

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 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.

WABA

P.O. Box 1200,
10850 Penang, Malaysia
Tel: 604 6584816
Fax: 604 6572655
Email: waba@waba.org.my
Website: www.waba.org.my
www.worldbreastfeedingweek.org

Message from the Editor

Greetings from sunny Penang! In this issue of e-WABA Link, we would like to showcase some of the many reports that the WABA Secretariat has received from World Breastfeeding Week celebrants from around the world. To date, WABA has received more than 540 pledges of events being organised around the world, involving more than 400,000 participants and we are continuing to receive more pledges and reports. WABA would like to take this opportunity to thank all the organisers of this year's WBW for their wonderful dedication and incredible effort!

The current news items are also mostly related to WBW, as most breastfeeding advocates had cleverly garnered the media spotlight on WBW to highlight and bring forward issues that are pertinent and important.

WABA would also like to invite all breastfeeding advocates from all over the world to join us in Penang, Malaysia from 17 - 19 October 2010 for the Global Breastfeeding Partners' Forum where we will celebrate the 20th Anniversary of Innocenti and also focus on the theme of "Enabling Mothering – Keeping Mothers and Babies Together." Participants of this event will be able to obtain CERP points.

Last but not least, WABA has just launched a new initiative under its Social Mobilisation programme called the WABA Global Breastfeeding Quilt Initiative. The Quilt will be developed both physically in Penang and also virtually on the WABA website. So we hope to receive panels from readers of e-WABA Link. Please do share the news of this exciting new Initiative with all your contacts.

See you in Penang soon!

Julianna Lim Abdullah, IBCLC
Editor, e-WABALink



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World Breastfeeding Week (WBW) – Highlights

The annual WBW campaign has been organised by the World Alliance for Breastfeeding Action (WABA) since 1992 and is currently being celebrated in over 170 countries worldwide. This year, the theme “Breastfeeding: Just 10 Steps! The Baby-Friendly way” has been extremely well received and celebrated successfully.

e-WABA Link would like to take this opportunity to highlight brief summaries of selected reports shared by our WBW celebrants, of ways breastfeeding has been celebrated throughout the week this year.

Note from Secretariat: Whilst WBW is officially celebrated from 1 - 7 August annually to commemorate the Innocenti Declaration, many countries celebrate WBW from May right up to December annually. For more information about WBW and activities around the world, please visit www.worldbreastfeedingweek.org.

WBW celebrated by the Katanga Community in Nigeria

A report by Pastor Job Inawole

The Rescue Mission International Ministry procession with the Katanga Community in Nigeria during the 2010 WBW celebration.



The Rescue Mission International Ministry is an international non governmental organisation founded in Nigeria in 1996, in the outskirts of Osogbo, the capital city of the Nigerian state of Osun.

The Rescue Mission International Ministry actively participated in the WBW from 1 - 7 August with the people of Katanga community and surrounding areas in Nigeria. A committee of organisational members drew up a week long programme with various activities under the theme – “Benefits of Breastfeeding and its likely Hindrances”, and spearheaded the running of these activities. The first day began with mobilising the community to respond to the activities of the week with the aim for sensitising them about the importance of breastfeeding.

The event is the first of its kind in Katanga and recorded an overwhelming response of more than 200 breastfeeding mothers and pregnant women on each day of the event. The finale of the week long celebration was an Awareness Match where pregnant women, mothers, women, community health officers, youth and some fathers took part in a procession. At the end of the procession, a Talk show was held. Breastfeeding mothers were interviewed on what they had gained from the week’s activities and they showed great appreciation, encouraging that WBW event such as these should be held every year. A big size banner and special T-Shirts bearing the logo of both WABA and The Rescue Mission were made for the program. The celebration was a great success!

Inaugural WBW in Noginsk, Russia!

A report by Olga Sharova

The Natural Feeding Consultant Association from Moscow, Russia celebrated WBW for the duration of the whole week. The week kicked off on 1 August, with a family holiday opening in the central square of the town where a water play zone for children and information stand for parents was

set up. Each family were given a white balloon with slogan “Milk with love” and print information about breastfeeding. The following days were filled with classes and meetings for pregnant women and nursing mothers which included a Master-class in “babywearing” and where questions about breastfeeding were answered. Meetings in the hospital with Doctors who support breastfeeding and a mother’s workshop presentation were organised. And at the closing of the week, awards were given to the winners of the family contests, and women who had

WBW celebrations at Al Baraha Hospital in Dhubai

A report by Sosamma K Abraham



Hospital Al Baraha has been certified as a Baby Friendly Hospital since 1997.

