

Get the *World Breastfeeding Charter* rolling!

WABA has initiated the development of the Charter and invites you to join in to pioneer this document, envisioned to be a simple and powerful social mobilising tool. Send us your comments on the Charter and visit www.worldbreastfeedingcharter.net for more information.

Directory on breastfeeding groups and experts

WABA, in partnership with UNICEF, is compiling directories of organisations and experts involved in the areas of breastfeeding and appropriate infant feeding practices, indicating their areas of interest and services provided. Directory Project Coordinator, Lakshmi Menon points out that these databases will serve as a much-needed information bank in the field of breastfeeding advocacy and will facilitate networking.

WABA invites you to fill in the questionnaires available on www.waba.org.my.

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Enclosures

- WABA Global Forum 2 Recommendations
- World Breastfeeding Charter draft
- Breastfeeding and the Environment: Joint Statement and FAQ
- Order Form for Sourcebook

Globalising breastfeeding



This year's World Breastfeeding Week (WBW) theme, *Breastfeeding in a Globalised World: for Peace and Justice*, pondered on the obstacles as well as benefits of globalisation in promoting breastfeeding as a symbol for peace and justice. It is a timely approach given the global political and economic situations and social turbulences in many corners of the world which undoubtedly are affecting breastfeeding. Despite the odds, the prevalence of breastfeeding offers humanity a sense of hope and a symbol of peace, justice and empowerment.

India: The Breastfeeding Promotion Network of India (BPNI) Amravati Branch organised an array of activities involving people in various sectors from children to doctors. Nearly a thousand people attended the opening forum. A long rally of 1200 people thronged the streets of Amravati.

In Bangalore District, BPNI along with other coordinating agencies including the Food and Nutrition Board, Department of Women and Child Development, and Song and Drama Division (Ministry of Information and Broadcasting), organised state level workshop for seven cultural troupes



continue page 4... Inauguration of workshop for folk artists in Bangalore

Integrating Mother-Friendly in birthing practices

Research shows impact of birthing practices as having direct correlation on breastfeeding outcomes and thus need to be considered as an important part of the promotion, protection, and support for breastfeeding. An initial survey conducted by WABA indicated unanimous agreement that birthing practices is a critical/important issue to the breastfeeding movement

Prompted by discussions initiated during WBW 2002 and subsequently the WABA Global Forum 2, 30 participants from 15 countries gathered for a follow-up meeting on 7 July 2003 in San Francisco to discuss ways to incorporate mother-friendly maternity care and neonatal care practices into breastfeeding programmes, particularly the Baby-Friendly Hospital Initiative (BFHI) to ensure that non-interventive and safe motherbaby care is addressed during the pregnancy-childbirth-breastfeeding continuum.

It was recognised that mother and baby-friendly initiatives detract strength from each other. While mother-friendliness is important and may even enhance BFHI, the 'branding' of BFHI and its 10 steps might be diluted as

continue page 2...



Mother Support

Communication key for mother support

The need for good communication and sharing of knowledge is crucial to gain support for breastfeeding mothers from the public, governments and organisations, the WABA Mother Support Task Force (MSTF) concluded. About 20 persons attended the 2 July 2003 meeting in San Francisco to draw up concrete activities for the task force in the next six months. Clear definition of 'support' is needed to provide a framework for the task force work to on. The MSTF would continue frequent communication and networking among regions and forge closer working relationships with other WABA Task Forces. Other activities outlined were developing advocacy tools to approach governments, utilising the internet for information sharing and creating a database of participants of the Global Initiative for Mother Support (GIMS).

To participate in GIMS, contact: MSTF Coordinator: Rebecca Magalhaes <rmagalhaes@Illi.org>

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health care facilities need to adopt more stringent criteria to be accredited. It was also noted that changes in birthing practices will not cost money but behavioural change such as positioning in labour. The meeting proposed the formation of a joint working group and that breastfeeding advocates could enhance motherbaby-friendliness in hospitals by holding discussions, educating health colleagues and integrating the needs of the country/community. In Chile, the term 'Mother-Baby Friendly' is used. In South Africa, five steps on antenatal care and delivery were added to BFHI. Indonesia implemented a separate mother-friendly hospital initiative (MFHI) that followed BFHI.

