

The World Celebrates World Breastfeeding Week 2004

Tell us how you celebrated WBW 2004 and at the same time inspire others to stimulate similar activities in their respective countries.

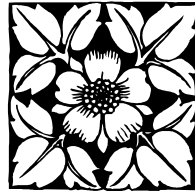
Best of all is you send in your stories together with our WBW 2004 Feedback Form* and you will be entitled to receive Free Gifts worth US\$60. All you have to do is to send us your stories by 30th November 2004 and you will receive an exclusive WBW 2005 Banner and 10 WABA-UNICEF Golden Bow Pins.

**The Feedback forms are available with the WBW 2004 Action Folders or you can download them from www.waba.org.my*

More WBW 2004 stories in our next issue!

Enclosures with this Issue

- WABA Publications Catalogue and Order Form
- Why ensure exclusive Breastfeeding for all babies?
- Prevention of Infant HIV - What we need to know about breastfeeding and HIV
- Mainstreaming Gender in Breastfeeding Programmes What's breastfeeding got to do with gender issues?
- US Declaration on World Breastfeeding Week



UNICEF: Breastfeeding can save over 1 million lives yearly

On the eve of World Breastfeeding Week 2004, UNICEF issued a press statement saying that by expanding the number of women who exclusively breastfeed during their child's first six months, at least 1.3 million infant lives could be saved this year. UNICEF also called for greater global commitment to protect, promote breastfeeding.

Every year, more than 10 million children die mainly from preventable causes including diarrhoea, pneumonia, measles and malaria. If every baby were exclusively breastfed from birth to six months, an estimated 3,500 children's lives could be saved each day, UNICEF said.

The World Health Organisation (WHO) commissioned a systematic review of more than 3000 published scientific literature. The findings confirm that exclusive breastfeeding meets all the nutritional needs of a baby for the first six months of life.

"Simply put, if a child dies a preventable death, it's because mothers and infants are not getting the basic support they need", said UNICEF Executive Director Carol Bellamy. "Breastfeeding - the most natural act of mother and newborn - has not been supported for what it is: the key to good health and development for millions of children".

Source : UNICEF, http://www.unicef.org/media/media_22646.html



Hot from the Press



The United States government makes a formal declaration on World Breastfeeding Week. A copy of the proclamation by the Secretary of Agriculture is included with this issue of Wabalink.



Indian Minister of State for Human Resource Development, launches two important publications, National Guidelines on Infant and Young Child Feeding and The Law to Protect, Promote and Support Breastfeeding on 6 August 2004.

Image of Nipple during Breastfeeding Axed from UK TV

Prudish British censors have censored a glimpse of an exposed nipple in an advertisement promoting the joys of voting in the European Elections.



The opening shot of a baby deciding on which nipple to feed from was deemed too be "too overtly sexual" by the Cinema Advertising Association for the British version.

Made by the European parliament's own audio-visual department, the advert of universal images was intended to be screened in all 25 countries delivering the message at the end: "You've been voting since you were born: Don't stop now - European parliament elections, 10th of June".

Julia Drown, the Labour member of the British parliament who campaigned in favour of breastfeeding after she was banned in a UK House of Commons committee room, said: "This is a strange decision. If the British are offended by bosoms, why do we have millions thrust in our faces everyday by the tabloids".

It is noted that for the rest of Europe, the image was received as fantastic. Italy, Germany and France showed the advert on daytime TV without the editing. There was quite a lot of chuckling within Europe about the English being a prudish nation.

Source : *The Guardian, London, May 23, 2004*

Cappuccino for Mummy but no breastfeeding for baby - Starbucks



A mother who was breastfeeding her 15-month old daughter in a Starbucks in Maryland was told by the Starbucks employee to cover up in a blanket or breastfeed in the bathroom.

The mother protested and eventually got the regional Vice-President of Starbucks to recognise a Maryland law that allows mothers to breastfeed their children in public.