For the WBW celebration, the message for the theme this year was conveyed through a conference, posters exhibit, distributing of brochures and gift items such as pens and “10 Steps” book mark (English and Arabic), special aprons for mothers to encourage breastfeeding as well as sending out SMS messages.

An antenatal education workshop was offered to mothers from the 1 - 5 August. Posters displaying “The 10 Steps to Successful Breastfeeding” in 5 Languages (English, Arabic, Farsi, Hindi and Malayalam), were also exhibited to promote breastfeeding throughout the week at the reception hall of the Al Baraha Hospital.



successfully breastfed over 2 years. Free phone and online consultations, paid consultants at home, classes for pregnant women, meetings for nursing mothers, distribution of booklets with the basic rules of successful breastfeeding, sale of accessories for breastfeeding were some of the events conducted throughout the week.

LAUNCHING OF WBW AT HOSPITAL SEBERANG JAYA, MALAYSIA

A report by Lactation Committee
of Hospital Seberang Jaya



The Lactation Committee of Hospital Seberang Jaya in Penang, Malaysia launched the WBW celebration on the 6 August with an exciting programme which included an opening ceremony officiated by Dr. Hassan Merican, the Deputy State Health Director of Penang, a Multimedia Presentation, followed by a talk on the WBW theme "Breastfeeding – Just 10 Steps – The Baby Friendly Way" by Julianna Lim Abdullah, International WBW Coordinator and IBCLC from WABA.

The creative event was well organised and featured several performances that highlighted the 2010 theme in a "Breastfeeding Song" sung in a traditional Malaysian choir style known as the "Dikir Barat". The song was performed by the Doctors and Staff of Obstetrics & Gynaecology (O&G) and Paediatric Unit.

A Musical Presentation of another song ala Boria (traditional chorus line style) was presented by the Mother Support Group of the hospital, and ended with a hilarious sketch on breastfeeding promotion by the Housemen of the O&G Dept.

A singing competition, poster drawing session, quiz and display of breastfeeding posters were also organised. A "Breastfeeding" signature campaign was conducted at the main hospital and it was displayed throughout the Week.

Ministry of Health in action during WBW in Funafuti Tuvalu

A report by Fofoa R Gulugulu



On 4 August, The Ministry of Health of Tuvalu commemorated this important day with the aim of revamping breastfeeding initiatives within the health department. This is in line with the health strategic plan to improve infant feeding through the promotion of breastfeeding initiatives across the country. This program will allow the department to create more awareness on breastfeeding among communities and among health workers within the department. The Food and Nutrition Unit celebrated the annual event with three main activities. The activities were as follow;

- **Awareness drive:** Dissemination of pamphlets and information sheets on breastfeeding to all government offices. 'One night workshop for nursing and medical staff' on breastfeeding policy and 10 Steps of Successful Breastfeeding.
- **Radio:** Radio spots were played on air on a daily basis and a live radio show was aired on Radio Tuvalu where breastfeeding was discussed with a selected panel of speakers.
- **2010 Baby Show:** The nursing sister in charge of public health conducted a competition on babies attending the child clinic at the Reproductive Health Center. The parents with the babies demonstrating a normal growth pattern, practicing exclusive breastfeeding for the first four months of life with the least number of reported childhood illnesses was awarded gift packs for their efforts.

Kaiku infant interaction in Bogota, Colombia

A report by Maria Ramirez



On 11 August, Kaiku Jardin Infantil together with the local government of Bogota, Colombia organised a "living room friend of Breastfeeding" session at a local Pre-school. The session was to encourage breastfeeding families to continue breastfeeding for 2 years and more. The goal of the session was to teach all the workers and the parents of Pre-schoolers about breastfeeding. A special day was chosen where children were asked to come dressed as mothers and fathers to celebrate WBW. The morning began with the pre-schoolers being taught about the benefits of breastfeeding. A demonstration was later conducted to show them how to breastfeed. Some of the girls had their dolls and started to pretend to breastfeed them. The day ended with videos and songs about Breastfeeding where the pre-schoolers are exposed to images of happy mothers breastfeeding their babies and kids. At the end of the day the children were asked to make pictures about what they liked and learned about breastfeeding.

