

To keep abreast of events taking place throughout the year, WABA maintains a calendar of events on the WABA website <http://www.waba.org.my/events/calendarofevents.htm>

e-WABALink is a current awareness service of WABA, with the mission of sharing news and useful key documents with its global network of supporters. The views expressed in the articles and news links however do not necessarily reflect the views or policies of WABA or its Core Partners. It is produced and edited by the Secretariat of the World Alliance for Breastfeeding Action (WABA).

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Message from the Editor

Greetings from the WABA Secretariat in sunny Penang.

To all readers of *e-WABALink*, we would like to invite all of you to visit Penang in October this year for the Expanded Global Breastfeeding Partners Meeting where WABA and its Core Partners (ABM, IBFAN, ILCA, LLLI and Wellstart) will be celebrating Innocenti+20 anniversary and meeting on the theme of **Enabling Motherhood: Keeping Mothers and Babies together**. We would propose that you stay on a few more days after the meeting to spend some time visiting Penang, a UNESCO World Heritage Site and also known lovingly as the Pearl of the Orient. Do read more about this event in this issue of *e-WABALink*.

We would also like to ask all WBW celebrants to join us for all the virtual events that are taking place on the WBW website – www.worldbreastfeedingweek.org:

- Towards a Baby-Friendly World (Virtual Map) Event.
- Historical reflections about the beginnings of the Ten Step and BFHI – share your stories.
- Publicise your organisation and its WBW plans – WABA is providing one page on its WBW website to every organisation /group where you can tell us about your group, put up your logo, photos and share with us your plans for WBW.
- View the results of the WBW 2010 Photo Contest. We have received a record breaking 260 amazing photos for the this contest and we would like to thank all those who have sent in and shared your beautiful photos with us.

Lastly but not least we would also like to introduce you to WABA's two newest team members, Aida Redza (Info Officer) and Chuah Pei Ching (Health/Nutrition Officer). Aida has been instrumental in writing and coordinating the production of this issue of *e-WABALink* and she will continue to do so for subsequent issues to come.

See you all in Penang soon,

Julianna Lim Abdullah, IBCLC
Editor, *e-WABALink*



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Current News

Breakthrough in the Philippines – Breastfeeding in the workplace a law: President Arroyo signs breastfeeding bill into law

In March 16, 2010 - Philippine President Gloria Macapagal-Arroyo signed a new law designed to promote breastfeeding by ordering tax incentives for companies that provide breastfeeding and breast milk storage facilities. The law mandates that workplaces and public places provide facilities for breastfeeding, and breastfeeding breaks for nursing female employees. The Republic Act No. 10028, "Expanding Breastfeeding Promotion Act 2009" amends the previous Republic Act 7600, "Rooming-in and Breastfeeding Act" which was filed in 1992. To further promote the importance and raise awareness on breastfeeding, the new law sets every August of each year as Breastfeeding Awareness Month throughout Philippines.

The new law mandates the following:

- Companies and public places should provide lactation stations that are equipped to allow mothers to feed their infants.
- Female employees that are nursing should be given reasonable paid time to breastfeed or express milk.
- It encourages health institutions to set up milk banks for safe storage of breastmilk.
- There are tax breaks for expenses occurred in private health institutions and extra appropriation to government facilities.
- It allows institutions to use the "mother friendly" designation in promotional materials.
- In addition, the law authorises the implementation of breastfeeding education in the school curriculum.

Source: <http://www.examiner.com>

Note from Secretariat : WABA congratulates the breastfeeding advocates in the Philippines for achieving this successful breakthrough



Free Healthcare Programme for pregnant women, lactating mothers and children under five in Sierra Leone

In 27 April 2010, in conjunction with Independence Day, the country with one of the worst death rates in the world among women in childbirth launched free healthcare for those who are pregnant or breastfeeding and for the under-5s. From pre-natal check-ups to surgical services, drugs, vaccinations and in-patient hospital care, no pregnant woman, breastfeeding mother or child under five would have to pay a single Leone.