Mary Kroeger, WABA Health Care Practices Task Force Coordinator, and Ann Brownlee, LINKAGES, proposed five possibilities to formalise the mother-friendly initiative:

1. Expand the BFHI to include new steps or criteria.
2. Introduce a separate module on mother-friendly child-birth care.
3. Introduce a sister programme for MFHI.
4. Borrow the hotel industry's five-star approach to grade relevant areas of care.
5. Adapt/expand the Safe Motherhood Initiative training packages to include mother-friendly care and BFHI.



Participants put their heads together for possible solutions



HIV & Infant Feeding

Milk Bank at Cape Town

Spurred by the momentum gained at the WABA Global Forum II, Lactation Consultant Jacquie Nutt went home to South Africa with a mission to set up the Ithemba Lethu (I Have a Destiny) Human Milk Bank in Cape Town together with a group of enthusiastic health workers. It drew examples from the Durban Milk Bank, the first community-based breastmilk bank for orphans with HIV/AIDS set up in 2001. The committee worked towards getting the equipment and funding necessary. With support from various groups and individuals, including UNICEF and the national rugby team players, the initiative was launched despite some logistical problems. A small orphanage in Khayelitsha has been identified as a starting point, where children are generally HIV exposed, though not all are infected. For Jacquie and her colleagues, it is heart-warming that they have could help at least a few of these needy babies.

Source: Jacquie Nutt, South Africa

South Africa bans nevirapine for PMTC Programmes

South Africa will ban the use of the drug nevirapine to block transmission of HIV from mother to child unless the manufacturer can provide new data to prove its safety. South Africa's Medicines Control Council told German drugmaker Boehringer Ingelheim it had rejected a Ugandan study used to demonstrate nevirapine's effectiveness in preventing vertical transmission of HIV. About 100,000 babies are born HIV-positive each year in South Africa, which has the world's highest HIV/AIDS caseload with about 4.7 million people infected. Nevirapine became the first antiretroviral drug approved for use in South Africa last year after activists won a court order forcing the government to provide it for HIV-positive mothers.

Source: Reuters, 30 Jul 2003

HIV MTC treatment in Brazil

Contrary to South Africa, the policy to reduce vertical transmission of HIV (mother-to-child transmission, MTCT) will now have all related costs covered by the Single Healthcare System (SHS) in Brazil. This new policy to support HIV prevention in newborns was adopted by Decree No 822 of 27 June 2003, published in the Official Journal of 30 June 2003. In addition to anti-retroviral already paid by the SHS since 1994, the SHS will also cover costs of tests for HIV detection and for confirmation of maternal syphilis. In case a mother is HIV positive, the new SHS will also cover the cost of a lactation inhibitor (cabergoline) and artificial milk for babies exposed to MTCT, from birth up to six months of age. By increasing the number of HIV-positive or syphilitic women covered by the SHS, the Ministry of Health finds that it is possible to reduce MTC by 50%, as well as lowering the level of mortality due to congenital syphilis.

Source: Tereza Toma, Ministry of Health, Brazil, 8 July 2003



Women & Work

India creche upgradation project

Urbanisation has forced nuclear households to work to fend for their needs, leaving no one to care for the child during working hours. This makes crèches and day care centres a necessity. Recognising the need to standardise crèches in terms of meeting the children's nutritional and psychosocial wellbeing, BPNI-Maharashtra State initiated a creche project in 2001. A module for training of crèche owners was developed. Sessions on ways to make crèches child-friendly were conducted, with participation from parents. Mother support group leaders were also allocated crèches in their vicinities to strengthen the support system.



Ines Fernandez shared ARUGAAN's experiences at the seminar and visited a creche in Maharashtra

For more information, contact Dr. Charu Suraiya, Tel: 8984887 Email: mahbpni@vsnl.net Website: www.breastfeedingindia.org

Maternity protection gained importance for trade unions

Women Trade Union leaders from 225 organisations in 148 countries met at the 8th World Women's Conference of the International Confederation of Free Trade Unions (ICFTU) in Melbourne, Australia on 8-21 February 2003. Representatives from the Maternity Protection Coalition, Bobbie Jopson, Amal Omer-Salim and Funny Kondolo, advocated breastfeeding rights among trade unions representatives. Ties were forged with Asia Pacific countries for further collaboration with WABA and partner groups on improving maternity protection. ICFTU, formed in 1949 with current membership of 157 million, is a forerunner in championing the Maternity Protection Campaign (MPC).

