABA's staff neglected their better instincts and also those opinions of the youth, the group they were trying to reach best. WABA staff had no comment about why this method was employed. Perhaps it was because they felt there was no other way to communicate the information to the youth than through a speech, or perhaps it was simply more convenient and cost-effective than other methods. In any case, this is an area where more attention should be paid.

From the feedback of the students who participated in WBW in Penang, it is clear that WABA achieved some of its objectives in its 2011 WBW campaign. WABA was able to increase awareness about breastfeeding among the participants of the campaign, for example, and involve them in an interactive way that demonstrated how breastfeeding support is relevant and possible for youth. For the most part, student participants became familiar with WABA and gained confidence to speak about breastfeeding. For some students, the campaign had a profound effect on their understanding of how much they can do, as young individuals, about an issue that they care about. For others, WBW inspired them to take action in a similar vein to WABA's activities.

5.2.f Student Recommendations

The students made recommendations for WABA's next WBW campaign. In terms of the flash mob, which 75 percent of students found to be their favorite aspect of the campaign, the students suggested going to more public places, to ensure greater visibility of the campaign, and to make clear to the public the point and aim of the flash mob. One student suggested performing sketches or plays for students, or even having students put on their own performances. Another

student emphasized youth involvement in a workshop environment, where dialogue is two-way and students are able to ask questions as well as receive information. Other feedback included making the campaign larger, to include more local youth such as from other universities and in the workforce, and working on convincing the target audience that the issue is very important to, as well as dependent upon, youth involvement.

The students also had responses to what they would like to see more or less of in the campaign. Three students would have liked to see more discussion and interaction. One student said, "…when I attended, it was just one way of interaction. There was a Q and A session, after a long speech. It's better to have more conversation, more interaction." Another student called for more activities, like the flash mob, and more involvement of youth of different ages, from young children to young adults. Several students were worried that, while the flash mob was fun and attention-grabbing, it did not have much of an impact on passersby because the point of the flash mob (WBW and the promotion of breastfeeding) was not clearly identifiable. One student suggested, "Maybe some banners or something during the flash mob...? The flash mob got their attention, they were looking at us, but I don't think they knew what we were dancing for."

Another student liked the brief nature of the campaign, saying that it was very informative but not too lengthy. She called for activities that were more resonant for the target audience, however, so that they wouldn't forget about the campaign once it was over. One student had an interesting recommendation for the campaign, saying, "… the main thing I've seen is that the majority of people who have been exposed to this campaign…some of them don't see how this has anything to do with them. They already know about it and this is a very normal thing. Even if the boys stay ignorant about it, their parents will, their mothers will make sure that their wives breastfeed their children. So in that sense, maybe they could give some highlights of

why it's relevant. The other day, I was discussing with my friends, and a lot of them have asthma and then then someone said, you know what? You know why a lot of kids have asthma? It's because of the formula milk. And they were like, oh, really? You know, that is more important to them than it is just good for babies."

5.2.g WABA Staff Recommendations

General recommendations for the Youth WBW campaign from staff members' points of view included:

– Involving more youth from around the world

– Increasing interactive communication with youth

– Expanding monitoring of social media feedback and involvement

– Placing greater focus on creating adaptable and translatable material for global use.

One staff member recommended that campaign developers be aware of their own morals and beliefs. She said, "When you're writing a piece that is as widespread as the action folder, it sort of forces you to come to terms with, how do I feel about breastfeeding? Or, how comfortable am I really with advocating that women should be breastfeeding in public? I feel that my views on breastfeeding were solidified for the better just because I had exposure to it, but also recognizing that there is a whole spectrum of advocacy and it's really important to have equal representation in your action folder."

Regarding WABA's overall goal of achieving effective, measurable change (beliefs, attitudes, social norms) through WBW, staff felt that this was an area that needed more attention. While staff members were convinced that there was greater responsiveness to the campaign and its generated materials, such as videos or photo contests, and found that the reach was growing,

they also admitted that there was no real effort made or means to measure the growth. WABA staff expressed a need for evaluation of the campaign's reach, but maintained that there currently was insufficient funding for such efforts.

One means that WABA uses to measure reach is information provided by larger organizations, such as the UN agencies that have adopted and which support WBW. According to WABA staff, the UN bodies involved in youth work adopted WABA's youth statement and made various pledges for action, actions that contributed to WABA's advocacy of breastfeeding. Several staff members mentioned that, if WABA had time and other resources to invest in evaluation, they would want to determine who they are reaching with their advocacy messages, whether or not they are reaching the audiences they have targeted, and whether or not they are covering the widest scope possible.

In general, WABA staff felt that the campaign was successful because of the introduction and use of social media before, during, and after WBW. For the first time, WABA was able to track to some extent the progress and reach with the number of "likes" on Facebook and followers on Twitter. The WABA staff was generally quite satisfied with the use of social media in the campaign, and the results it yielded. One staff member mentioned that the idea to introduce social media as a part of the campaign was met with a great deal of resistance from the office because "…they just didn't think that it would be updated, but…I was like, this is a free thing, and people are communicating with it, and if we're advocating to do this, we should as well, to set an example."

According to WABA staff, people started liking the Facebook page almost immediately after it was introduced and by the end of the 2011 WBW, there were more than 10,000 followers. From the staff responses, using Facebook and other social media was not only helpful in tracking

the WBW campaign's reach, but also provided a means of providing direct feedback when releasing materials related to the campaign. In other words, the use of social media enabled WABA to learn what people responded to and what they did not.