Mother to mother support organises WBW events in cooperation with nursing hospitals and health centers in Barcelona, Spain

A report by Inma Pablos Rodríguez

Pit Nature – Grup De Suport A La Lactància Materna is a voluntary mother to mother support group which comprises a Lactation Consultant, a paediatrician and a nurse.

This year the Group organised its first WBW events in cooperation with the Commission of Nursing Hospitals and Health Centres.

The event this year aimed to encourage WBW participants on how and what they could have done to be more successful in breastfeeding.

In conjunction with the celebration this year, a conference was conducted and a talk on "Step by step toward human-natal care and breastfeeding" was presented by speaker Inma Pablos, IBCLC.

A talk on "Emotinos breastfeeding" with speaker Amanda Gallego was also held.

Poems written by mothers about the emotions and the difficulties and joys of breastfeeding were read out during the event. They were accompanied by photos of breastfed children.

Current News

3.5 million children at risk of water-borne diseases

In Islamabad, the United Nations Children's Fund (UNICEF), the World Health Organisation (WHO) and the World Food Programme (WFP) urgently called on all parties involved in funding, planning and delivery of the relief response for floods in Pakistan to prevent the distribution of breast milk substitute donations for lactating mothers affected by floods.

The UNICEF Representative in Pakistan Martin Mogwanja informed that more than 3.5 million children are currently at high risk of deadly water-borne diseases in Pakistan, making them the most vulnerable victims of one of the worst natural disasters in history. "In an unhygienic environment worsened by displacement, exclusive breastfeeding is the best protection that can be given to babies under the age of six months," said Mogwanja.

Tahir Nawaz, the nutrition focal person at WFP asked that donors of breast milk substitutes to pay serious heed to the national guidelines for Promoting and Protecting Infant and Young Child Feeding for the Internally Displaced Persons during Emergencies in Pakistan which advocates exclusive breastfeeding. He strongly urged all partners not to ask or accept donations of breast milk substitutes or other powdered milks.

At this critical phase of the crisis, it is absolutely imperative that humanitarian organisations and donors promote breastfeeding instead of distributing powdered formulas, milk and feeding bottles, concluded Nawaz.

Source: <http://www.thepeninsulaqatar.com/pakistan/afghanistan/124411-35-million-children-at-risk-of-water-borne-diseases.html>

A campaign to promote exclusive breastfeeding in Niger

More mothers in Niger are choosing to exclusively breastfeed their children for the first six months of their lives, a practice that dramatically improves the babies' chances of survival. A report of 6 August noted that, everywhere in the courtyards of family compounds in the villages in Gidan Nawa, Niger, women are breastfeeding their children.

All the mothers in this village have been encouraged to practice exclusive breastfeeding as part of a campaign mounted by UNICEF and its partners. Throughout Niger, health workers and midwives in rural health posts, as well as community activists in villages, are helping to educate women on the benefits of breastmilk.

"It has been scientifically proven that exclusive breastfeeding can reduce infant mortality by up to 13 per cent," said UNICEF Representative in Niger Dr. Guido Cornale. "But in order for that, and more, to happen, it's important to accelerate the adoption of national strategies and norms regarding feeding and young children, including the law on marketing of breastmilk substitutes." But despite the strides made in many villages, less than 15 per cent of Nigerien babies under 6 months old are exclusively breastfed. To boost this number, UNICEF and the Ministry of Public Health have launched a new national breastfeeding campaign that coincides with annual WBW. The three-year campaign includes multimedia workshops, radio and television interviews and debates, films, theatre productions and even a specially written song. The goal is to ensure that every child in Niger is given this simple, essential foundation for a healthy future.

Source: http://www.unicef.org/infobycountry/niger_55454.html

A poll on breastfeeding norms in China



In Beijing, the China Daily reports that a poll of more than 1,100 people in seven cities nationwide revealed that only 20 percent of respondents understood what exclusive breastfeeding means while more than 50 percent of mothers stopped exclusive breastfeeding before their child was 6 months old.