In Europe, the Public Services International (PSI) invited IBFAN-GIFA to their Women's Committee meeting in May to present the progress of the MPC in pushing for ratification and implementation of ILO C183 and forging collaboration between trade unions and the breastfeeding movement. IBFAN-GIFA also gave an overview of various issues surrounding breastfeeding. Nora Wintour, PSI Equality Officer, said maternity protection underpins campaigns for equal pay and equity, quality public service and migrant health workers.



Source: Alison Linnecar & Elaine Petitot-Côté, IBFAN-GIFA



Code Compliance

Baby advert leads to £60,000 fine

Baby food producer SMA Nutrition, whose parent firm is Wyeth, was fined £26,000 and ordered to pay £35,000 costs at Birmingham Magistrates Court after being convicted for six breaches of rules controlling the advertising of formula milk in commercial magazines. Judge Rod Ross said company director Graham Crawford "deliberately crossed the line in an effort to advertise to a vulnerable section of the public". The company had placed an article in six parenting magazines in 2001 highlighting four ingredients which whey-based baby formulas "should ideally contain". Birmingham Trading Standards investigation showed that at that time, only SMA Gold contained all the ingredients. Judge Ross ruled the company had breached the Food Safety Act which bans adverts for infant formula milk for babies under six months, adding that Crawford had decided to ignore the advice of an in-house lawyer that the article was likely to breach the law.

Patti Rundall of Baby Milk Action said the ruling was historic. "Had we lost this case, the Government would be under huge pressure from the big corporations to lessen the regulations on marketing baby food products," she said.

Source: Birmingham Post, 1 August 2003, <http://icbirmingham.icnetwork.co.uk/0100news/0100localnews>

Health before profits in India

Baby food manufacturers will no longer be permitted to promote their products including infant formula, infant foods (complementary/cereal foods), and other packaged foods for consumption below the age of two. Both houses of the Parliament of India took a historic decision to approve the *Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Amendment Bill, 2003*, strengthening the existing Act of 1992. Besides banning advertisements, the bill also prohibits companies from funding meetings, conferences or any activities of health workers and their associations.

Source: www.bpni.org

Microsoft goes Micronutrient

The Global Alliance for Improved Nutrition (GAIN), funded with \$50 million from the Bill and Melinda Gates Foundation, places the ubiquitous Mr. Gates in partnership with companies such as Heinz, Kraft Foods, notorious polluter Procter & Gamble, and vitamin manufacturers Roche and BASF Corp. The programme would have participating companies adding nutrients to foods destined for sale in developing countries, besides providing technical assistance to local governments to fortify food staples. In return, GAIN will lobby for more favourable taxes and tariffs and a speedier review of new food products. GAIN, which is also the name of an infant formula, has received considerable criticisms. The direct involvement of both UNICEF and WHO in these controversial arrangements, violate their own conflict of interest guidelines.

Source: www.infactcanada.ca/newsletter_spring_2002.html

comprising 70 artists. They subsequently performed 100 shows in August promoting breastfeeding through traditional art forms, thus reaching the rural masses. Besides that BPNI Bangalore coordinator, Dr Asha Benakappa, also spoke on the theme on several occasions and wrote articles for dailies and magazines.

Sri Lanka: The Sarvodaya Women's Movement (SWM), Sumana Ratnayake, a support group for street mothers, legal aid associations, the Family Health Bureau of the Ministry of Health and the National Association for Total Education coordinated efforts to advocacy breastfeeding to new mothers, youth, consumers and the media, using mainly the action folder translated into Sinhala and Tamil. SWM was very well received at places of worship and had dialogues with the religious leaders.

Philippines: Breastfeeding was made the theme for the Nutrition Month celebration in July. A youth art contest and a letter writing contest were organised for mothers professing their maternal love through breastfeeding. Interviews with celebrities and beauty queens were broadcasted and ARUGAAN was also featured in a prominent women's magazine.



Thailand: A group of breastfeeding mothers, among whom are successful corporate figures and even celebrities, launched their mother support group in Bangkok. They received much media atten-

From top to bottom:

Pantomime Mums, Philippines, creating public awareness through theatre

Winning entries of the drawing contest organised by the Philippine General Hospital

A talk on Healthy Baby in Bangalore, India

La Leche League's global Walk for Breastfeeding... even in the rain!

tion and support from the Ministry of Health and UNICEF. Thai breastfeeding icon, Dr Wirapong, was also honoured for his remarkable efforts in the history of the breastfeeding movement in the country.