One WABA staff member said, "One of the most significant things from last year that we have picked up on this year, is that apart from the normal avenues like the action folder, the writing of the indicators, sending out things to partners, we used social media, specifically Facebook. Our youth representative really mobilized this. She got everybody on board. She was trying to get good people for the breastfeeding gateway so when she established the 2011 Facebook a lot of young and old people came on board." By August 2011, the WBW Facebook page had 10,000 "likes," and the discussions had approximately 30,000 people talking. Adds the WABA staff, "they still are talking to this day."

On the other hand, maintaining high numbers of participants on social media sites can be difficult. Said one staff member, "It's funny because this year, there weren't as many (followers)…I think it's because people don't necessarily like when all you post are links, and you just see the same links; people really want to have discussions."

Despite measurable success in terms of numbers of people viewing the Facebook page, some of the staff continues to remain cautious about the use of social media. One challenge mentioned was the need for continuous, hands-on monitoring of all of the inputs, posts, etc., that come in. One WABA employee said, "I get a bit nervous because sometimes we're not following everything that comes in. The good thing is that the network is skillful enough so you get other people responding with their queries, but every now and then, someone throws you an axe and if you're not there to catch it, it's quite worrisome. At least, from an administrator's perspective."

Despite lack of funding for a formal campaign evaluation, the WABA staff mentioned that they seek continuously to evaluate their work and identify what can be done better. When asked what they would change for the next campaign, what they would have more or less of, and what they would do differently, one staff member said that it was important, as for all WBW campaigns, to ensure that the appropriate key-writers are identified, "…so that from the get-go we are on target."

Better organizing and creative collaboration for materials that will resonate well, be representative, and that will be globally useable were also recommended by some staff. Others identified the need for the creation of a new logo, and ensuring that it represented the new WBW theme.

Some staff members recommended that WABA develop, adopt and implement an effective social media strategy. Staff responses to this suggestion indicated that action is being taken to initiate this, such as discussions to decide "…what do we do, how can we do better, and (how can we) maximize the wealth for what we are able to do, taking into account the limited resources."

In terms of ideal communication and advocacy materials, one staff member identified "the simplicity of the message," as what people respond to best. The staff member suggested that having solid evidence to basic claims made in easy-to-understand materials was one of the best ways to inform people. WABA staff also expressed the conviction that what was truly important was the simplicity of the message, as well as access to evidence-based references if the target audience should want to know more. Staff also advocated for the simplicity of the medium used to communicate the message. Said one staff member, "A book can have lots of very interesting

information, but that's not the kind of thing you can give to just anyone. It's better reserved for

donors or specific organizations working on a project that needs more detail."

6. DISCUSSION

This chapter explains the findings of the study, such as increased awareness and discussion of breastfeeding, interactive activities vs. discussions, discrepancies among students and staff, and successful use of social media in the campaign, using the theories introduced in the Literature Review.

6.1 Increased Awareness, Promotion, and Discussion of Breastfeeding

The findings showed that the campaign was generally successful in increasing awareness, promotion, and discussion of breastfeeding among students. Many of the students expressed feeling comfortable speaking about breastfeeding with their friends and family, and understood the important role of youth in supporting breastfeeding. These findings may be explained further using Rogers' Diffusion of Innovations theory.

To ensure optimal innovation of the 2011 WBW, relative advantage of the campaign may be evaluated. Relative advantage is the degree to which an innovation is perceived as being better than the current process or idea in use (Rogers, 2003). If adoption of the innovation is perceived as being risky or the outcome is highly uncertain, resistance may occur. According to the results of the study, the relative advantage of the WBW campaign was that the cause, the promotion of breastfeeding, was acceptable to several different groups, including the target group. A balance between risks and benefits is necessary in order to facilitate innovation adoption (Greenhalg et al., 2004). The study results support the idea that WABA was successful in diminishing perceived risks of the cause, and in minimizing resistance among target groups, and thus achieved this attribute of the innovation.

Compatibility may also be used to evaluate the campaign. Compatibility is the degree to which an innovation is perceived as being consistent with the existing values, needs, and past

experiences of individuals within the system (Rogers, 2003). Innovations congruent with previous or current cultural values of the population will assimilate more easily within the target group. The study results indicated that while Malaysian youth did not think about breastfeeding on a daily basis, their cultural and societal understandings of breastfeeding were positive, enabling them to participate in the campaign, and assisting WABA to achieve its objectives. An innovation that is easy to use, improves quality of life and health, and is relevant to the users' lives is likely to be adopted more easily (Greenhalgh et al., 2004). Youth responses in the study indicated that WBW 2011 participants were convinced that breastfeeding is the optimal method to nourish infants and young children. The responses indicate that WABA was able to promote breastfeeding positively to the target group, and that breastfeeding awareness of this group improved as a result of WBW 2011.

Observability is the degree to which the results of an innovation are apparent to others, while trial-ability is the degree to which an innovation may be tested or experimented with prior to adoption (Rogers, 2003). WABA incorporated observability into the WBW 2011 campaign, by offering target groups access to a wealth of studies and data on breastfeeding, demonstrating its benefits for mothers and babies.