President of the Republic, His Excellency Dr. Ernest Bai Koroma, is determined to make it work, "because we believe that motherhood should be a blessing to our families and not a threat to a woman's life. We believe that a child should be a bundle of joy and not a source of tears and despair. Let us secure the future of our nation by securing the lives of children; let us guarantee the happiness of our families by making pregnancy and motherhood moments of joy and hope."

Source: <http://www.guardian.co.uk>

New hope for HIV-positive moms – news from South Africa

Johannesburg, South Africa reports a new health department policy that infants born to HIV-positive mothers will receive the anti-HIV drug nevirapine from birth to six weeks. If the mother chooses to continue breastfeeding, the baby will continue to receive nevirapine for as long as he or she is breastfed. Experts say the new regime will be more effective in preventing infants from contracting HIV from their mothers.

Hoosen Coovadia, Victor Daitz professor of HIV/AIDS research at the University of Kwazulu-Natal, said the change in policy is "just short of 360 degrees" and praised the government for addressing the issue of how to manage the health of babies born to mothers with HIV and how to feed them. Coovadia said the new treatment regime was a cheap and effective way to save lives, as nevirapine is "no more expensive than the usual pain relievers" and can potentially save thousands of babies each year. But even with the new guidelines there is still a risk, albeit a small one, that babies may be infected with the virus.



Although breastfeeding is being encouraged, because of the low risk "the choice still lies with the mother". The challenge is to balance the risk of breastfeeding with the risk of not doing so and to provide adequate counseling to mothers who have to make that choice.

Source: <http://www.mg.co.za>

Breastfeeding in public draft passed in Taiwan

Fresh on the heels of a similar effort in Taipei City, Taiwan is to lend support to nursing mothers, the Executive Yuan Council passed a draft bill designed to prevent anyone from restricting, expelling, or disrupting a woman breastfeeding in public, local media reported. This also applies to public areas equipped with designated breastfeeding rooms.

According to the proposed law, governmental and public organisations, public transportation transit areas, or business operations, such as department stores are required to provide breastfeeding rooms on site. Facilities that do not will be given grace periods of one year, after which non-compliance could result in initial fines of up to NT\$60,000, subject to recurring fines.

Government Information Office (GIO) Minister Su Jun-pin was cited as quoting Health Minister Yang Chih-liang, who described breastfeeding as a sacred act between mother and child that should not be disposed to prejudice.

Source: <http://www.chinapost.com.tw>

Current News

Breastfeeding could save New Zealand millions

New Zealand could save an estimated \$245 million a year if 90 percent of babies were exclusively breastfed, a recent study indicates. According to a United States cost analysis, exclusive breastfeeding for the first six months of a baby's life was estimated to save the lives of nearly 900 babies, as well as US\$13 billion (NZ\$18 billion) per year.

For New Zealand's population, the inferred savings would be about \$245 million a year, Women's Health Action Trust spokeswoman Cathie Walsh said.

"Breastfed babies get sick less often and they're much less likely to get the common childhood illnesses of gastro and respiratory infections and those sorts of things. So, therefore there are less health care costs, less hospitalisations, doctor's prescriptions, hospital treatment, and, in some cases, deaths."

The figure of \$245 million also included the potential loss of wages of children who died, Ms Walsh said.

"It is important that parents and health professionals are aware of the profound difference that breastfeeding makes," she said.



Source: <http://www.3news.co.nz>

'Dad' posters set for world market

Manning Great Lakes group of the Australian Breastfeeding Association has just launched two new poster series one on Dads and another to promote the ability of moms to breastfeed anytime anywhere. Leader of the Manning Great Lakes group, Anita Forbes, said "a baby's dad is one of the biggest influences on a mother's decision to breastfeed and his support is invaluable. These posters are also to remind people that breastfeeding your child is only one aspect of parenting and that dads are important and can become involved in many other ways.



"Many breastfeeding in public posters aim to educate the community that it is against the law to ask a mother to stop breastfeeding her baby in public," she said. "Our posters are designed to encourage mothers to think of what normal and not so normal places they have breastfed their child, encouraging mothers to take the challenge - where did you do it today?"

