

## **StillePostkarten.**

The name of the campaign is a pun and is based on the idea of the children's game "Stille Post", the German equivalent to "Chinese Whisper". If translated literally it means "silent post", but as the German word for breastfeeding is "stillen" the title may also be understood as "breast feeding postcards". The witty postcards are fun to look at, either with a silent smile or by laughing out loud, and, of course, to pass on to others. Many situations clearly are exaggerated, but they all lead back to the idea of a natural, breastfeeding environment in the future:

**"Wonderful Visions of Breast Feeding"** therefore was chosen as the subtitle and shows that breastfeeding is still popular. Mothers can nurse in many circumstances... at the office, in the restaurant or during the lunch break. And nobody takes offence...

*StillePostkarten* let you look forward to relaxing while managing breastfeeding.

*StillePostkarten* was initiated by the WHO/UNICEF initiative for baby-friendly hospitals, the German Professional Association of Lactation Counselors, and Lansinoh Laboratories.

All information can be found at [www.stillepostkarten.de](http://www.stillepostkarten.de)

*StillePostkarten* can be downloaded from here to be sent to a friend by email.

**Please distribute them to as many people as you like.**

## **Descriptions of images**

### **1. Structural engineer's office**

Briefing at the engineer's office. One of the group members is breastfeeding. During the planning discussion everyone is holding his or her favorite drink. The suckling baby and the engineer drinking through a straw carefully observe each other and sense a connection. There are no irritations within this group. Results are agreed upon, either with coffee, cola or breast milk...

Our vision? Just imagine breastfeeding at the workplace were a normal thing. At a close-by company-owned kindergarten, for instance, thus keeping distances between the mother and child short.

### **2. Fight the fire!**

Lunch break at the fire station. It's highly unlikely that you might find somebody breastfeeding here, even as a "wonderful vision". But the idea of having a female fire fighter tear off her uniform to extinguish the *fire* in baby's mouth was simply too tempting...

Our vision? Just imagine women were to work as fire fighters and the husband would bring the child round for a quick feed from the breast during lunch break!

### **3. At the checkout**

Our lady at the checkout has all hands busy. Luckily her child has full control and

breastfeeding almost happens by itself.

Our vision? Just imagine breastfeeding at the workplace were normal and someone would bring along the child to attach it.

#### **4. Breastfeeding makes you smarter**

Never mind the vision! These are hard facts for the viewer as it has been proven that breastfeeding makes you smart. The IQ of children who have been nursed is higher than that of those who have not. Until today scientists are not sure whether the better test results are due to the milk itself or to the closer body contact between the mother and the child.

Our vision? Just imagine breastfeeding were not a question of education but simply a matter of course.

#### **5. Skier**

Here the mother and her offspring are skiing downhill. On the slope both skiers are cruising down the snow-covered piste and on the way back up the infant recuperates his or her strength by snuggling up to the warmth of mum's breast.

Our vision? Just imagine how practical breastfeeding while on the move could be. No matter how cold it is, breast milk is always a warm and comforting drink available anyplace and anytime - no accessories required.

#### **6. Holiday on the beach**

Pure relaxation: nothing easier than self-service from mum's breasts...

Our vision? Discover the world with your baby and relax. Breastfeeding can make life so easy. Who on a beach would fancy preparing a bottle, heating it to the right temperature, or even cleaning it after it was dropped in the sand?

#### **7. Breastfeeding fashion**

Breastfeeding makes you pretty: No need to hide while breastfeeding.

Our vision: Just imagine breastfeeding in public were an everyday thing and nobody would be embarrassed by a mother nurturing her child in front of him or her. "Breast fashion" therefore is also an appeal to breastfeeding mothers not to hide themselves but to be self-confident instead. Breastfeeding is and always will be state of the art!

#### **8. Three positions for breastfeeding**

Authentic photos and videos inspired us for this postcard. We were really impressed by what can be possible.

Our vision? We really like the idea that breastfeeding is possible in any circumstance and is really easy, too.

### **9. Backstroke swimmer with passenger**

Quite an athlete...ok, in this case we've absolutely reached the limit. But the child really does look cute on its cruise ship mum.

Our vision: We simply like the idea of mothers treating their bodies to something nice after having given birth. Moving about and breastfeeding are part of that.

Breastfeeding stimulates the uterus to return to its pre-pregnancy size and the extra weight that was put on to disappear faster. Not a surprise as the suckling baby simply consumes those extra calories. By the way: Did you know that babies are able to take part in baby swimming from as young as three months?

### **10. Happy to bed**

Our postcard displaying a hefty wink of the eye shows a content, small family where seemingly everyone can enjoy breastfeeding. Or could there be some protesting by the child against a thirsty dad...?

Our vision? Just imagine it were simply a matter of course for dads to support their breastfeeding partners by all means. Unfortunately, that's not always the case. Some partners and dads encourage women to stop breastfeeding after a short while, often earlier than desired by the infant's mother. A common reason given is the desire to return to "normal life".