Another attribute put forward by Rogers (2003) is fuzzy boundaries, or the augmentation and support in relationship to reinvention. Fuzzy boundaries are consistent with system readiness for the innovation and how well an innovation fits in with the system. When training and assistance (support) are readily available and the innovation can be customized (augmented), it is likely to be diffused more quickly within a system (Greenhalgh et al., 2004). In the 2011 Malaysia WBW campaign, WABA involved groups of individuals that were ready for the innovation, such as students attending a Teacher's College, where youth were being trained to be

educators for future youth. Other groups involved in WBW 2011 in Malaysia included mothers working groups and breastfeeding support groups, where group members were active in breastfeeding promotion activities.

These characteristics do not necessarily guarantee innovation adoption (in this case the adoption of the WBW's objectives of engaging and mobilizing youth to support breastfeeding), but how a participant perceives this set of attributes can have an impact on their predicted behavior (Greenhalgh et al., 2004; Moore & Benbasat, 1991). Individuals might perceive these attributes in different ways, resulting in different behaviors (perceiving WABA as a threat to infant formula companies, rather than the other way around, for example), but an understanding of the attributes is still beneficial in diffusing an innovation like breastfeeding through WBW.

6.2 Interactive Activities vs. Discussions/Speeches

The findings also show that students preferred the campaign's interactive activities, such as the flash mob, over the speeches and discussion. Two attributes of Diffusion of Innovations theory help to explain this finding; complexity and re-invention.

Complexity describes the degree to which an innovation is perceived as being difficult to understand and use (Rogers, 2003). Adoption is more likely when the knowledge and skills required to use an innovation are transferable from one context to the other (Greenhalgh et al., 2004). WABA attempted to debunk myths about breastfeeding, particularly those that imply that the practice is more difficult than feeding an infant breastmilk substitutes. The main method used to accomplish this task was through the flash mob (including the practice sessions), speeches to young people, information transmitted through its website, and discussions held between youth and breastfeeding experts. Student responses indicated that certain aspects of WABA's campaign, such as the flash mob, were more successful in engaging young people than other

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activities, such as the speeches. As such, improvements should be made to ensure that all campaign activities are engaging, easily understood, and transferable from one context to another.

Re-invention occurs during the implementation stage of adoption. Re-invention refers to the users' ability to adapt or adjust the innovation to meet their particular needs. While not necessarily considered to be an innovation attribute, re-invention has an impact on how easily an innovation is adopted (Greenhalgh et al., 2004). According to the students interviewed in the study, WABA could have improved on its efforts to ensure re-invention. Several students mentioned the sterility of the speeches, in addition to the surplus of breastfeeding statistics and facts as making the campaign's central topic of breastfeeding support difficult to relate and pay attention to. Some suggested that one way to better engage and mobilize youth in breastfeeding would be to incorporate practical links for youth to breastfeeding mothers and children, Suggestions for such links included concrete activities for youth to advocate for breastfeeding, and opportunities for young people to become breastfeeding "champions" as one student noted. Young people expressed interest in and the need for taking actions to support breastfeeding, and WABA's 2011 WBW campaign would have been more successful if it had worked with the target group to identify means to do so.

6.3 Discrepancies among Students and Staff

Students and staff cited various discrepancies in their views of the campaign. Several students emphasized the importance of social media, while staff responses showed a hesitation to invest heavily in a social media strategy. Students worried that the flash mob, while enjoyable, may not have been as effective as it could have been, while staff maintained that it was a great success. Of course, the WABA team may have different, broader goals that overshadow the

critiques made by the students, but it is important that they listen to and take into consideration the responses of their target group.

The most significant contribution of social marketing is the strong focus on consumer needs (Wallack, 1990). As such, there are several steps WABA can take in establishing the variables for adoption of its "product," as it is described by Social marketing theory, including careful definition of the problem and clear objective setting. To maximize the five P's in a social marketing campaign (product, price, place, promotion, and positioning), identification of needs and wants of the consumer is extremely important to the successful marketing of ideas and behaviors. To find out more about the needs and wants of the audience, WABA should conduct intensive audience analysis, including pre- and post-campaign research, and, based on the results, design campaign elements for different subgroups (audience segmentation) (Atkin & Freimuth, 1989). This will help to insure fewer discrepancies between campaign implementers and target audience so that the messages are best understood and received.

6.4 Use of Social Media: Successful With Room for Improvement

Information and Communication Technologies play an increasingly important role in C4D. Known as the tools for most communication initiatives, ICTs serve to deliver information to target groups, and to promote discussion and participation. In the past decade, ICTs have been used increasingly for development as they are available to wider audiences globally. There is evidence that ICTS support C4D initiatives aimed at bridging social gaps, such as gender. Cheaper, more easily accessed ICTs such as radio and social media platforms are enabling development practitioners to reach those at greatest risk, and at the same time, ensuring that the population as a whole is invited to be involved in issues that affect their lives and their development (UNESCO, 2007).

2011 marked the first year of effective and strategic use of ICTs by WABA in the 2011 WBW campaign. The campaign used social networking sites Facebook and Twitter, online forums, and the WABA website to reach and engage youth. However, a number of other ICTs were not used, such as blogs, online newspapers, other social networks, etc. Instead, WABA resources were spent on the distribution of printed materials. Furthermore, some of the ICTs used saw great room for improvement, such as the website and Facebook page, as called for by the students and staff. Both staff and students made complaints about WABA's website, citing that it was "confusing," "crowded," and "tacky." Furthermore, WABA expressed concern and hesitation to shift focus from printed to online materials for fear that older, more traditional supporters or supporters with limited access to online resources may feel neglected. Attention to WABA's website and social media presence is essential, however, in the development and success of future WBW campaigns. Diffusion of Innovations theory may be used to illustrate the importance of ICTs and online presence in the diffusion of an innovation such as WBW.