The posters were printed locally in Taree and now ready to be displayed locally and distributed internationally. The posters were launched to allow many people to celebrate and raise awareness that mothers can breastfeed any where, any time.



Source: <http://www.greatlakesadvocate.com.au>

To order the posters visit <http://www.mumsmilk.org/posters.htm>

Note from Editor : WABA has a Men's Initiative which is coordinated by James Achanyi-Fontem. To know more about the Men's Initiative do write to James at <camlink2001@yahoo.com>

Breastfeeding protects the heart

Women who breastfeed their babies may have a healthy heart, a new study suggests, reported China's Xinhua news agency.

Researchers at the University of Pittsburgh examined 297 women who had at least one baby. At the time of the study, they were 45 to 58 years old, had never been diagnosed with heart disease and had no known symptoms of heart disease.

The researchers used two imaging techniques, electron beam tomography and ultrasound, to assess the health of the women's blood vessels.

They found that 32 percent of the

women who had not breastfed had coronary artery calcification, compared with 17 percent of the breastfeeding mom, Xihua cited the study as saying. For those who had not breastfed, 39 percent had calcifications in the aortas, versus 17 percent of the women who had breastfed.

The researchers also found plaque deposits in the carotid artery of 18 percent of the women who had not breastfed and 10 percent of those who had.

The researchers suspect that the apparent benefit from breastfeeding on later heart health stems from how a woman's body stores fat and how that fat is

released, or not released, after pregnancy.

"A woman's body expects to go through pregnancy and then lactation," said the study's lead author, Dr. Eleanor Schwarz, an assistant professor at the university's Center for Research on Health Care. "During pregnancy, a woman's body stores fat that it expects to release during lactation. If women don't breastfeed, then the body has to deal with excessive fat."

The bottom line is that it is really important to try to breastfeed, she said.

Source: <http://www.nst.com.my>

News of Core Partners



INTERNATIONAL LACTATION CONSULTANT ASSOCIATION
2010 Conference & Annual Meeting
July 21-25, 2010 • JW Marriott • San Antonio, Texas, USA

A Lactation Celebration!



International Lactation Consultant Association (ILCA) will be celebrating its joint 25th Anniversary of both the International Lactation Consultant Association (ILCA) and the International Board of Lactation Consultant Examiners (IBLCE) in July, 2010. To mark the occasion, an ILCA Annual Conference will be held from July 21-25, 2010 at the JW Marriot Hotel in San Antonio, Texas, USA. The ILCA Annual Conference provides a rich learning environment for lactation professionals and others who assist mothers and babies with breastfeeding. It offers current and aspiring lactation consultants information on cutting-edge lactation practices and research to equip you in giving optimal breastfeeding care and support to mothers and babies.

To register for the event visit www.ilca.com

Nestle challenged over health claims which tell mothers that baby milk will 'protect' their babies

Nestle Annual Shareholder Meeting, Palais de Beaulieu, Lausanne, Switzerland, 15th April 2010

As Greenpeace activists cut through the ceiling and absailed into Shareholder Meeting with huge banners and leaflets, Nestlé was held to account for its exploitation of rainforests, for its spying activities and for its failure to abide by baby food marketing standards adopted by the World Health Assembly.

Patti Rundall, Policy Director at Baby Milk Action and on behalf of IBFAN groups around the world who monitor the marketing of baby foods and who try to make sure that babies lives are not put at risk by this company's marketing. Picked up on the Chairman of Nestle, Mr. Peter Brabeck's remarks that Nestle considers regulations to be much less important than principles and core values and appealed for shareholders to help in holding management to account for the harm it continues to cause to breastfeeding and infant health, contributing as it does to the needless death and suffering of babies around the world. She highlighted the deception of the strategy that had been on display at the shareholder meeting the previous year: logos on formula labels claiming the product will 'protect' babies. It is undisputed that babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die.

She also challenged Nestlé's policy on sponsorship which targets mothers, health workers and children - for example, TV shows in Egypt, baby clubs in the Philippines, school education schemes in India, websites, medical seminars etc - schemes which are in many instances in violation of World Health Assembly Resolutions and national legislation.