Malaysia: The Malaysian Breastfeeding Association held the *Linking Women to Women Conference* in Kuala Lumpur on 1 - 2 August. Sarah Amin, WABA Co-Director, attended the conference and presented breastfeeding and working women. In another public forum, Liew Mun Tip, WABA Project Coordinator, spoke on the theme and the roles that you play to support breastfeeding. Its organiser, the State Health Department, gave prizes to winners of the inter-school elocution contest on the theme and exemplary mothers who had breastfed successfully. National daily *The Star* published a series of articles on various aspects of breastfeeding, leading up to WBW.

Vietnam: The Reproductive Health Department of the Ministry of Health advertised television and radio spots during WBW. The streets of Hanoi were also decorated with 100 banners depicting the goodness of breastfeeding.

Indonesia: The Indonesian Breastfeeding Promotion printed booklets on the theme and distributed them at seminars. They also worked with IBFAN and UNICEF to conduct a workshop on Code monitoring and implementation.

Singapore: Breastfeeding Mothers Support Group (BMSG) and the LLL of Singapore jointly organised the *BREASThing to Life* picnic and funfair, featuring a showcase parade of nursing mothers and a nursing-out march. BMSG also created a stir in the republic island by releasing an explicit poster of a mother breastfeeding her twins.

Lebanon: The Lebanese Alliance for Breastfeeding Action (LABA) worked in close collaboration with UNICEF and Ministry of Public Health. Messages on breastfeeding were broadcasted on seven television and radio stations. With support from the Ministry of Health, LABA continued to push for the enforcement of the Lebanese Legislation 110 (1983) concerning the marketing of breastmilk substitutes. LABA also launched a hotline for breastfeeding mothers in Lebanon.

Nigeria: The Breastfeeding Awareness Network addressed the issue through newspapers.

Paraguay: LLL Paraguay, Hospital Cruz Roja, the Paediatric Society of Paraguay and the Nursing School of the National University organised the inaugural forum of ten panellists covering various breastfeeding issues. LLL leaders visited mothers, besides holding workshops on infant and young child feeding for the public, students and health workers. LLL leaders, nursing tutors and doctors also spoke on radio and television programmes.

Belgium: The Vereniging Voor Begeleiding En Bevordering van Borstvoeding (VBBB) produced balloons, bookmarks, posters and action folder in Flemish for distribution in Belgium.

Bulgaria: The Women and Mothers Against Violence/IBFAN Bulgaria received congratulations from the Minister of Health, Minister of Education and the Social Commission by the Bulgarian Parliament for their work to



protect, promote and support breastfeeding. The group also announced through mass media the results of their research on the situation of working mothers in Bulgaria.

In the spirit of globalisation, members of La Leche League (LLL) International marched around the world in conjunction with WBW. LLL Israel together with speakers from the Health Ministry and the Neonatal Department of Meir Hospital shared their insights on breastfeeding. Babies and children also had a great time with treasure hunts and magic shows. The Ramstein LLL group, **Germany**, with the collaboration of the Health and Wellness Centre and the Women's Health Clinic, did the extra mile by holding a 5km walk/run. In **Canada**, LLL groups in Toronto also received pledges to protect, promote and support breastfeeding from participants of the walk.

USA: Various groups in USA went full steam for the Walk for Breastfeeding initiative. A variety of activities, such as fashion shows, story telling, puppet shows, picnics, potlucks, drawing contests, auctions, raffle, bake sales, face paintings and games, were organised to add in the fun. In Harrisburg Area, Pennsylvania, the walk went a long way to become a 26 mile marathon, with 26 moms and dads covering a mile each. Those in Illinois walked with the animals at Brookfield Zoo. LLL Portland, Maine had Kathleen Kendall-Tackett as their speaker, and the talk in Columbia, Missouri, was no less interesting with writer Dia Michels' presentation on mammals.

Also in the US, Berkeley WIC organised a gathering of 767 mothers-infants breastfeeding simultaneously in an attempt to break their own Guinness record set last year with 1,100 pairs. Past US Surgeon General, Dr Thatcher, was also present to give a talk in support of breastfeeding.

The USAID-funded LINKAGES Project celebrated WBW through country activities, dissemination of new publications on training tools and behaviour change communication, unveiling of its enhanced website <www.linkagesproject.org>, and a panel discussion on breastfeeding and the workplace at its headquarters.