More than a two dozen mothers staged a breastfeeding "nurse-in" at a Starbucks store to get the world's largest coffee shop chain to adopt a policy allowing breastfeeding in all its 5,882 stores in the US, and not only in Maryland.

Source: *Reuters/NST Aug 12, 2004*

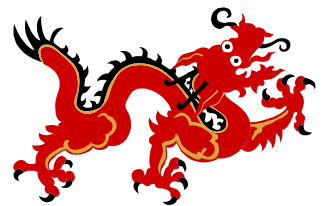
Nutricia Breaks Its Promises Again in China

Nutricia has once again been caught by the International Code Documentation Centre (ICDC) in China, distributing a popular CD with children's songs as an incentive to buy the "Kissing my Baby 1" infant formula.

Back in February 2004, ICDC learnt that Nutricia had at least 50,000 CDs (possibly 100,000) in stock for a new promotional campaign in China. ICDC immediately issued an alert, pointing out that the campaign was against Chinese law as well as against the International Code of Marketing of Breastmilk Substitutes. Both the Code and Chinese rules prohibit gifts to mothers as it undermines breastfeeding. Following the alert, hundreds of emails from all over the world were sent to NUMICO, Nutricia's parent company, protesting against the campaign.

Nutricia responded by saying that they "were not going to use the CD for selling our first phase infant formula".

Their first phase infant formula is called "Kissing My Baby1", the CD cover advertises "Kissing My Baby", the choir in the CD is called "Kissing My Baby" and the cover claims that Nutricia is a company that has been making babies smarter for a hundred years. It is also noted that the "Kissing My Baby Phase 1, 2 and 3" packaging all look alike.



By June 2004, a mother in China had been given the CD in a supermarket when she bought a tin of "Kissing My Baby 1", the infant formula marketed for babies between 0 - 6 months. Another mother in Beijing whose baby was just 3-months old had heard about the nice songs Nutricia was giving away. She called the company's hotline and in 1 week, she had received the CD.

Says Annelies Allain, coordinator of ICDC, "using popular Dutch children's songs to increase sales in China may make good business sense, but the company has disgraced Holland. Nutricia knows its promotion competes with breastfeeding - it has broken the Chinese law, it has broken the Code, it has broken its promises. Shame on Nutricia".

Source : *IBFAN-ICDC*

Exclusive Breastfeeding in China undermined by aggressive marketing

UNICEF said that the recent milk powder infant deaths in China appear to confirm trends of decreasing breastfeeding patterns in China. While there is extensive scientific evidence that breastmilk is best for infants, exclusive breastfeeding rates in China during the first four months of life have been declining from around 76% in 1998 to 64 percent at the present time.

The reason for this decline it said are commercial companies' aggressive marketing of powdered milk, the lack of baby-friendly workplaces, a widespread failure to effectively monitor and enforce the International Code of Marketing.

Source: *www.chinaview.en 2004-04-24*

Breastfeeding and Obesity

Babies who are not breastfed are 25% more likely to become overweight and obese. Programs that target lifestyle changes must also include funding and provisions for the original anti-obesity diet - human milk.

Combating obesity starts at the onset of life. It requires policies and funding that promote and support breastfeeding and the dissemination of information to the public that breastmilk serves as the software for programming the body to resist obesity.

Financing anti-obesity campaigns by the US Centers for Disease Control in all states is important. Too bad the National Breastfeeding Awareness Campaign sponsored by the Office on Women's Health, an agency within the US Department of Health and Human Services, has been halted by infant formula manufacturers who do not wish the public to know that breastmilk is the first step in reducing the obesity epidemic.

Source : Marsha Walker RN -as appeared in the Boston Globe



Health Benefits of Breastfeeding

The prestigious medical journal Lancet has recently published the results of a new study that demonstrates that infants who are fed human milk have 14% lower cholesterol as adults than their formula fed counterparts.

It has been estimated that even a 10% reduction in cholesterol would cut cardiovascular disease by a quarter.