Nestlé Chair, Mr. Peter Brabeck-Letmathé, said that because Ms Rundall did not trust him, Paul Bulcke, CEO and Richard Laube, Head of Nestle Nutrition should respond in detail. Richard Laube defended the 'protect' logo and admitted the practice was being used in 120 countries on cereals and formula, showing it to be a global strategy. He indicated the marketing practice had been going on for some years and will continue, dismissing the suggestion that it was harmful or a violation of the International Code of Marketing of Breastmilk Substitutes.

Nestlé: mind the reality gap

Posted by Jamie on 15 April 2010.



For full speech made by Patti Rundall, Baby Milk Action Policy Director
<http://info.babymilkaction.org/node/168> and Greenpeace video:
<http://www.greenpeace.org.uk/blog/forests/nestlé-mind-reality-gap-20100415>



15th Annual ABM International Meeting

OCTOBER 27-30, 2010
SAN FRANCISCO, CALIFORNIA

The 15th Annual International Meeting will be held in San Francisco on October 27-30, 2010 presented by the **Academy of Breastfeeding Medicine**. It will include world-class speakers providing cutting-edge research and clinical information on current issues in breastfeeding medicine today. The speakers are among leaders of research and clinical medicine in the world of breastfeeding and human lactation. This year's meeting will include the updated one-day, pre-conference course, "What Every Physician Needs To Know About Breastfeeding."

The **ABM Annual Meeting** will focus on the most authoritative and up-to-date clinical information on breastfeeding, spanning both maternal and child health issues.

To find out more visit
<http://www.bfmed.org/Meeting/ConfDetails.aspx>

News of Core Partners

Launch of the Global Breastfeeding Initiative for Child Survival in Al Ain, Abu Dhabi, United Arab Emirates

In November 2009, the United Arab Emirates organised a series of events for National Breastfeeding Week, including the second Regional Conference on Human Lactation and the launch of the global Breastfeeding Initiative for Child Survival, the gBICS. The Conference and the gBICS launch had as their theme "Breastfeeding: decreasing infant mortality and morbidity", and both events were held under the patronage and attendance of Her Highness Shamsa bint Suhail Al Marouei, wife of the President of the United Arab Emirates.

The ten organisational partners in the gBICS attended and spoke at the launch and press conference organised by the Al Ain Hospital, one of the leading Baby-Friendly Hospitals in the United Arab Emirates. IBFAN's six regional offices and three global programme offices joined with the World Alliance for Breastfeeding Action (WABA) to present the gBICS, a civil society driven initiative aimed to assist governments to reduce infant mortality and improve maternal health, and thus achieve Millennium Development Goals 4 and 5. The events attracted extensive media coverage in Arabic and English.



*From Left: Sarah Amin, Alison Linnekar,
Prof Gerhard Schwab, Dr. Khalid Iqbal*

More at: <http://www.alain-hospital.com/lactationconference/>

News from Regional Focal Points, Task Forces and Working Groups

Introducing WABA's new Local Governance Task Force and the Coordinators

A NEW TASK FORCE ON LOCAL GOVERNANCE

We are excited to share that WABA's Steering Committee (SC) approved the formation of a new Task Force on Local Governance in its October 2009 SC meeting. This new task force will support the WABA Secretariat with its functions related to the local legal requirements of Malaysia under the Memorandum and Articles of Association of WABA Berhad. Three local breastfeeding and women's rights advocates have been appointed to the task force from March 2010. We are pleased to welcome our Local Governance Coordinator, Siti Norjinh Moin of Malaysian Breastfeeding Association, and Co-coordinators Prof. Datin Dr. Rashidah Shuib, Director of Women's Development Center (KANITA) in Universiti Sains Malaysia and Dr Balkees Abdul Majeed, a paediatrician and lactation consultant in a local hospital and advisor to the mother support group in Penang..