The survey, conducted by Beijing Horizon Research Consultancy Group for Save the Children China Program, was released during this year's WBW, lasting from 1 - 7 August. The poll also found that only 29 percent mothers exclusively breastfed their babies for six months, while more than half of the interviewees failed to do so. Insufficient breast milk and having no time to continue breastfeeding after returning from work (31 percent) were cited as two major reasons young mothers were unable to exclusively breastfeed for 6 months.

According to the Labor Law of China, female employees are entitled to paid maternity leave of at least 90 days. In addition, the Regulations on Labor Protection of Women Workers grant female employees more flexibility in work time if she has a child less than a year old.

Source: <http://www.savethechildren.org.cn/index.php/en/news-room/media-coverage/534-women-unaware-of-breastfeeding-norms-poll>

Fathers, employers urged to support breastfeeding

Fathers, grandparents, health professionals, and employers were urged to support mothers to exclusively breastfeed their children for the first six months of their lives.

The Philippine office of UNICEF reiterated this call after a 2008 study showed that fewer Filipino mothers now breastfeed their children. "We have a moral obligation to get information to mothers about breastfeeding. It is the cheapest message you can provide," commented

Vanessa Tobin, the UNICEF's Philippine representative, at a briefing held to close the end of the WBW 2010. "For too long, we have put all the pressure to successfully breastfeed on the mother," Tobin said in a separate statement distributed during the event. "It's clear that if the Philippines wants to improve its low exclusive breastfeeding rates, everyone must play their part, including fathers, grandparents, health professionals, milk companies, employers, and the government." "Having

supportive family and friends around is crucial in mothers succeeding in starting and continuing to breastfeed," she adds.

Source: <http://www.gmanews.tv/story/199627/fathers-employers-urged-to-support-breastfeeding>

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

Ban on chemical used in baby feeding bottles

Calling its potential harmful effect on infants, an ecological group is calling for a precautionary ban on "bisphenol A (BPA)," a chemical used in making plastic feeding bottles for babies. EcoWaste Coalition said BPA, an industrial chemical used to make polycarbonate plastics and epoxy resins for lining metal cans, has been linked to health issues.

Velvet Roxas, a representative of EcoWaste Coalition and Arugaan in the Philippines is concerned over human exposure to BPA and the probable health effects even at very low doses. She stresses that the government should move into imposing a precautionary ban starting with BPA-tainted children's products. Arugaan and EcoWaste raised the BPA issue during the celebration of WBW from 1 – 7 August. Roxas said the dangers posed by BPA-laced feeding bottles should encourage mothers to breastfeed their babies.

Arugaan and EcoWaste issued the following guidelines to prevent or reduce exposure to BPA:

1. Nourish your child with breastmilk.
2. Go for cupfeeding or the giving of expressed breast milk through cups.
3. Refrain from feeding baby food from cans with plastic linings.
4. Avoid polycarbonate plastic containers, usually marked "PC" or the number "7".
5. Refrain from microwaving food and beverage in plastic or plastic cling wraps.
6. Reduce consumption of canned foods as can liners may contain BPA.
7. Check product labels and select the ones that say "BPA-Free."

Source: <http://www.gmanews.tv/story/198985/eco-groups-seek-ban-on-chemical-used-in-baby-feeding-bottles>



New WHO recommendation for HIV-Positive Mothers in Uganda

During the 2010 HIV Conference in Vienna in July, WHO passed new recommendations saying mothers may safely breastfeed provided they or their infants receive ARVs during the breastfeeding period up to one year. This has been shown to give infants the best chance of protection against HIV transmission.

However this new guidelines has caused confusion for the HIV positive mothers in the African region because for the last decade for example the policy in Uganda had been to advise HIV-positive mothers to exclusively breast-feed for three months. As the new policies are not widely circulated in Uganda as they should be, there is a need to sensitise pregnant HIV-positive mothers on these new recommendations as HIV-positive mothers are still not convinced and afraid of infecting their children.

