



## Re-branding breastfeeding for the 21st century

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### Brief biography

James Akre, BA, MPIA, Geneva, Switzerland; +40-year health-and-development career; academic focus: sociology, international affairs, public health; worked +30 years in UN agencies and 7 years in Turkey, Cameroon, and Haiti; publishes and presents on child feeding.

### Abstract

In the jargon of marketing, re-branding involves radical changes to a product's image, promotional strategy, and advertising themes. We can approach breastfeeding this way, too, in an effort to shore up Mother Nature's market share. The key is to get everyone thinking and talking about breastfeeding in what appear to be unconventional ways. As we gradually achieve our goal – making breastfeeding a normal part of everyday life once again – thinking and talking should more easily yield to doing. The plan in this presentation is for conference participants to remember the moment for two main reasons: as the day they saw Best's bubble burst, and as the day they finally found out who really breastfeeds. In addition, to help them along this path there will be three take-home messages: Breast is not best; infant formula is not second best; and it is not really women who breastfeed after all. Stay tuned!