Ghana: WBW was celebrated in six regions with parades, and radio and call-in shows. This year's theme resonated in Ghana, where ethnic clashes resulted in violence and curfews. Local officials gave a number of communities permission to lift the ban against traditional drumming and festivities so that they could celebrate WBW. GINAN, Ghana Health Service, Ghana Red Cross, World Vision and UNICEF joined hands to work together.

Zambia: Drama and speeches by dignitaries kicked off a week full of activities during World Breastfeeding Week. For the occasion, LINKAGES produced a pamphlet on breastfeeding and tee-shirts promoting exclusive breastfeeding.

Guatemala: Walks, murals, exhibits, conferences, a music festival, and training of health care personnel provided different venues for breastfeeding promotion during WBW in Guatemala.

Jordan: LINKAGES Project held advocacy sessions for health professionals on breastfeeding and LAM. Educational messages were also printed in the newspaper, and a national television featured an interview with the government's Maternal and Child Health Directorate. In Amman, 60 directors of health, NGO representatives, and LINKAGES trainers met to celebrate the occasion, under the patronage of the Minister of Health.

New Zealand: Women's Health Action produced a breastfeeding poster of actor Michael Hurst with a baby to his

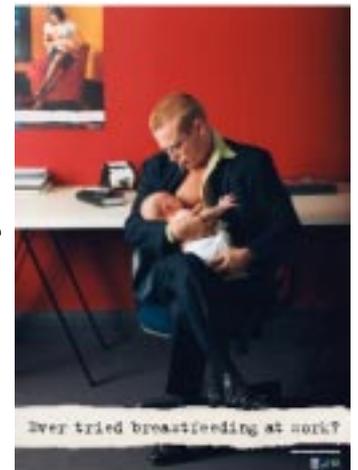
Announcing the WBW 2004 theme!

Exclusive Breastfeeding: The Gold Standard - Safe Sound and Sustainable -

Exclusive breastfeeding is the best way to feed an infant for the first six months of life – but it should not stop at that age. Breastmilk contains a range of anti-infective and other protective factors that makes breastmilk the *safest* food for a baby. The perfect quality of breastmilk makes it nutritionally the *soundest* for a baby. Breastfeeding is also economical and the natural way to feed our infants, and thus *sustainable*.

breast with the tag line "Ever tried breastfeeding at work?" for the WBW campaign. Louise James of Women's Health Action said the gender reversal idea was designed to make a political statement and that the poster was carefully developed. However, the Health Ministry who partly funded the WBW publicity material to encourage employers to support breastfeeding at work, thought the poster did not fully convey the message and pulled the plug on its use. LLL groups also carried out activities such as public exhibitions, gatherings, morning teas and seminars.

UNICEF put breastfeeding in the limelight by featuring different country success stories each day as the *Fact of the Day* on their website.



Above: Provoking the gender roles of breastfeeding, New Zealand

In Paraguay

Right : Free consultations on lactation would-be mothers



Bottom: new mothers and babies learning how to breastfeed





Network News

Comprehensive approach to breastfeeding at AP Conference

Breastfeeding Promotion Network of India (BPNI) is gearing up for its Asia Pacific Conference on Breastfeeding and National Convention of BPNI, both of which will be held on 30 November - 3 December 2003 at the India Habitat Center, New Delhi, India. It will carry the theme *Infant and Young Child Feeding: From Policy to Practice*. Using the overall framework of the Global Strategy, the conference will include issues as follows:

1. National policies on infant and young child feeding,
2. Community initiatives to improve exclusive breastfeeding and complementary feeding,
3. Implementation and monitoring of the International Code and national legislations,
4. Revitalising and extending BFHI to communities,
5. Maternity protection, including gender perspective on breastfeeding
6. Infant feeding and HIV.

Prior to the conference, BPNI will also hold the Asia Pacific Regional Infant Feeding and HIV Colloquium on 28-29 November.

For more information, contact BPNI/ IBFAN Asia Pacific/BPNI, Tel: +91-11-27312445, 27315606, Fax: +91-11-27315606, Email: apcbf@bpni.org Website: www.bpni.org/apcbf

Two thumbs up for IPEN!

The International POPs Elimination Network (IPEN) will receive two awards this year: the Sierra Club's EarthCare Award, and the Intergovernmental Forum on Chemical Safety (IFCS) Award of Merit, in recognition of its work as the coordinating body for over 300 NGOs worldwide, including breastfeeding groups, for the successful adoption of the Stockholm Convention on Persistent Organic Pollutants (POPs), an international agreement to eliminate production, use, stockpiling and presence of the world's twelve most dangerous chemicals. Thereafter, IPEN has acted as the international coordinating body for NGO actions on national ratifications and adoption of national implementation plans, as well as providing assistance to NGOs on a variety of related toxics issues. WABA congratulates IPEN on its achievements and well-deserved recognitions!