Source: <http://allafrica.com/stories/201008240909.html>

Infant and Young Childfeeding Programme Report: Six-Country Review of Breastfeeding Programme

UNICEF is pleased to share the consolidated report of a six-country review of infant and young child feeding (IYCF) programmes which focused on the breastfeeding component. It was a joint effort between UNICEF's Nutrition Section and the Academy for Educational Development (AED) in order to understand the factors that influenced breastfeeding support, promotion, and protection programme outcomes, distil general lessons learned from the experience of these countries and make recommendations for future programming.

The review included detailed individual case studies from six countries: Bangladesh, Benin, the Philippines, Sri Lanka, Uganda and Uzbekistan.

Source: http://www.unicef.org/nutrition/files/IYCF_Booklet_April_2010_Web.pdf



News of Core Partners

The International Board of Lactation Consultant Examiners (IBLCE) and the International Lactation Consultant Association (ILCA) introduces the IBCLC LACTATION CARE AWARD

The International Board of Lactation Consultant Examiners (IBLCE) and the International Lactation Consultant Association (ILCA) proudly announce the IBCLC Lactation Care Award Program to recognize hospitals, birthing facilities, and birthing services around the world that hire currently certified IBCLCs and have a dedicated lactation program.

For more information about the award, a directory for recognized facilities, and how to apply please visit <http://www.ibclccare.org/>

15th Annual ABM International Meeting 27 - 30 OCTOBER 2010, San Francisco, California, USA

The 15th Annual International Meeting will be held in San Francisco on 27 - 30 October, 2010 organised 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

WBW Celebrations by La Leche League USA

BREASTFEEDING: THE BABY FRIENDLY WAY

May 1 - September 30, 2010

La Leche League (LLL) USA, WBW Celebrations encompass five months of events and activities to raise breastfeeding awareness and to fundraise to support breastfeeding in the USA. These celebrations highlight the mission of La Leche League in USA communities. Previously over 11,000 people attended the 2009 WBW Celebrations in LLL USA.

LLL USA's WBW Celebration's 2010 will focus on:

- ★ Revitalising activities within health systems, and among healthcare providers and communities to support women to achieve their breastfeeding intentions.
- ★ Informing people everywhere that protection, promotion and support of breastfeeding is a mother's right, a child's right, and a human right.
- ★ Enabling women and all who care about human rights to advocate for healthcare systems which support breastfeeding.
- ★ Ensuring that health workers who care for mothers and babies are adequately trained to counsel and support them in optimal infant feeding.

LLL USA invites everyone to WBW Celebrations 2010 which will run till 30 September and in creating optimal conditions for mother and her breastfeeding baby in all situations. Please visit <http://www.llusa.org/wbw/>



News from Regional Focal Points, Task Forces and Working Groups

WABA North America (WABA-NA) – Meeting III

WABA-NA organised its third meeting in June 2010, and it was attended by representatives from regional breastfeeding organisations and relevant individuals coordinated by WABA's North America regional focal point representative Rebecca Magalhães. The meeting was organised to strengthen WABA-NA's commitment to represent North America in the WABA Network through collaboration and networking of North American breastfeeding organisations situated and actively working with breastfeeding in the region.

The action steps discussed were:

1. To address the role of each region as a site of research, a source of technological change and a center for education of healthcare professionals.
2. To identify ways to get into the conversations at a higher level in order to make breastfeeding a natural part of any conference planning.
3. To set up a governing board and support WABA's work to look out for funding opportunities, as well as to raise and include funding in WABA's budget for WABA-NA's action steps and activities planned.

News from Mother Support Task Force

MSTF E-Newsletter Volume 8 (2)

The latest MSTF E-Newsletter Volume 8 (2) in English, is now available at http://www.waba.org.my/pdf/mstfnl_v8n2_eng.pdf

WABA Mother Support Task Force (MSTF) e-newsletter is produced three times a year in four languages – English, Spanish, French and Portuguese.

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



Mother Support Task Force Global E-Map

The electronic map on mother support groups and contacts is now up and running on the WABA website <http://www.waba.org.my/whatwedo/gims/emap.htm>.

Mothers or others interested in knowing about mother support or needing information about mother support will be able to look on the map and find mother support organisations or related contacts in the location of their need.

