








**Why do we use The Golden Bow as the symbol  
for breastfeeding protection, promotion and support?**

**Meaning and Purpose:** Many social change efforts have used ribbons and pins to create a sense of belonging to a social movement. While The Golden Bow serves this purpose, but it is unique in that it is not simply a symbol for social change, but carries many meanings within its own design. The Golden Bow is, in and of itself, a lesson in the protection, promotion and support of breastfeeding.

**Gold:** The use of the gold colour for the bow symbolises that six months of exclusive breastfeeding, and continued breastfeeding, is the **gold standard for infant feeding**, against which any other alternative should be compared and judged.

**Bow:**

Why do we use a bow, rather than the looped ribbon of most campaigns? Each part of the bow carries a special message:

-  One loop represents the mother.
-  The other loop represents the child.
-  The ribbon is symmetrical, telling us the mother and child are both vital to successful breastfeeding – neither is to the left nor to the right, signifying neither is precedent, both are needed.
-  The knot is the father, the family and the society. Without the knot, there would be no bow; without support, breastfeeding cannot succeed.
-  The ribbons are the future: one for continued breastfeeding for 2 years or more with appropriate complementary feeding, and the other for the delay of the next birth, preferably for 3 years or more, to give the mother and child time together to recover and to grow, respectively, and to give the mother the time she needs to provide active care for the health, growth and development of this child.

NICEF launched this symbol and educational campaign on the 12<sup>th</sup> anniversary of the Innocenti Declaration (2002). This year (2004) it is the symbol of The World Alliance for Breastfeeding Action's (WABA) World Breastfeeding Week.

Wear it proudly, and tell everyone who asks of its many meanings.








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RENCH:

**Le ruban d'Or**

**Le ruban doré est le symbole de l'étalon or qui représente l'idéal de l'allaitement exclusif et de la poursuite de l'allaitement.**

**Une boucle du ruban représente la mère, l'autre son enfant.**

**Le nœud symbolise le père, la famille et la société qui les soutiennent.**

**Une des extrémités représente l'alimentation complémentaire au moment approprié après six mois.**

**L'autre extrémité l'utilisation d'un planning familial pour espacer les naissances entre trois et cinq ans.**

**Le Ruban d'Or est une initiative conjointe de l'UNICEF et de WABA (Alliance mondiale pour l'allaitement maternel).**

**Portez-le fièrement, et expliquez à tout le monde ses nombreuses significations !**

**Pour plus d'informations, visitez les sites <http://www.unicef.org/programme/breastfeeding/> or [www.waba.org.my/forum2/goldenbow.html](http://www.waba.org.my/forum2/goldenbow.html)**

SPANISH

**La cinta de oro**

**La cinta de oro es un símbolo de perfección: de lo ideales que son la lactancia materna exclusiva y la lactancia materna prolongada.**

**Una lazada representa la madre y la otra la/ el niño/a.**

**El nudo representa al padre, la familia y la sociedad que les apoyan.**

**Uno de sus extremos es para el uso oportuno de alimentos complementarios después de los seis meses.**

**El otro para el uso de planificación familiar con el objeto de espaciar los nacimientos entre 3 y 5 años.**

**La cinta de oro es una iniciativa conjunta de UNICEF y WABA. Llévela con orgullo y cuénteles a los demás sobre sus múltiples significados.**

**Para obtener más información, visite <http://www.unicef.org/programme/breastfeeding/> and [www.waba.org.my/forum2/goldenbow.html](http://www.waba.org.my/forum2/goldenbow.html)**

CHINESE

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Fiocco d'Oro è un simbolo per la protezione, la promozione ed il sostegno dell'allattamento materno. Uno degli anelli rappresenta la madre, l'altro il bambino. Il nodo simbolizza il padre, la famiglia e la società che giocano tutti un ruolo critico nel creare un ambiente che favorisce l'allattamento. Il colore oro fa vedere che l'allattamento materno è lo standard d'oro per l'alimentazione dei bambini. Il Fiocco d'Oro è un'iniziativa congiunta del Fondo delle Nazioni Unite per l'Infanzia (UNICEF) e della WABA. Indossalo con orgoglio, e racconta tutti i suoi significati a tutti che lo chiedono. Per ulteriori informazioni, visitare [www.unicef.org/programme/breastfeeding/](http://www.unicef.org/programme/breastfeeding/) e [www.waba.org.my/forum2/goldenbow.html](http://www.waba.org.my/forum2/goldenbow.html)