For more information, log on to www.ipen.org

UNICEF moving forward with IYCF

UNICEF's Nutrition Section held a meeting to brainstorm and develop a plan of action for UNICEF and partners working on infant and young child feeding (IYCF). Forty two people representing UNICEF, WHO, NGOs and experts met in New York, 8-10 April 2003, to share experiences from UNICEF's breastfeeding programmes of the last decade and explored ways to improve IYCF through advocacy, comprehensive policies, health services systems and community mobilisation.



Advocacy & Representation

Gaining strength through diversity

Events at the four-day 18th Conference of La Leche League International, "Strength through Diversity: Creating one Breastfeeding World" were as varied in content, structure and focus as the theme promised, yet participants came to San Francisco on 3 July with a common purpose to reestablish the culture of breastfeeding.

Many affiliates of WABA were present, giving lectures, and poster presentations. Dr. Elisabet Helsing delivered the keynote on "Breastfeeding: A Baby's Right." Continuing the synergy from the WABA Global Forum were the workshops series "Global Issues-Taking Action" conducted by Rebecca Magalhaes and Natalia Smith to brainstorm on actions participants could undertake (see website for more information <www.lalecheleague.org/advocacy/global03.html>). Other issues raised such as mother support, birthing practices and neonatal care also received attention and increased commitments from participants. The Pantomime Mums, ARUGAAN Philippines, with their costumes and masks, brought further cheer to the conference with five performances.

Dr. Ted Greiner, WABA Steering Committee member, received the LLLI Award of Achievement in recognition of his efforts in initiating significant change in promoting, protecting and supporting breastfeeding. Congratulations and keep up the excellent work!

Conference for lactation consultants

More than 900 participants gathered in Sydney, Australia for the annual ILCA International Conference on 1-3 August 2003. WABA Task Force coordinators, Chris Mulford and Mary Kroeger, made a significant contributions and solicited interest on maternity protection and birthing practices. WABA flyers, books and posters were quickly snapped up by the participants.

Australian aboriginal women used to crush green ant nests, mix them with water and drink the concoction to strengthen their milk. They also used it to bathe their breasts to induce lactation.

Diane DiSandro-Audubon, USA

Breastfeeding issues at UN meetings

Good care for young children means that they be breastfed, and have access to safe drinking water and unpolluted air, said Carol Bellamy, Executive Director of UNICEF, in her keynote at the **NGO Consultation of the Commission on the Status of Women (CSW)** in March 2003.

In June 2003, the **Annual General Meeting of the NGO Committee on UNICEF** focused on five areas, namely: Girls' Education, Early Childhood Development, HIV/AIDS, Child Protection and Immunisation. Breastfeeding advocates at the meeting not only encouraged greater sensitivity to breastfeeding concerns, but also participated in various working groups to help steer and implement ideas.

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Calendar of Events 2003

- Sep 14-23 ■ ICDC Annual Training Course, Penang, Malaysia
- Oct 31-Nov 3 ■ WABA Steering Committee Meeting, Penang, Malaysia
- Nov 18-19 ■ UK Baby Friendly Conference, London, UK
- Nov 30-Dec 3 ■ Asia Pacific Conference on Breastfeeding and National Convention of BPNI, New Delhi, India

2004

- Jan 16-21 ■ 4th World Social Forum, Mumbai, India
- Feb ■ CSO/NGO Workgroup on the Right to Food and Adequate Nutrition (Final)
- Mar 8-13 ■ First Americas Social Forum, Quito, Ecuador (regional World Social Forum)
- Mar 22-26 ■ SCN Meeting, New York, USA
- Mar31-Apr2 ■ 3rd International Conference on Children's Health and the Environment: Putting children into science and policy, London, UK



News from the Secretariat Penang, Malaysia

SECRETARIAT NEWS, PROJECT DEVELOPMENT & OUTREACH

Jan • Susan Siew and Liew Mun Tip conducted workshops at the Asia Pacific Breastfeeding Seminar, Breastfeeding Support Network of Japan, Tokyo, Japan