Siti Norjinh Moin



In 1974, Siti Norjinh Moin the pioneer of breastfeeding movement in Malaysia co-founded the Malaysian Breastfeeding Association. As President of the Association in 1988, she dedicated her work towards promoting

and advocating for breastfeeding and has been responsible for several significant initiatives such as the Baby Friendly Hospital Initiative, Maternity Protection at Work, World Breastfeeding Week and the Global Initiatives on Mother Support (GIMS). As both Director and training educator, she has been actively involved in developing the Lactation Management Training, the WHO/UNICEF BFHI counseling program, and the Childbirth Educator and Trainer Programme.

For over forty years, she has traveled far to attend training and counseling programmes on breastfeeding, childcare and BFHI conducted by WHO/UNICEF and IBFAN. While acting as Executive Committee Member to organisations such as the Malaysian Council and Child Welfare,

Malaysian Childcare Association, Task Force on Women and Work – Ministry of Women and Family Development, National Breastfeeding Committee, National Food and Dietary Guidelines, Infant Formula Product – at the Malaysian Ministry of Health. She has participated and represented UNICEF, IBFAN, WABA and the Ministry of Health as speaker at various international breastfeeding meetings, seminars and conferences. Nominated by NONA TV 3 for Women Personality Achiever (Voluntary Work), Siti Norjinh is also busy as author of breastfeeding articles in Malay and English. Her book Program for Breastfeeding and Working was published in 1987.

News from Regional Focal Points, Task Forces and Working Groups

Dr. Rashidah Shuib, Ph D



Professor Dr. Rashidah Shuib is currently the Director of the Women's Development Research Centre, Universiti Sains Malaysia. Prior to being the Director, Rashidah was the founder and the Coordinator of the Women's Health Development Unit, School of

Medical Sciences, Universiti Sains Malaysia. The Unit is the first in a medical faculty in Malaysia focusing its work on gender and health and women's health issues within the framework of gender equality and rights. She was a member of the Gender Advisory Panel (GAP) of the Department of Reproductive Health, WHO, Geneva for the six years (2001-2007). From 1995-1999, she was a member of the International Women's Advisory Panel of the International Planned Parenthood Federation, IPPF, London. At the regional level, Dr. Rashidah was a Board member of the Asian Pacific Resource and Research Centre for Women (ARROW) from 2001 to 2007. As an academic-activist in women's health, sexual and reproductive health and rights and a firm believer in gender equality, Dr Rashidah has long been active in several NGOs. For several years she was the Vice-Chair of the then Federation of

Family Planning Associations, Malaysia and currently an EXCO member of the Reproductive Health Association Kelantan. She is also a member of Sisters in Islam.

In research, Dr Rashidah's interests are in women's health, particularly in sexual and reproductive health and the intersections of gender, rights, health and development issues. She was involved in several research projects both at the international and national level. Currently she is the Principal Investigator of three government funded research projects. She is also involved in the Gender and Rights training of the Ministry of Health Malaysia and the Gender courses by the NAM Institute for the Empowerment of Women, Malaysia and has been a consultant to several projects.

Dr. Balkees Abdul Majeed



Graduated with M.B.B.S medical degree from Madras Medical College, University of Madras, India and subsequently obtained her MRCP from the Royal College of Physicians in Edinburgh, in United Kingdom. Dr. Balkees has since then been lecturing on paediatric related subject matters at nursing schools, and at paediatric related conferences and meetings and conducting regular antenatal workshops on breastfeeding. She also initiated a mother's support group (MMPS) in Penang several years ago.

Dr. Balkees is an international Board Certified Lactation Consultant (IBCLC).

She has attended the Breastfeeding Advocacy and Practice organised by WABA and Infant Feeding Consortium, London. She is currently the Consultant Paediatrician / Lactation Consultant at Pantai Hospital, Penang, Malaysia.

She has been actively involved in promoting breastfeeding advocacy and practices and the babyfriendly initiatives in local hospitals in Penang, via the media and public health talks to various communities, alongside organisations like UNICEF, WABA and IBFAN.

Updates on Task Forces

1. CODE COMPLIANCE TASK FORCE

Ray Maseko of IBFAN Africa now joins the Code Compliance Task Force as Co-Coordinator. The Task Force is Coordinated by Annelies Allain of IBFAN ICDC.