According to the United Nations System Report of the Director-General of UNESCO on the implementation of General Assembly resolution 50/13 (Da Costa, 2007), ICTs serve as a means to enhance development. "The transformative capacity of ICTs facilitates information access and enables community participation; promotes the creation of enabling policy environments, innovative financing and multi-stakeholder partnerships, which are needed to reap the benefits," (Da Costa, 2007). Ultimately, if WABA wants to contain its current base and expand its global reach, as well as show possible donors and contributors that they are a modern, effective global organization, the development and implementation of a new communication strategy that covers all fields is essential. WABA's use of ICTs in the 2011 WBW campaign

marked a change in direction for the organization, but further investment in exploring this communication tool should be done to maximize the benefits of using ICTs.

6.5 Use of C4D and Diffusion of Innovations Theory

The 2011 WBW campaign employed tenants of diffusion communication as a central component, which is often the case in social education initiatives. The WBW 2011 campaign also, perhaps inadvertently, used various methods of marketing and education, for example, focusing on outcomes of attitude change in order to improve practices. These methods included speeches and educational discussions with Malaysian young people, and interactive events, such as the flash mobs.

Speeches were prepared by breastfeeding experts, and presented to youth, and interactive events were carried out with students - a generally un-interested target group - to promote attitude changes towards breastfeeding, and to break social taboos. According to the World Bank and UNDP (2009), this approach offers C4D "a more holistic, human rights-based perspective to CD4," all well in line with WABA's work (World Bank, 2009).

Diffusion communication is based upon interpersonal communication, which is designed to increase knowledge and understanding at the local level. The activities carried out by WABA in conjunction with WBW 2011 in Malaysia reflect this element of diffusion communication, specifically the combined use of the campaign's slogan, the preparation and delivery of speeches, and the execution, video-recording and dissemination through social media of participatory activities, specifically, the flash mob.

By promoting the involvement of stakeholders at the local level from the beginning in campaigns, including the teacher's college (IPG), UNICEF, La Leche League, and various mothers' working groups, among others, diffusion communication ensures that their values are

infused in the communication messages, not only at the planning stages, but throughout the entire initiative. WABA was better able to motivate stakeholders to attend and participate in events, and eventually, to promote key messages about breastfeeding by involving them from the start of the 2011 campaign. WABA's efforts to promote participation of target groups may also have assisted in enabling WABA to determine the results of WBW in terms of who receives the messages, and which changes are needed to increase impact. On the other hand, participatory approaches are time consuming and demand considerable human resources. This may have been a cause of the somewhat limited reach of activities in Malaysia for WBW 2011.

With a global campaign such as WBW, a blend of communication initiatives is essential for recipients of the campaign tools to have access to a multitude of approaches, so that they may select and implement what best suits their community or target group. When measured alone, a mass media message may have negligible direct results, but the same message can have significantly greater impacts when mediated through other channels of communication, such as interpersonal or group communication (Inagaki, 2007, p. 35).

6.6 Use of Social Marketing Theory for Future WBW Campaigns

Social Marketing theory (SMT) is based on the "marketing philosophy," which contends that people will adopt new behaviors or ideas if they feel that something of value is exchanged between him/her and the "social marketer" (Solomon, 1989). One of the goals of a social marketer is to meet consumer needs and wants. WBW 2011 in Malaysia promoted awareness of the benefits and advantages of breastfeeding and the action of breastfeeding support. SMT was not officially used in the development of the WBW campaign, but could be for future campaigns, incorporating and applying approaches used successfully by the commercial and business sector

to advance breastfeeding awareness, practices and support (Chapman Walsh, Rudd, Moeykens, & Moloney, 1993).

To do so, WABA must identify and examine the five "P's"- product, price, place, promotion and positioning. Practicing exclusive breastfeeding, supporting mothers who breastfeed, and breastfeeding instead of using formula milk make up the "product." The price of the product refers to the monetary as well as the non-monetary cost of a product. In terms of price, breastfeeding is free and extremely beneficial to both mother and child's physical, psychological, and overall well-being. Anywhere WBW celebrants are located make up the "place," and promotion is how WABA's target audience is made aware of the product, such as through the use of speeches or discussions, activities like the flash mob, and online presence like the Facebook page and uploaded videos of activities. Finally, positioning refers to the psychological image of the product, so, for the 2011 WBW, how the promotion of breastfeeding is "positioned" to be relevant and inspiring to youth.

Through careful application of the processes described in SMT, WABA may be able to improve the outcomes of WBW. First, a desired product, price, and place must be clearly identified. Next, strategies for promotion and positioning of the product should be established. Finally, a method of measurement for such strategies should be implemented. Development and application of the WBW through SMT practices and guidance is an approach that may result in a more organized, focused, and effective global campaign, with greater capacity for evaluation and reach estimation.

6.7 Summary of Findings/Recommendations

In summary, the 2011 WBW campaign was effective in increasing awareness, promotion, and discussion of breastfeeding among the students in Penang. WABA was able to promote

breastfeeding positively to the target group, so that breastfeeding awareness improved as a result of WBW 2011. Students preferred the campaign's interactive activities, such as the flash mob, over the speeches and discussion. WABA incorporated observabilty into the campaign, by offering target groups access to a wealth of studies and data on breastfeeding, and demonstrating its benefits for mothers and babies. Furthermore, the campaign engaged groups of individuals that were ready for the innovation (e.g., students attending a Teacher's College, training to be educators for future youth).

