

# Breastfeeding: Advocacy & Practice

Fifth regional course for doctors, midwives  
and other senior health professionals

11<sup>th</sup> – 23<sup>rd</sup> November 2013 • Penang, Malaysia

## APPLICATION FORM

If you are interested in attending, please send an application to reserve a place even though you may not have secured funding. We will send you a letter of provisional acceptance, a Registration Form and other information which will enable you to start making arrangements and seeking funds. The next step will be for you to register for the course by the end of June 2013 and with a deposit of USD 300.00

Completed application form should be sent to:  
**WABA, P.O. Box 1200, 10850 Penang, Malaysia**  
Fax: 60-4-657 2655 Email: [info@waba.org.my](mailto:info@waba.org.my)

(Please keep a copy of the form for your own reference)

## PERSONAL PARTICULARS

Name: \_\_\_\_\_

Profession and Qualifications: \_\_\_\_\_

Present position and place of work: \_\_\_\_\_

Email: \_\_\_\_\_

[All correspondence will be by email unless you specify otherwise]

Mailing address: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Please provide a short (half to one page) summary of your CV outlining:

- Your involvement with infant feeding work, past and present
- Any previous training courses on infant feeding which you have attended, or which you have taught
- Your proficiency in English – written and spoken, especially comprehension (comprehension is the most important for participation in the course).



The Infant Feeding Consortium (IFC), United Kingdom, provides specialists in training, curricula development, formative research, programme review and policy development on infant and young child feeding.



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International, Academy of Breastfeeding Medicine (ABM) and LINKAGES. WABA is in consultative status with the United Nations Children's Fund (UNICEF) and is an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

World Alliance for Breastfeeding Action  
PO Box 1200, 10850 Penang, Malaysia  
Tel: 604-658 4816 • Fax: 604-657 2655  
Email: [info@waba.org.my](mailto:info@waba.org.my)  
Website: [www.waba.org.my](http://www.waba.org.my)



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Fifth regional course for doctors,  
midwives and other  
senior health professionals

by the Infant Feeding Consortium (IFC),  
United Kingdom  
and the World Alliance for Breastfeeding Action (WABA)



Hurry!  
Send in your  
application now.  
Limited places  
available.

SAVE THE DATES!  
11<sup>th</sup> – 23<sup>rd</sup> November 2013

# Breastfeeding: Advocacy & Practice

Fifth regional course for doctors, midwives  
and other senior health professionals  
in South East Asia

Organised by



Infant Feeding Consortium  
(IFC), United Kingdom



World Alliance  
for Breastfeeding Action  
(WABA), Penang

11<sup>th</sup> to 23<sup>rd</sup> November 2013  
George Town, Penang, Malaysia

[http://www.waba.org.my/whatwedo/  
hcp/training.htm#bap](http://www.waba.org.my/whatwedo/hcp/training.htm#bap)

## Course Rationale

Poor infant feeding practices continue to be a leading cause of mortality, morbidity, malnutrition and poor growth of infants and young children, and are increasingly recognized to have important long term health consequences. The established global recommendations are initiation of breastfeeding within one hour of birth, exclusive breastfeeding for six months and complementary feeding with continued breastfeeding from six months up to two years or more. Few countries meet these targets, and in many places programmes to promote optimal infant feeding are slowing down, despite the availability of effective interventions, and extensive experience of implementing them

In 2005, a new Innocenti Declaration was adopted, 15 years after the original Declaration which led to the development of the Baby-Friendly Hospital Initiative. The 2005 Innocenti calls upon all Governments and other parties to take a number of actions, including revitalising the Baby-Friendly Hospital Initiative and ensuring that appropriate guidelines and skill acquisition regarding infant and young child feeding are included in both pre-service and in-service training of all health care staff, to enable them to implement optimum infant and young child feeding policies and to provide a high standard of breastfeeding management and counselling to support mothers and communities.

Taking these actions requires resource people with leadership ability and sufficient knowledge and skill to educate and train others. This two-week up-to-date evidence-based course is designed to equip participants for this task, and to give them a wider background than is possible with only short practical courses. Training for resource people has hitherto been available mainly in centres such as London, which command many resources, but which are costly and difficult for many people to attend. WABA is once again collaborating with the Infant Feeding Consortium (IFC) to make an appropriate course available in South East Asia.

## Course Programme

The course is residential and intensive. With 11 full days of teaching – from Monday 11<sup>th</sup> November to Saturday 23<sup>rd</sup> November 2013, and with two days for rest and private study in the middle – Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup> November 2013. Participants should arrive by 3pm on the afternoon of Sunday 10<sup>th</sup> November to register, and for an Introductory Session and Welcome Reception. They should be prepared to stay until the evening (not earlier than 6pm) of Saturday 23<sup>rd</sup> November, or until the morning of Sunday 24<sup>th</sup> November.

Certificates of Attendance will be presented on the afternoon of Saturday 23<sup>rd</sup> November. To qualify for a Certificate participants are required to attend the course full-time.