Breastfeeding's immunological, nutritional and health benefits for babies has long been documented. Until recently, the life extending benefits of breastfeeding for adults has not been well understood.

This study reaffirms the opinion that breastfeeding has benefits that extend well beyond infancy. Previous research has shown a relationship between breastfeeding and weight control in later life. Human milk feeding has also been shown to reduce the risk of Type 2 diabetes.

Source: LLLI News, May 19, 2004



Breastfeeding May Protect Children's Hearts

In a recent study published by the Circulation: Journal of the American Heart Association, researchers tracked the effects of breastfeeding on 4,763 children in the UK who were born in 1991 and 1992 and then examined when they were about 7 1/2 years old.

Researchers found that children who were breastfed for any length of time had slightly lower blood pressure than those who were exclusively bottle-fed using infant formula. The study showed that breastfed children had blood pressure readings that averaged 0.8 mm Hg lower for systolic pressure and 0.6mm Hg lower for diastolic pressure.

Even this small reduction may have important population-health implications. A 1% reduction in population systolic blood pressure levels is associated with about 1.5% reduction in all-cause mortality, equivalent to a lessening in premature death of about 8,000 to 20,000 deaths per year in the United States and the UK respectively.

The study also showed that the blood pressure lowering effects increased with the duration that the infant was breastfed. On average, every three months of breastfeeding was associated with a 0.02 mm Hg reduction in systolic blood pressure.

Researchers say differences in the nutrient content of breastmilk and formula may at least partially explain the blood-pressure lowering effects found. Children who are breastfed tend to consume less sodium, which is associated with raising blood pressure.

In addition they say formula feeding is more likely to lead to overfeeding and overweight babies - two factors that are also known to raise blood pressure.

Source: Martin, R. Circulation: Journal of the American Heart Association, March 1, 2004; vol 109



Celebrations Around the Globe



In Malaysia

The WBW 2004 celebration was spearheaded by the Malaysian Breastfeeding Association together with the Ministry of Health Malaysia. The seminar was organised with mixed plenary presentations with 20 topics and panel discussions. An open dialogue was held together with the WHO and UNICEF representatives focusing on Baby-Friendly Hospital Initiative. The seminar was well attended and participants came from as far as Philippines, Brunei, Thailand, Singapore, and Vietnam.

In Bulgaria

On 1 August 2004, the WBW 2004 celebration was launched with much fanfare. The press conference was well covered by the Press and was attended by the Vice Mayor, Sophia Municipality, IBFANers, WABA groups, Mothers Milk Bank, "Mother to Mother Support Groups" and volunteers. WBW is celebrated with traditional activities in towns throughout Bulgaria.



News from the Secretariat, Penang, Malaysia

*Secretariat News, Project
Development and Outreach*

May • Julianna Lim Abdullah joins WABA as Coordinator, Communications Programme • Mailout of WABALink • WABA Assessment and Overview Staff Meeting • Mailout of Action Folder • Reprint of MPC Kit • Satnam Kaur and Julianna Lim makes contact with My Moms Best, a new and active Malaysian breastfeeding and parenting online mother support group •

June • Nurina Eusoffe joins WABA as Information Assistant • Nair Carrusco attended the Millenium Development Goals in Chile • Planning Meeting for WABA staff • Final 3-year report fo DGIS • Production and design of the the Mainstreaming Gender in Breastfeeding Programmes brochure • Julianna Lim and Satnam Kaur participate in a Workshop on Counselling Related to HIV/AIDS •

July • Koh Kah Ling joins WABA as Project Officer • Lakshmi Menon returns to WABA for 1 month • Sarah Amin and Lakshmi Menon attend the Asia Pacific NGO Forum on Beijing Platform for Action in Bangkok • Julianna Lim and Sarah Amin participate in the Advanced VIPP Facilitator Training, Penang • Design and production of the WABA-UNICEF Golden Bow Pin/Bookmark • Development and printing of the Golden Bow poster • Production and design of the Prevention of Infant HIV brochure • Liew Mun Tip and Anwar Fazal attend the 25th AIDS Conference in Bangkok • Liew Mun Tip starts a year in University of North Carolina, USA, under the prestigious Hubert Humphrey Fellowship award. • Printing & distribution of Action Folder (Spanish & French version) •