Several recommendations arise for future campaigns. First, improvements should be made to ensure that all future campaign activities are engaging, easily understood, and transferable from one context to another. Various discrepancies were cited by students and staff in their views of the campaign, indicating that WABA should conduct intensive audience analysis, including pre- and post-campaign research, and incorporate appropriate elements for different target groups based on the results.

Second, WABA should further invest in exploring and improving ICTS as a communication tool to maximize potential benefits, as attention to WABA's website and social media presence is vital for the development and success of future WBW campaigns.

WABA should work to motivate stakeholders to attend and participate in events at the start of the campaign. Promoting the involvement of local stakeholders in campaigns from the beginning will ensure that WABA's values are present in all campaign initiatives, not only at the planning stages, but throughout the entire course of the campaign. WABA should continue to promote participation of target groups, to determine the impact and reach of WBW. Participatory approaches such as these are time and resource consuming, however, and must be taken into consideration.

Finally, specific steps should be followed in designing future WBW campaigns. Measures of assessment should be taken immediately after a campaign to determine the results of the WBW and which changes are needed to increase reach and impact of the next campaign. A blend of communication initiatives is essential for worldwide implementers of WABA's campaign, so that they may select and employ what best suits their community or target group. To do this, WABA should identify and examine the five "P's"- product, price, place, promotion and positioning. Through the use of the processes described in SMT, WABA may be able to improve the outcomes of WBW. A desired product, price, and place must be clearly identified, followed by strategies for promotion and positioning of the product. A method of measurement for such strategies should be implemented.

7. CONCLUSION

WABA works to support, protect and promote breastfeeding worldwide. Every year since 1991, the WBW campaign has aimed to raise awareness and support for breastfeeding women and children. In 2011, the WBW theme was "Youth − A 3D Approach." The campaign was developed by WABA's Secretariat, and carried out in more than 120 countries, including Malaysia, where achieving optimal breastfeeding practices continue to be a challenge. This study focused on the 2011 WBW campaign, and its implementation in Malaysia.

The research used a case-study approach to examine the 2011 WBW campaign. The study assessed the campaign's relative strengths and weaknesses, and determined to what extent the 2011 WBW campaign achieved its goals of engaging and mobilizing youth to encourage the sharing of knowledge and experience, while at the same time, informing and convincing women, their partners and families, and decision-makers to support breastfeeding. Finally, the study identified which specific factors, such as different target populations' perceptions of, understanding and participation in communication methods, and the opportunities and challenges of embracing cultural values, age/life stage differences, and the availability and use of new communication technology, should be considered in developing future communication strategies aimed at promoting optimal breastfeeding.

7.1 Limitations of the Study

The author noted several limitations to the research. One key weakness was the limited scope and sample size for obtaining feedback on the outcomes of WBW 2011 in Malaysia. As the research is qualitative in nature, the limited number of respondents did not prevent an analysis of the results. The findings of the research were not generalizable, however, and did not permit the author to assess how the WBW campaign was received globally. Future studies

should include a quantitative measure of key indicators, such as participation rates, social media statistics, and number of distributed materials, and obtain feedback from a broader number of implementers and participants of the WBW in several countries, and eventually, worldwide.

The selection of a single site for the study, and the small number of study participants was a function of the researcher's limited time and financial constraints. Future qualitative research on WBW campaigns and WABA's advocacy work should include larger numbers of beneficiaries and participants, and be carried out in a wider number of settings more representative of WABA's global work.

Various aspects of the methodology selected by the researcher created some limitations for the study results. In terms of timing of the research, the author's field visit to Malaysia took place after both the 2011 and 2012 WBWs were implemented. In the case of the 2011 campaign, the visit and data collection took place more than one year after the events. Although WABA seeks through WBW campaigns to achieve long-lasting results and impact, future research should be carried out within a limited time following WBW, in order to capture learning and feedback while the campaign is still fresh in people's minds. A second assessment could be made at a later stage to determine longer-term information retention of managers, participants and beneficiaries of WBW campaigns. In its 20 years of WBW campaigns, WABA has not had the necessary funding to conduct any such research. The findings of this study will be sent to WABA, and may be one way to encourage the organization to undertake measures for assessment.

For the researcher, spending time with WABA and its partners during the planning, preparation, and execution stages of the WBW campaigns would have provided further insights into the proceedings and overall reception of the campaign. Instead, the author was limited to the

accounts of those who planned, implemented and participated in the 2011 WBW campaign, more than one year later.

Another limitation of the study may have been the use of English for data collection instruments, including surveys and interviews of WBW participants. By using the native languages of the students, the researcher may have been able to capture more precise impressions and ideas regarding WBW. English was not the mother tongue of any of the students interviewed and provided with questionnaires, and thus the use of English may have created an obstacle for them in fully understanding, responding to, and elaborating on the questions posed in interviews and questionnaires.

Another weakness of the study was the long lapse of time between the WBW campaign and the administration of study interviews/questionnaires. While the research aimed to determine how much of the 2011 campaign students and WABA staff were able to recall one year later, in an attempt to assess the durability of the campaign messages, the delay in administering any assessment tool may have also limited the responses of both students and staff. The author did not take any preliminary measures to remind the students of the campaign, as she wanted to see not only what they remembered, but how much they remembered from the campaign's activities. Future research, however, may benefit from including a brief synopsis of the campaign to spark students' memories.