WABA invites Mother Support groups around the world to join this Global E-Map on Mother Support. For more information, contact waba@waba.org.my



News from Regional Focal Points, Task Forces and Working Groups

News from the Gender Working Group

The **WABA Gender Working Group** has developed a gender quiz for all breastfeeding and non-breastfeeding advocates. The Gender Quiz is interesting and fun. Please take the quiz at the Gender section at <http://www.waba.org.my/whatwedo/gender/quiz.htm>

Your participation will enable WABA to gauge the level of gender awareness among breastfeeding advocates, and thereby help WABA plan appropriate gender sensitisation activities, training workshops and materials in the future.

We welcome any feedback from you and hope that you will enjoy this fun activity prepared by our Gender Working Group!

For more information, please contact Revathi Ramachandran (Secretariat liaison of Gender Working Group) at revathi.r@waba.org.my

News from the Research Task Force

The **WABA Research Task Force (RTF)** has recently launched the inaugural issue of the RTF e-newsletter. The RTF plans to produce the e-newsletter semi annually.

The e-newsletter is now available for download at <http://www.waba.org.my/whatwedo/research/pdf/rtfnl-aug10.pdf>

For those who would like to subscribe to the RTF e-newsletter, please send an email to peiching.chuah@waba.org.my



News from Secretariat

WOMEN DELIVER CONFERENCE

WABA participated at The 2nd Global Conference "WOMEN DELIVER: delivering solutions for girls and women" which was held from 7 - 9 June, 2010, in Washington, DC, USA.

A breastfeeding presence was made at the conference by the distribution of bright neon coloured orange pencils with the following text "After WOMEN DELIVER, they breastfeed! www.waba.org.my".

Although breastfeeding was not featured or included at the WD Conference, it was apparent that breastfeeding fit in many ways and areas.

With minimal resources, a small group of dedicated WABA representatives actively attended and this group of dedicated women were able to bring the issue of breastfeeding to conference participants and place it front and center!

The pencils were a huge success and afforded the group members with a reason to approach and engage participants in a conversation on breastfeeding.

WABA Secretariat bids a fond farewell to Susan Siew, Co-Director of 15 years



Susan Siew, WABA Secretariat's Co-Director of 15 years has resigned from WABA as of 1 June 2010 to enjoy the 3Rs of rest, relaxation and rejuvenation. A formal handover ceremony was conducted on Tuesday, 25 May 2010 in the presence of Dato Anwar Fazal, WABA's Chairperson Emeritus and coordinators of the WABA Local Governance Task Force.

This was followed by a lovely farewell dinner party organised by the staff. The WABA Secretariat wishes Susan all the best in her future undertakings, knowing that she will always be part of the breastfeeding movement.

The WABA Secretariat is now be led by Sarah Amin as Executive Director.

News from Secretariat

WABA welcomes Katherine Houg – intern at WABA Secretariat

We are pleased to introduce Katherine Houg who is on an internship for 6 months with WABA. Kathy is a recent graduate of Cornell University's nutritional science program through the College of Human Ecology. She was recommended for this internship by WABA's International Advisory Council Co-Chair, Dr. Michael C. Latham. Dr Latham, emeritus professor of the International Nutrition Program of Cornell University is also Kathy's professor and mentor. Kathy hopes to learn how WABA functions in conjunction with its partners and assess the impact of WABA initiatives on the community at large. With her background in nutrition, fundraising, program-planning, and work in various other non-profit organisations, we hope Kathy will be able to assist the Secretariat and the Task Force in the Health Care Practices area and related issues such as BFHI, HIV etc. In addition, she will be assisting with the preparation for the Global Breastfeeding Partners Forum (GBPF) particularly on youth involvement and reporting. A smiling cheerful personality, she is a welcome addition to the Secretariat!



WABA YOUTH FELLOWSHIP PROJECT

11 - 22 October, 2010 at WABA Penang

ENGAGING YOUTH AS ADVOCATES

In an effort to revive WABA's Youth Initiative and refocus youth energy to share their perspective on breastfeeding protection, promotion and support, WABA will be conducting a Youth Fellowship Project. Selected candidates will come together to participate in a Youth programme, and attend the WABA's Global Breastfeeding Partners Forum from the 11 - 22, October 2010. The 2-week programme will offer the Fellows the opportunity to gain knowledge and skills to act as a catalyst to stimulate youth action in their community, and network with youth groups in the country and region. With the fellowship awards comes a commitment for the Fellows to actively participate in and contribute to the WABA's Youth Initiative.