2. GLOBAL ADVOCACY TASK FORCE

Mosadeq Sahebodin of MAPBIN, Mauritius joins Patti Rundall of Baby Milk Action as the Co-Coordinator of the Global Advocacy Task Force.



3. CLOSURE OF THE BREASTFEEDING AND HIV TASK FORCE

As part of the Secretariat's annual work plan assessment, and after consultation with and agreement from Coordinator Sallie Page and Co-coordinators Rufaro Madzima and Mary Katepa Bwalya of the Breastfeeding & HIV Task Force, the WABA

Steering Committee agreed to the closure of the task force as of April 2010.

The Coordinators and WABA Steering Committee feel that current information on HIV and Infant Feeding is much more straightforward and clearer with regular updates from WHO and UNICEF. WABA will soon upload the HIV Resource Kit for public information and reference on its website. The issue on HIV & Infant Feeding will come under the purview of the Health Care Practices Task Force. WABA will continue to work with network partners, allies and UN agencies to promote the key messages and track developments in this area. Task Forces can be revived whenever a need arises in the future.

WABA wishes to thank all the outgoing coordinators and co-coordinators for their contributions and continued support and we welcome the new teams!



News from Regional Focal Points, Task Forces and Working Groups

4. NEWS FROM THE RESEARCH TASK FORCE

The WABA Research Task Force (RTF) is pleased to announce its new websection. It is still under construction, but in the next few weeks the first issue of the RTF e-newsletter will be uploaded. We welcome any feedback from you and hope that you will enjoy this new addition to the WABA website <http://www.waba.org.my/whatwedo/research/index.htm>

Amal Omer-Salim and Khalid Iqbal are the Co-ordinators of the RTF.

5. NEWS FROM MOTHER SUPPORT TASK FORCE

The WABA Mother Support Task Force would like to announce that the WABA MSTF e-newsletter N7V3 2010 is now available on the WABA website <http://www.waba.org.my/whatwedo/hcp/index.htm>

WABA Mother Support Task Force (MSTF) e-newsletter is produced three times a year in four languages – English, Spanish, French and Portuguese. The latest issue is now available at http://www.waba.org.my/pdf/mstfml_v7n3_eng.pdf

To subscribe: send and email to gims_gifs@yahoo.com and state your language preference.

News from Secretariat

PROF. DATO' ANWAR FAZAL HONOURED WITH LIFETIME ACHIEVEMENT AWARD

Congratulations to Professor Dato' Anwar Fazal, Chairperson Emeritus of WABA who has been awarded the first ever Lifetime Achievement Award by Consumers International (CI) and the Federation of Malaysians Consumers Association on the occasion of the 50 years celebration of CI. He was described as 'the most influential figure in the history of the international consumer movement'. The Award was presented to him by Kenyan consumer activist Samuel Ochieng, currently President, of CI.

Anwar is also currently the Director of the Right Livelihood College, based at the Centre of Policy Research and International Studies (CenPRIS), Universiti Sains Malaysia.



REGIONAL FOCAL POINT UPDATE ON YOUTH ACTIVITY IBFAN AFRICA-SINAN BI-ATHLONE EVENT : RUN & RIDE TO SAVE A CHILD! 2010

In a quest to reach out to the communities regarding Infant and Young Child Nutrition (IYCN), IBFAN Africa realised that the youth has been marginalised and left out on sexual and reproductive health issues particularly IYCN. As the youth forms more than a 3rd of the total population of Swaziland and in some cases a large number of youths are also parents who need to be informed on correct infant feeding practices. Furthermore they are the people with full of energy and potential to reach out and become advocates in infant feeding issues. Therefore, IBFAN Africa collaborated with SINAN to sensitise the youth on these issues through a Bi-athlone event which was held at Malkerns Country Club on 20th March 2010. The key objectives of the event include the following:

- Creating awareness on optimal infant and young child feeding through distribution of IEC material and edutainment to youths.
- Raise funds for youth initiative and nationwide project on optimal infant and young feeding practices in light of new WHO/UNICEF Consensus Statement on Breastfeeding.
- Create awareness on the work of IBFAN Africa and SINAN and how this benefits the community.
- Share best practices with other partners and sister organisations in order to increase IBFAN membership.