7.2 Recommendations for Future Research

In future research, the author suggests interviewing the WBW participants and target audiences immediately after, as well as at fixed intervals, such as at six and 12 months following the campaign. This method would help the researcher to determine to what extent campaign

target groups understood and benefitted from the campaign, and permit a better understanding of the reach of the campaign over time.

The results of the study, while limited due to a number of constraints encountered by the researcher, is nonetheless valuable in that it applies communication practices and theories (Communication for Development, Diffusion of Innovations theory and Social Marketing theory), uses and informs the public, for the first time, about the outcomes of a WABA-sponsored WBW. The study also provides specific feedback from the data collected on WBW 2011 in Malaysia, and offers WABA recommendations aimed at assisting the organization and similar agencies to improve future WBW campaigns. The author will send the results of the thesis to WABA in the hopes that, armed with the results of the study, WABA and its partner organizations may be more motivated to implement dynamic, multi-faceted campaigns that speak clearly to target audiences with regards to culture, language, ethnicity, religion, and other socio-cultural factors.

7.3 Importance of the Study

As the 2011 WBW campaign information emphasizes, communication is the third dimension of social change and education (World Alliance for Breastfeeding Action, 2011). The study results indicated that communication has the potential to play an essential part in global efforts to protect, promote and support breastfeeding and other human rights. The study offers both academics and professionals in the field of C4D an opportunity to learn more about the role of information channels in broadening information horizons, including the promotion of human rights. The goal of the study, to initiate an essential discourse on the extent to which communication can achieve positive change, was mostly achieved.

Through this research, the author was able to become familiar with WABA's values and mission, and to apply knowledge and skills acquired as a graduate student of a communication-related program to a key WABA advocacy and communication activity, WBW. The study results provided some evidence of the potential success of WBW as a mechanism to improve breastfeeding practice and awareness. The research also showed how much more could be done if WABA's efforts were guided, strengthened and supported by evidence-based data and well-founded theories of communication. The author hopes that, through studying the results of WBW 2011, this study offers practical recommendations to WABA. If these result in the improvement of breastfeeding practices that benefit even one mother and her child, the author believes that the research will have had considerable worth. The author hopes, however, that WABA can adopt new practices, and find solutions for constraints in assessing outcomes and impact of WBW. As a result of the study, WABA, a small organization with unlimited determination and compassion, but limited funds, may have a better basis for assisting all mothers and babies in need of support, promotion and protection to breastfeed successfully.

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ACRONYMS

1. AAP – American Academy of Pediatrics

2. AIDS – Acquired Immunodeficiency Syndrome

3. ARVs – Antiretroviral Drugs

4. BCC − Behavior Change Communication

5. BFHI – Baby-Friendly Hospital Initiative

6. BMI – Body Mass Index

7. C4D − Communication for Development

8. CCSC − Community Communication for Social Change

9. CDC − Center for Disease Control

10. CEDAW – Convention on the Elimination of All Forms of Discrimination Against
    Women

11. CFSC – Communication for Social Change Consortium

12. CRC – Convention on the Rights of the Child

13. CSW – Commercial Sex Worker

14. EB – Exclusive Breastfeeding

15. GBPM – Global Breastfeeding Partners Meeting

16. GBPF – Global Breastfeeding Partners Forum

17. GM – Government of Malaysia

18. HIV − Human Immunodeficiency Virus

19. ICC – Information, Communications, and Culture

20. ICESCR – International Covenant on Economic, Social and Cultural Rights

21. ICT – Information Communication Technologies

22. ILO − International Labor Organization

23. IPG − Institut Pendidikan Guru

24. IRB – Institutional Review Board

25. LAM – Lactational Amennhorea

26. MCMC – Malaysian Communication and Multimedia Commission

27. MDG – Millennium Development Goal

28. MoHA – Ministry for Home Affairs

29. NHMSII – Second National Health and Morbidity Survey

30. NIC – Newly Industrialized Country

31. SMK – Sekolah Menengah Kebangsaan (National Secondary Schools)

32. UAI – Uncertainty Avoidance Index

33. UDHR – Universal Declaration of Human Right

34. UNESCO − United Nations Educational, Scientific and Cultural Organization

35. UNICEF − United Nation's Children Fund

36. UN – United Nations

37. WABA − World Alliance for Breastfeeding Action

38. WBW − World Breastfeeding Week

39. WHO − World Health Organization

40. WHA – World Health Assembly

COLORADO STATE UNIVERSITY

August 16, 2012

Dear Participant,

My name is Léna Girerd-Barclay and I am a researcher from Colorado State University in the Journalism and Technical Communication (JTC) department. We are conducting a research study on the effectiveness of the World Alliance for Breastfeeding Action's (WABA) 2011 World Breastfeeding Week campaign. The title of our project is "Communication's Role in the Promotion of Breastfeeding in Malaysia – What Works, What Doesn't, and Why?" The Principal Investigator is Dr. Kris Kodrich (JTC) and the Co-Principal Investigator is Léna Girerd-Barclay (JTC).

We would like you to participate in an in-depth interview regarding the campaign. Participation will take approximately 30 minutes. Your participation in this research is voluntary. If you decide to participate in the study, you may withdraw your consent and stop participation at any time without penalty.

