

Partnerships & alliances in the health system and other sectors for scale and sustainability

ADVOCACY

INTERPERSONAL COMMUNICATION & COMMUNITY MOBILIZATION

MASS COMMUNICATION

Policy makers & legislators

Employers

Staff of multiple sectors

Service providers & community leaders

Family

Mothers Caregivers

Improved knowledge, beliefs, skills, and environment

Improved breastfeeding & complementary feeding practices

Improved health outcomes

STRATEGIC USE OF DATA