Feb • WABA Staff Retreat, Lone Pine Hotel, Penang • Dr. Ellen Girerd-Barclay, UNICEF Vietnam, conducted sessions on VIPP, early childhood development and the Global Strategy on Infant and Young Child Feeding for WABA staff • Rosha Forman rejoined Secretariat as Project Assistant

Mar • Sarah Amin participated the 6-day Gender Training Course on Women Gender and Development in Southeast Asia, Bangkok, Thailand • Susan Siew attended the SCN Meeting, Chennai, India • Development of Women & Work webpages • Restructuring website at www.waba.org.my

Apr • WABA Steering Committee Meeting, Penang • Thank you and farewell to ViVien K, Project Officer

May • Fundraising for WABA programmes • Production, printing and distribution of WBW2003 poster and action folder

June • Lakshmi Menon worked on publications: Development of the Sourcebook, Maternity Protection Kit and Forum2 report • Translation, production, printing and distribution of WBW2003 action folder • Questionnaire on birthing practices & breastfeeding

July • Rosha Forman attended the LLLI Conference, San Francisco, USA • Mother Support Task Force meeting, San Francisco • Consultation on BFHI and Humane Birthing Practices, San Francisco • Website updates • Thank you & farewell to Rosha Forman

Aug • Congratulations Satnam, Accounts Officer, and Raj on the birth of their son, Tirathjeet! • Sarah Amin conducted workshops at the Linking Women to Women Conference, Kuala Lumpur, Malaysia • Liew Mun Tip did presentation at the WBW celebration in Ipoh, Malaysia • Printed *Maternity Protection at Work* Campaign Kit • Network consultation on WBW 2004 slogan • Registration of World Breastfeeding Charter website

Sep • Printing of *The Breastfeeding Movement: A Sourcebook* • Selection of WBW2004 slogan • Women & work seedgrant report • Sourcing of software for database • Lakshmi Menon worked on Forum 2 report and development of the directory project

VISITORS Feb • Darunee Tantiwiramanond & Shashi Pandey, WARI, Thailand • Ellen Girerd-Barclay, UNICEF Vietnam • **Apr** • Stina Almroth, India • Raj Anand, ACASH, India • **June** • Ines Fernandez, ARUGAAN, Philippines • Yvonne Forman, USA • **July** • Lim Siang Jin, The Edge, Malaysia • **Aug** • Indu Capoor, CHETNA, India • **Sep** • Fanny Howorka, Austria



News Brief

Breastfeeding: weapon of mass distraction?

A Canadian woman breastfeeding her son and changing his diaper in a Continental airplane was threatened with charges and detainment for terrorist action. Deborah Wolfe, who was travelling Houston-Vancouver, was told by flight attendants to change diapers in the washroom and nurse at the back of the plane after an American male passenger lodged a complaint. However, Wolfe did not heed the request as she found the facilities inconvenient. She also refused the offer of a blanket to cover herself while breastfeeding given the SARS scare. The offended passenger lodged another complaint after she asked him if he had problem with her breastfeeding her child. Wolfe was later informed that a Level 3 crew complaint could be filed against her which include mandatory detainment by US authorities for 24 hours and criminal charges for an act of war upon an American. Things were later resolved, but not before Wolfe signed a document promising she would neither break Continental's rules nor speak to American passengers, despite the airlines' statement that it does not have a policy that prohibits breastfeeding onboard.

Source: Montreal Gazette 21 April 2003

Breastfeeding MP thrown out of house

An Australian politician was ordered out of the Victorian state parliament for breastfeeding her baby. Kirstie Marshall was told to remove her daughter on the pretext that 11-day-old Charlotte was not an elected member. Australian Breastfeeding Association director, Lee King, said mothers had a right to nurse their babies anywhere and that the parliament's order did not sending the right message.

Source: The Sun, Malaysia, 27 Feb 2003

Another World Is Possible!

The World Social Forum (WSF) sets sail from Latin America and will anchor in the heart of Asia. Next year, the forum will be held in Mumbai, 16-21 January. Join WSF 2004 to redefine and restructure our world!

To register or for more information, visit www.wsfindia.org

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The **Working Group on HIV/AIDS for UNICEF** was established with its inaugural meeting on 5 August 2003. Fifteen people representing various groups, including ILCA, participated in the meeting. HIV/AIDS division head, Mark Sterling, said UNICEF's primary focus is coherent with the goals of the Special Session on HIV/AIDS that apply specifically to children and the prevention of MTCT. He also stressed working at country level, adding that exclusive breastfeeding should be promoted when addressing poverty eradication and malnutrition. The group will conduct subsequent meetings to focus on priority actions.