WABA is excited to welcome more Youth to join our selected Fellow candidates in the programme of the upcoming WABA Youth Fellowship Project.

For more information contact our Youth Fellowship Program Coordinators, Katherine Houg and Aida Redza at: waba@waba.org.my

A NEW INITIATIVE – COME GET INVOLVED!

THE WABA GLOBAL BREASTFEEDING QUILT INITIATIVE

WABA is calling for all to get involved and share with the world our first WABA Global Breastfeeding Quilt, an initiative to create a tapestry rich in breastfeeding culture and heritage. You are invited to come join us in the celebrations and weave colors, creativity and warmth in a breastfeeding quilt making ritual to commemorate the actions and joys for breastfeeding worldwide.



The Global Breastfeeding Quilt is an on-going initiative. Click here for more information: www.waba.org.my

WABA Events

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 and other senior health professionals from the region who are responsible nationally or locally for:

- clinical care of mothers and infants
- teaching short courses

- pre-service curricula for health professionals
- advocacy and policy development
- implementation of programmes such as the BFHI.

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, write to waba@waba.org.my.

To view the brochure please click on <http://www.waba.org.my/pdf/bap2011brochure.pdf>

GLOBAL BREASTFEEDING PARTNERS' FORUM (GBPF)

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

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



WABA is organising the Global Breastfeeding Partners Forum (GBPF) in conjunction with the 20th Anniversary of the Innocenti Declaration. The GBPF will be open to participation of the wider breastfeeding network to facilitate greater networking among participants and our Core Partner organisations – ABM, IBFAN, ILCA, LLLI and Wellstart International. The GBPF is planned over 3 days from 17-19, October, 2010 in Penang, Malaysia. The first day opens with a celebration and revisit of “Innocenti 20 years”, which will also review global achievements, progress and action around the Innocenti targets, as well as address the gaps and areas still needing attention. This is followed by a two-day technical meeting on the topic “Enabling Mothering: Keeping mothers and babies together”, focusing on the expanded BFHI and maternity protection and support for working women.

WABA warmly welcomes you to this event which involves plenaries, workshops, and more! JOIN US! Get involved in:

1. Celebrating, reviewing, and going beyond Innocenti; participate in debates, engage in discussions, network with colleagues old and new, and get invigorated!
2. Attending plenaries that will discuss vital issues, assess political developments, share programmatic and scientific updates, and ethical considerations; as well as contemporary and cross-cutting perspectives (intergenerational, gender, rights, the arts)
3. Gaining insights into the work of WABA's Core Partners, and dialogue with them!
4. Learning from international and local experiences of achievements and challenges in promoting, supporting and protecting breastfeeding
5. Attending workshops that will focus on issues related to expanded BF(H)I, working women and mother support, and planning for a strengthened network and greater collaboration to advance the common vision, strategic direction and sustainability of the breastfeeding movement
6. Dialoguing with the WABA Regional Focal Points and gain insights on the major issues affecting their work via a “Talk-show” session.
7. Enjoying and participating in a cornucopia of exhibitions, and other networking spaces, as well as the creative-art and fun filled performances!
8. Participating in the WABA Global Breastfeeding Quilt Initiative (which offers an on-line Quilt building process), and show the world your creativity, and salutations for the GBPF.

WABA is an approved provider of the CERPs by the IBLCE Regional office in Australia

- Total CERPs allocated: 4L, 0.5E & 14R CERPs
- CERPs Approval Number: C21080M

For further information contact WABA at: waba@waba.org.my

Check out the GBPF page, on the WABA website: <http://www.waba.org.my/events/wabaevents/GBPM2010/index.htm>

WABA SECRETARIAT LOOKS FORWARD TO SEEING YOU IN PENANG!

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>.



WABA. P.O. Box 1200,
10850 Penang, Malaysia
TEL: +604-658 4816
FAX: +604-657 2655
EMAIL: waba@waba.org.my
WEBSITE: www.waba.org.my
www.worldbreastfeedingweek.org

e-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 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 (LLL), 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).

Editor: Julianna Lim Abdullah • Advisor: Sarah Amin & Jennifer Mourin
Writer: Aida Redza • Design by Adrian Cheah, Neo Sentuhan Sdn Bhd