Key messages disseminated on the day include: Babies must be exclusively breastfed for six months of life; Exclusive breastfeeding means giving baby breastmilk only! No water or other foods; Breastfeeding is not a choice it's a responsibility and Breastfeeding is a gift that lasts a lifetime. Participants were then quizzed on breastfeeding issues and won themselves prizes.

SAVE THE DATES 21 FEBRUARY – 5 MARCH 2011 BREASTFEEDING ADVOCACY AND PRACTICE

A Regional Outreach Course by the Infant Feeding Consortium, From the Institute of Child Health, London, and WABA.
21 February – 5 March 2011 • Penang, Malaysia

In response to repeated requests for in-depth training on breastfeeding and related aspects of young child feeding to be made available regionally, WABA and the Infant Feeding Consortium are once again introducing a 2-week course in Penang, 2011. Short practical courses are widely used and successful, but the need for more advanced training for doctors and other senior health professionals has not been adequately met. The course is specially designed for doctors, midwives and other senior health professionals from the region who are responsible nationally or locally for:

- clinical care of mothers and infants
- pre-service curricula for health professionals
- implementation of programmes such as the BFHI.
- teaching short courses
- advocacy and policy development

The Infant Feeding Consortium directs the 4-week course Breastfeeding: Practice and Policy at the Institute of Child Health, London, and they will be responsible for organising the course in collaboration with WABA. Teaching will be conducted mainly in English, with some use of Bahasa Malaysia.

If you or your colleagues are interested in applying, or would like to know more about the course, please send your name, professional position, and contact details to WABA at waba@waba.org.my. More details will be made available soon.

News from Secretariat

WABA CALLS FOR WORLD BREASTFEEDING WEEK STORIES

Ten Steps and BFHI... how did they begin?

Did you play a role in the discussions or the development of the Ten Steps to Successful Breastfeeding? Were you involved in the implementation of the BFHI from the very beginning?

If you are, then WABA would like to hear from you.

In conjunction with WBW 2010, WABA is now inviting all those who were involved, right at the very beginning when the Ten Steps and BFHI was created to submit articles and historical reflections on how they or their organisations were involved in these momentous projects.



These stories will be documented and shared with the rest of the world on the WBW website and also during Oct 2010 in Penang, when we celebrate the 20th Anniversary of the Innocenti Declaration during the Global Breastfeeding Partners Meeting. (<http://www.waba.org.my/events/wabaevents/GBPM2010/index.htm>)

To get the ball rolling, Wellstart International has contributed an article on its early journey implementing the Ten Steps and BFHI in 1980 at the University of California Medical Center in San Diego (UCSD).

To view the articles, please visit the WBW website: <http://worldbreastfeedingweek.org/>
We would like to read and hear your stories. Please send your entries to wbw@waba.org.my.

WABA Events

EXPANDED GLOBAL BREASTFEEDING PARTNERS' MEETING (GBPM)

17 -19 October, 2010 at Bayview Beach Resort, Penang, Malaysia

Revisiting – Celebrating Innocenti 20 years + Enabling Mothering: Keeping Mothers and Babies Together

For the first time WABA is organising an expanded GBPM that is open to participation of the wider network allowing for greater networking among participants and the Core Partner organisations – ABM, IBFAN, ILCA, LLLI and Wellstart International. In line with the 20th anniversary of the Innocenti Declaration, the event will open with a celebration of 20 years of action and achievements around the Innocenti as well as reviewing the gaps and areas still needing attention and a strategic response. This will be followed by a two-day technical meeting/forum on the topic **Enabling Mothering: Keeping mothers and babies together**, focusing on the expanded BFHI, maternity protection and support for working women.

WABA Secretariat looks forward to seeing you in Penang!

Please click here: <http://www.waba.org.my/events/wabaevents/GBPM2010/index.htm>



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WABA is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, 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 (LLLI), International Lactation Consultant Association (ILCA), Wellstart International, and Academy of Breastfeeding Medicine (ABM). 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).