August • Sarah Amin, Satnam Kaur, Julianna Lim, Koh Kah Ling and Harjeet Kaur attend the National World Breastfeeding Week Launch and Seminar in Kuala Lumpur • Sarah Amin gave a talk on WBW 2004 at Adventist Hospital in Penang • Julianna Lim gave a talk on WBW 2004 at the Perak state level WBW launching ceremony • Pauline Emmanuel, Koh Kah Ling and Nurina Eusoffe attend the Training Course on CDS/ISIS for Windows • Satnam Kaur, Julianna Lim and Koh Kah Ling participate in the National Symposium on Maternity Protection in Kuala Lumpur •

Calendar of Events 2004

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|---------------|--|
| Aug 1-7 | ■ WABA World Breastfeeding Week 2004
<i>Exclusive Breastfeeding. The Gold Standard. Safe, Sound, Sustainable</i> |
| Aug 28 | ■ National Symposium on Maternity Protection, Kuala Lumpur, Malaysia |
| Sept 6-9 | ■ UNESCAP Beijing Platform for Action, Bangkok, Thailand |
| Sept 16-17 | ■ 4th International Clinics Practice Development Conference, Terrigal, New South Wales Australia |
| Sept 19-21 | ■ Australian Lactation Consultant Association International Conference, Australia |
| Sept 20 -28 | ■ ICDC - Annual Training Course - Implementing the International Code of Marketing of Breastmilk Substitutes, Penang, Malaysia |
| Oct 7-11 | ■ IBFAN/IbCoCo, Costa Rica |
| Oct 12 | ■ IBFAN's 25th Anniversary |
| Oct 13-14 | ■ WABA's 3rd Global Partners' Meeting, Costa Rica |
| Oct 16-17 | ■ WABA Steering Committee Meeting, Costa Rica |
| Oct 20-24 | ■ Midwifery Today Conference, Germany |
| Oct | ■ World Breastfeeding Week continues in parts of Brazil, Canada & Europe |
| Nov 8-9 | ■ ILCA Conference, Denver, USA |
| Nov 25 | ■ ASEAN Pediatric Federation Conference, Pattaya, Thailand |
| Nov 29- Dec 1 | ■ WABA Gender Training / International Workshop, Penang, Malaysia |
| Dec 2-3 | ■ WABA Gender Working Group Meeting, Penang Malaysia |

Visitors to the Secretariat

Visitors : **May** • Martin Sime, Executive Director, Scottish Council of Volunteer Organisations (SCVO), Council Member CIVICUS • **June** • Hilary Fisher, Amnesty International, London • Lillian Chan, My Moms Best, Penang, **July** • Dr. Balkees Abdul Majeed, Pediatrician, SRIGIM Medical Center, Penang, • Christine Neoh & Aishah Othman, Penang Adventist Hospital • Radha Holla Bhar, Author, The Boycott Book, India • **August** • Rosnah Idrus & Patricia Thiruchelvam, Penang Libraries Network •

**C183
Maternity Protection
Convention, 2000
has been ratified by
10 countries**

Country	Ratification Date
Albania	24.07.2004
Austria	30.04.2004
Belarus	10.02.2004
Bulgaria	06.12.2001
Cuba	01.06.2004
Hungary	04.11.2003
Italy	07.02.2001
Lithuania	23.09.2003
Romania	23.10.2002
Slovakia	12.12.2000



Source: 2004 International Labour Organisation ILO

<http://www.ilo.org/ilolex/cgi-lex/ratific.pl?C183>



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Wabalink is produced and edited by the Secretariat of the World Alliance for Breastfeeding Action (WABA). WABA is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding 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 Action Food 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 UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).