

1st Youth Workshop for the Promotion of Breastfeeding and Humanized Childbirth



Guatemala, December 2006

RUMBA Guatemala's first workshop took place on December 9th, 2006 with the support of IBFAN (International Baby Food Action Network), WABA (World Alliance for Breastfeeding Action), The Birth Company and La Leche League Guatemala (LLLG). The members who supported RUMBA, as lecturers, at the event were: Melissa Pop (RUMBA Guatemala Coordinator), Mariana de Petersen (LLLG), Viana Maza, (LLLG/RUMBA) and Rae Davies (The Birth Company/WABA) on RUMBA, Breastfeeding and Humanized Childbirth.



RUMBA (Red Unida por las Madres Bebés y su Alimento / United Network for Mother's Babies and their Nutrition) is a network integrated by a new generation of young people who educate, support and promote the culture of breastfeeding. The axis of work that RUMBA includes are education, sensitisation and promotion of breastfeeding, humanized childbirth, gender equality, sexual education and prevention of HIV/AIDS, paternity and maternity protection and rights, among others.

One of the assets of RUMBA is that they are a group of young people coming from different professional fields. RUMBA also has defined objectives and clear, measurable and attainable goals, as evidenced by its many activities undertaken so far. RUMBA envisions trainings for all members in subjects like:

a) Breastfeeding;

- Importance of breastfeeding, benefits for the mother and baby, the family and the environment.
- Correct and incorrect positions to nurse.
- Nutritional values of breastfeeding.

b) Mother Kangaroo Program;

c) Importance of Natural Childbirth, and;

d) Humanized Childbirth and the International Mother-Baby Friendly Initiative (IMBFI).

Rae Davies, representative of WABA and The Birth Company, presented on humanized childbirth and the IMBFI. A total of 26 people attended this workshop and they were invited to endorse RUMBA. In the activity there were 16 affiliated persons



reaffirming their commitment to participate and work in the matters that our network promotes, protects and supports. They can collaborate in the execution of RUMBA's

strategies, indicating and presenting the importance of taking action in different themes of breastfeeding, its relation with maternity-paternity rights and humanized childbirth. Every participant was given a T-Shirt and a Certificate.

There was an announcement of the event in a local FM radio. At the workshop there was a young reporter from “El Periódico”, a national newspaper. After sensitization through the workshop, he offered to help with the cause for next year.

That day “El Periódico” offered an article for RUMBA that describes the network and the benefits of breastfeeding. It was published on December 15th, 2006 in a special publication. The article also appeared in a magazine for young people that carries news on music, sports, fashion, social events and other topics for youths. It is a great achievement for us, as a youth network, for our news to be published, because through this promotion we can let other people know about RUMBA and reach all the people who are interested.

During this year, more than 25 young people endorsed RUMBA in Guatemala and they committed to work hard to accomplish the goals of RUMBA. All our activities were done with the sole objective to fulfill the commitment required and accepted by RUMBA to expand the network in all the countries in Latin America and the Caribbean. Nationally, we aim to get Guatemalan youths to support, promote and protect the breastfeeding culture. After the workshop we established contact with a group of women who work with native communities of women in gender based violence, discrimination by gender and gender inequality and other related issues, so that RUMBA can visit these communities and support by giving lectures and support in these matters.

No doubt that RUMBA has been fortified and expanded its horizons, since its foundation, for the life of the babies, mothers and their families. In addition, it has impact the entire world and with pride, it is possible to affirm that we are a group of people faithful to their mission and ethical principles and eager to face any challenge for the well-being of the present and future generations.

Report by:
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RUMBA (Guatemala)



Alejandro Petersen, Melissa Pop and Debora Villatoro



“I’m 100% breastfeeding”
Ana Paula Zapeta Rossil (5)



Paola Quinto and her baby boy Santiago André and Rae Davies