Your information will be combined with information from other people taking part in the study. When we write about the study to share it with other researchers, we will write about the combined information we have gathered.

The interview data will be kept confidential. We will keep the data without personal identifiers attached and when reporting the data, we will report and publish in group format.

While there are no direct benefits to you, we hope to gain more knowledge on the impact of the 2011 WBW campaign.

There are no known risks associated with the procedures. It is not possible to identify all potential risks in research procedures, but the researcher(s) have taken reasonable safeguards to minimize any known and potential, but unknown, risks.

If you have any questions, please contact Léna Girerd-Barclay at lenagb@lamar.colostate.edu or Kris Kodrich at kris.kodrich@colostate.edu. If you have any questions about your rights as a volunteer in this research, contact Janell Barker, Human Research Administrator, at 970-491-1655.

Sincerely,

Kris Kodrich   Léna Girerd-Barclay

Associate Professor   Graduate Teaching Assistant

WABA TEAM INTERVIEWS

1)   How long have you worked at WABA?

2)   How many WBW campaigns have you worked on before the 2011 WBW?

3)   Can you explain (as much as you know) about the history of WBW? E.g. how it came

about, the original goals of WBW, and it's development over the years?

4)   Can you tell me a little bit about the 2011 campaign; the development of the idea, the

target groups, the process leading up to WBW week, the actual implementation of WBW, and

the aftermath of the campaign?

5)   How do you think the campaign's target audience thought about the issue before the

campaign? How do they think now?

6)   In your experience, what messages are best understood by what audiences? Who are the

best messengers?

7)   In the case of the 2011 WBW, what were the most effective messages delivered to the

target audience?

8)   How were message transmitted? How many messages were transmitted?

9)   What was the campaign's general reach? E.g. how many people have been reached?

10)   Your office developed a campaign for global reach. What were some of the challenges you met in distributing the campaign materials to other WABA offices/officials?

11)   Does WABA have a website? How has it been received? What are some of the observed advantages/disadvantages of the website? How do you get feedback from users of the website? How do you assess how, when, and by whom it is used?

12)   Does your organization use social media tools? If so, which ones?

13)   Which tools did you personally find to be most effective? As a team?

14)   You recently started using social media to supplement WBW. In what ways do you find that online presence has enhanced the organization and its mission?

15)   In what ways do you find that online presence has been a challenge to the organization and its mission?

16)   Do you think there has been any effective, measurable change (beliefs, attitudes, social norms)?

17)   Do you think there has there been any behavior change in the targeted 2011 population?

18)   Have any policies changed because of WBW?

19)   If there has been behavioral change, has the behavior resulted in its intended outcomes?

20)   Has there been any systems-level change in targeted organizations because of WBW

2011?

21)   What lessons did you personally learn from the implementation of the 2011 WBW

campaign?

22)   For the next campaign, what would you change? What would you keep the same, or even

increase?

TARGET GROUP INTERVIEWS

1) What do you remember most about the campaign?

2) What was your favorite part of the campaign?

3) What was your least favorite part?

4) Did you feel like you learned something new about breastfeeding throughout the campaign?

5) Do you feel comfortable promoting breastfeeding awareness?

6) What would you have like to see more/less of in the campaign?

7) What did you think about the use of Facebook throughout the campaign?

8) Did the campaign change how you feel about breastfeeding issues? If so, how?

9) What do you think are the best ways to target youth about social issues?

10) Does your school work with any other organizations to promote social issues? If so, which ones?

11) Which experiences with other organizations or campaigns have been your favorite/least favorite? Why?

12) Which issues, if any, are important to you?

13) Have you seen campaigns or action to support this issue? What was done about them?

14) If you could make a recommendation for WABA's next WBW campaign, what would you tell them?

COLORADO STATE UNIVERSITY

August 15, 2012

Dear Participant,

My name is Léna Girerd-Barclay and I am a researcher from Colorado State University in the Journalism and Technical Communication (JTC) department. We are conducting a research study on the effectiveness of the World Alliance for Breastfeeding Action's (WABA) 2011 World Breastfeeding Week campaign. The title of our project is "Communication's Role in the Promotion of Breastfeeding in Malaysia – What Works, What Doesn't, and Why?" The Principal Investigator is Dr. Kris Kodrich (JTC) and the Co-Principal Investigator is Léna Girerd-Barclay (JTC).

We would like you to fill out the written survey provided to you by the Co-Principal Investigator. Participation will take approximately 5-10 minutes. Your participation in this research is voluntary. If you decide to participate in the study, you may withdraw your consent and stop participation at any time without penalty. You may also be asked to participate in an in-depth interview regarding the campaign. Participation will take approximately 30 minutes. This is also voluntary, and you may also withdraw your consent and participation at any time from this activity

Your information will be combined with information from other people taking part in the study. When we write about the study to share it with other researchers, we will write about the combined information we have gathered.

The surveys are anonymous. That means that no one, not even members of the research team, will know that the information you give comes from you. While there are no direct benefits to you, we hope to gain more knowledge on the impact of the 2011 WBW campaign.

The study will randomly select students for in-depth interviews after the completion of the surveys.

The interview data will be kept confidential. We will keep the data without personal identifiers attached and when reporting the data, we will report and publish in group format.

There are no known risks associated with the procedures. It is not possible to identify all potential risks in research procedures, but the researcher(s) have taken reasonable safeguards to minimize any known and potential, but unknown, risks.