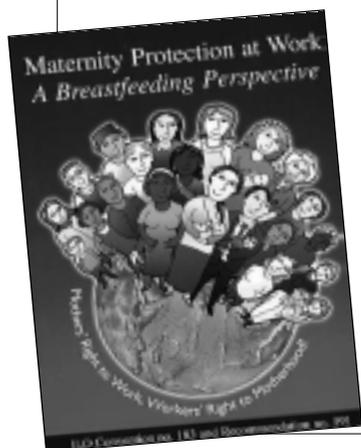
Adapted from reports by Kim Blockters and Margot Mann, ILCA/LLLI

The Breastfeeding Movement: A Sourcebook

Compiled by Lakshmi Menon with Anwar Fazal, Sarah Amin and Susan Siew

This is exactly the book that a breastfeeding advocates needs - history, information and documents all in one. From Cecily William's historical speech on Milk and Murder in 1939 to the current Global Strategy for Infant and Young Child Feeding, the Sourcebook is a compilation of selected documents significant to the breastfeeding movement. A useful feature of the book is a list of selected bibliography, internet resources, key contacts, events, songs, poems, and illustrations for ideas. As HIV and infant feeding is a growing concern for the breastfeeding movement, a section is dedicated to the subject.

Published by WABA, Aug 2003, 296 pages, 300mmx210mm. Prices: US\$30.00 Airmail US\$20.00 Seamail. 20 percent discount is given for an order of 10 books or more. Order from WABA Secretariat (address below).



Maternity Protection at Work: A Breastfeeding Perspective

This campaign kit contains relevant and concise information for easy use to advocate for the protection of and improvements for breastfeeding mothers at workplaces using the ILO Convention 183. It also outlines a sample step-by-step plan for a maternity protection campaign that provides practical suggestions for groups intending to undertake the issue. The kit is a joint publication by the Maternity Protection Coalition, comprising IBFAN, ILCA, the LINKAGES project and WABA, with technical assistance from the International Maternal & Child Health, Uppsala University, Sweden and UNICEF.

Price: US\$10 Airmail. A complimentary copy is available for groups interested in the Maternity Protection Campaign. To request for a complimentary copy or for bulk orders, contact the WABA Secretariat.

'We the Peoples' or 'We the Corporations'?

Critical reflections on UN-business 'partnerships'

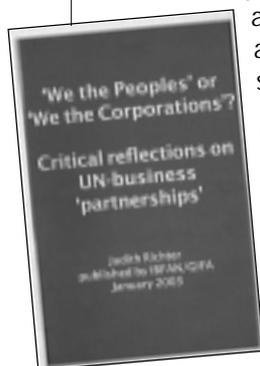
by Judith Richter

UN agencies are at risk of trading away public interests in the hope of receiving large-scale funding from corporations and private foundations under the rubric of "public-private partnerships". This is the conclusion of a new publication, 'We the Peoples' or 'We the Corporations'?

Richter contends that the pursuit of public-private partnerships as a policy paradigm is radically restructuring the international public health arena and institutions such as the UN and its agencies. The publication also explores several examples of these partnerships.

Published by IBFAN-GIFA, Jan 2003, 64 pages. Price (inclusive of postage): 7 pounds sterling for non-profit NGOs and UN agencies; 15 pounds sterling for profit groups. Order from Baby Milk Action, 23, St. Andrew's Street, Cambridge, CB2 3AX, UK.

Download a pdf version for easy printing <http://www.ibfan.org/english/news/press/press20jan03.html>



Great posters, WWF!

World Wide Fund for Nature (WWF) launched new posters for their campaign for the elimination of hazardous chemicals. Thanks to the increasing collaborations and understanding between the environmental and breastfeeding movements, the posters depict the message succinctly without compromising the benefits of breastfeeding.

This is in contrast with the poster released by French TV journalist and green campaigner, Nicolas Hulot, showing a breast dribbling dirty, oily fluid, which created an uproar amongst breastfeeding groups in Europe.

Everyday, we are exposed to dozens of hazardous man-made chemicals, many of which are found in intensively-farmed food and household products. Babies in the womb and young children are the most vulnerable, and wildlife all around the world is being contaminated. For ways to reduce risk, visit www.wwf.org.uk/whocares.



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