## Teaching Methods

The teaching will include a number of Clinical Practice sessions, when participants will work in small groups with mothers and babies at a local hospital and clinic, to practice the skills that

they learn in the classroom. Classroom sessions will include lecture presentations, practical demonstrations and exercises, and seminar and group work. Participants will be asked to prepare privately and in groups for some sessions. Reference material and handouts will be provided variously in electronic or paper form. Participatory training methods will provide some flexibility for Course Directors to respond to individual requirements.

## Topics Covered

The main emphasis of the course will be on the management of breastfeeding, breastfeeding counselling and the baby-friendly hospital initiative. Complementary feeding and HIV and infant feeding will also be included, and teaching throughout will reflect participants' need to learn about advocacy and training methodology.

### THE TOPICS COVERED WILL INCLUDE:

- ▶ **Global policies related to infant and young child feeding and their rationale**
- ▶ **Evidence for the influence of breastfeeding on health and emotional development of infants, and mothers' health**
- ▶ **Physiology of lactation, suckling, and the secretion of breast milk**
- ▶ **Composition of breast milk, and how it differs from infant formula**
- ▶ **Immunology of breastmilk, and the importance of colostrum**
- ▶ **Positioning and attachment of the infant at the breast**
- ▶ **Communication skills for working with mothers and babies**
- ▶ **Influence of obstetric practice on breastfeeding**
- ▶ **Initiation of breastfeeding – early skin-to-skin contact**
- ▶ **Milk sufficiency – under- and over-supply**
- ▶ **Breast refusal and the reluctant breastfeeder**
- ▶ **Breast conditions (nipple form, sore nipples, engorgement, mastitis)**
- ▶ **Maternal health and nutrition, and maternal medication**
- ▶ **The nutritional adequacy of exclusive breastfeeding**
- ▶ **Breast milk expression and storage**
- ▶ **Relactation**
- ▶ **Developmental readiness for feeding**
- ▶ **Introduction of complementary foods**
- ▶ **Obstacles to exclusive breastfeeding**
- ▶ **Feeding of low birth weight babies**
- ▶ **Kangaroo mother care**
- ▶ **Baby-Friendly Hospital Initiative – implementing the 10 steps – New materials**
- ▶ **Baby-friendly practices beyond the hospital**
- ▶ **Community support for optimal infant feeding – mother and peer support**
- ▶ **HIV and infant feeding,**
- ▶ **Women and work**
- ▶ **The International Code of Marketing of Breast-milk Substitutes**
- ▶ **Programmes and strategies to achieve optimal infant feeding**
- ▶ **Developing advocacy and training skills for resource persons.**

## Who Should Attend

The course is designed for doctors, midwives and other senior health professionals who are involved in national or local infant feeding programmes as clinicians, trainers, advisers, programme coordinators or advocates for optimal infant feeding. Teams from the same institution or locality are particularly welcome. The course is conducted mainly in English, though there will also be some use of Malay and other local languages, particularly for communication with mothers.

## Course Costs

The cost of the two week course, including twin-sharing accommodation in a 4-star hotel with ensuite facilities and meals (excluding evening meals), and essential reference materials is USD 3,000. This does not include the cost of travel to Penang.

WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment (including feeding bottles, teats and breast pumps) and complementary foods, and cannot accept applicants funded by such companies.

## To Apply

If you are interested in attending, kindly complete the attached application form and send it to:

### WABA

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## Course Directors

### Sandra Lang: Independent midwifery teacher in lactation and neonatal nursing

**SPECIALIST AREAS:** Practical issues of infant feeding, particularly for pre-term, sick and vulnerable babies, maternal and new born care, curriculum development, training and implementation of international infant feeding initiatives.

Director of the course\*: Infant Feeding: Practice and Policy Course (IFPP) at the School of Nursing and Midwifery at the University of Brighton • Consultant on infant feeding and pre-registration training for WHO • including development of the 2010 Essential Newborn Care Course for WHO's Department of Reproductive Health; and author of the book *Breastfeeding Special Care Babies*.

### Felicity Savage: Community Paediatrician

**SPECIALIST AREAS:** Training health workers on breastfeeding, and development of technical and policy documents on infant feeding; Author of the book *Helping Mothers to Breastfeed* • Director of the course: \* Infant Feeding: Practice and Policy Course (IFPP) at the School of Nursing and Midwifery at the University of Brighton • Former WHO Medical Officer co-coordinating the development of infant feeding training courses for the Department of Child and Adolescent Health • Baby-Friendly Hospital Initiative Assessor; consultant to UNICEF on Baby-Friendly activities, and to the Emergency Nutrition Network (ENN) on infant feeding in emergencies; • Chairperson of the Steering Committee for the World Alliance for Breastfeeding Action (WABA)

\* Formerly known as the 'Breastfeeding: Practice and Policy Course' held at the Institute of Child Health in London