If you are willing to participate, please complete the survey and place it in the marked box when you are done. If you don't wish to complete the survey, you may place it in the box as well.

If you wish to partake in the interviews, please indicate your participation in the option available on the survey. You may not participate in the interviews if you do not wish to partake in the survey.

If you have any questions, please contact Léna Girerd-Barclay at lenagb@lamar.colostate.edu or Kris Kodrich at kris.kodrich@colostate.edu. If you have any questions about your rights as a volunteer in this research, contact Janell Barker, Human Research Administrator, at 970-491-1655.

Sincerely,

Kris Kodrich   Léna Girerd-Barclay
Associate Professor   Graduate Teaching Assistant

START.

1.   What is your current age? (i.e. the age you turned at your last birthday)

2.   Are you male or female?

☐ Male

☐ Female

3.   What is your nationality? Please state.

4.   What is the main language spoken at home? (Tick all that apply)

☐ English

☐ Bahasa Malaysia

☐ Arabic (including Lebanese)

☐ Cantonese

☐ Mandarin

☐ Tamil

☐ Other (Specify)

5.   Before today, had you heard of the World Alliance for Breastfeeding Action (WABA)?

☐ Yes

☐ No

6.   If so, how? (Tick all that apply)

☐ A representative from WABA

☐ Friend

☐ Family member

☐ School

☐ Television

☐ Billboard advertisement

☐ Newspaper

☐ Internet website

☐ Other (Specify)

7. Were you exposed to WABA's 2011 World Breastfeeding Week?

☐ Yes

☐ No

8. Did you participate in WABA's 2011 World Breastfeeding Week?

☐ Yes

☐ No

9. Thinking about people your age, please rank how much YOU think they understand about breastfeeding issues:

☐ They don't know anything about breastfeeding issues

☐ Some know something about breastfeeding issues, but some don't

☐ They know a lot about breastfeeding issues

☐ I don't know

10. Why do you think this is? (Tick all that apply)

☐ Not enough information

☐ People don't really care

☐ Breastfeeding is not relevant to people my age

☐ Breastfeeding does not seem to be an important issue

☐ I don't know

11.   In the last month, have you seen, read or heard anything in the media, or any advertising about breastfeeding issues? (Tick all that apply)

☐ Yes, in the media (such as news reports, editorial in newspapers or magazines, current events or news programmes on television or radio)

☐ Yes, advertising

☐ Yes, on the internet either through social media or websites that I visited

☐ No

☐ I don't know

12.   Where have you seen, read or heard about breastfeeding issues in the past? (Tick all that apply)

☐ Television

☐ Radio

☐ Newspaper

☐ Magazine

☐ Online Social Media like Facebook

☐ Online Webpage

☐ At school / college/ university

☐ Cinema

☐ Somewhere else (Specify)

13.   What was your favorite activity of the WBW campaign in 2011?

14.   What was your least favorite activity of the campaign?

15.   Do you feel that the WBW 2011 campaign was relevant to you?

☐ Yes

☐ No

☐ I don't know

16. Thinking about WABA's 2011 campaign, please check which statement you most agree with: (Choose one)

☐ I didn't learn any new information from the WBW 2011 campaign

☐ I learned some new information from the WBW 2011 campaign

☐ I learned lots of new information from the WBW 2011 campaign

☐ I don't know

17. Thinking about WABA's 2011 campaign, please rate your agreement with the following ... (Tick the box)

	Strongly agree	Agree	Don't Know	Disagree	Strongly Disagree
The campaign was easy to understand					
The campaign was relevant to me					
The campaign was attention-grabbing					
The campaign was informative					

18. Which aspect of the campaign most drew your attention? (Choose one)

☐ The talks

☐ The logo

☐ The Facebook page

☐ The flash mob

☐ Other (Specify):

19. Where would you first go to find out information about the campaign? (Choose one)

☐ To WABA's website

☐ To the WBW Facebook page

☐ To the WABA office headquarters

☐ I don't know

☐ Other (Specify):

20. Thinking about WABA's 2011 campaign, please rate your agreement with the following

statements regarding advertisements or ads....

	Strongly agree	Agree	Don't Know	Disagree	Strongly Disagree
The WBW ads made me think about the opinions I have about breastfeeding					
The ads made me think about the negative things that can happen if I do not support breastfeeding					
The ads made me think about how not breastfeeding can harm a baby's health					

The ads made me think about whether breastfeeding is a human right					
The ads made me think about the acceptability of breastfeeding in my community					
The ads made me think about the challenges to mothers that breastfeed					
The ads made me think about my chances of being embarrassed if I or someone else breastfeeds in public					
The ads made me think about how I can support breastfeeding					

21. Thinking about the campaign, please choose which statement best describes the effect the

World Breastfeeding Week 2011 campaign had on you: (Choose one)

☐ I changed my opinion about breastfeeding

☐ I sought out ways to support breastfeeding

☐ I made no changes to my opinion on breastfeeding

☐ I made no changes to my support for breastfeeding

22. Has the WBW 2011 campaign prompted you to…(Tick all that apply)

☐ Talk with your friends about breastfeeding

☐ Talk with your friends about ways to support breastfeeding

☐ Talk with your parents about breastfeeding

☐ Talk with your parents about ways to support breastfeeding

☐ Take no action about breastfeeding

END.

Thank you for completing this survey.