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## Message from the Editor

**W**orld Breastfeeding Week 2011 was officially celebrated from 1-7 August 2011 with much fanfare and a host of interesting new activities worldwide. Facebook, twitter, blogs brought all the activities together and somehow drew everyone closer. Updates were coming in fast and furious, so much so that we were trying to catch up with the multitude of postings and sharings on our WBW Facebook page. Amazing stories were being shared, women and men, young and old, from all over the world came together as one big family, celebrating, supporting, counselling, sharing ideas, photos, and experiences. A big thank you to everyone for participating and celebrating WBW 2011!

As October draws near, we again see another wave of WBW activities being celebrated in countries like Canada, France, Switzerland and others. The celebration will continue right up to December, with countries choosing the most feasible time of the year to celebrate this wonderful event in over 170 countries. I personally think that this spreading out of activities across the globe, gives us the best reason to continue celebrating WBW, not just for one week in a year, but for the whole year through.

The United States Breastfeeding Committee has already declared the month of August as World Breastfeeding Month. Dare I say it, should I even suggest it? Should we work towards turning World Breastfeeding Week into World Breastfeeding Month? I challenge you to think about it and do write to us to let us know how you feel about this suggestion.

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

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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

T 604 6584816 F 604 6572655

E [waba@waba.org.my](mailto:waba@waba.org.my)

W [www.waba.org.my](http://www.waba.org.my)

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

[www.breastfeedinggateway.org](http://www.breastfeedinggateway.org)

## Highlights of WBW 2011 “Talk to Me! Breastfeeding – a 3D Experience”

### Ultimate “Flashmob” Hundreds of mothers breastfeed in front of shoppers



Manchester – A bold group of mothers gave new meaning to the term “flashmob” when they bared their breasts at a major shopping centre to raise awareness of breastfeeding.

More than 100 mothers of all ages – some accompanied by their partners gathered at a shopping mall in Manchester, England to feed their babies in front of stunned shoppers to promote National Breastfeeding Awareness Week in May 2011.

The proud women breastfed their babies in full view shoppers to highlight the health benefits of breastfeeding.

Source: The Mail Online <http://www.dailymail.co.uk/news/article-2005874/Breast-best-Hundreds-nursing-mothers-surprise-shoppers-awareness-flashmob.html>

### Pakistan celebrates WBW to save children’s lives

Pakistan celebrated WBW as a key to save children’s lives. The week is a joint initiative with WHO and UNICEF. Its focus was to sensitise parents and the health community on breast milk as the ideal food for newborns and infants.

A major source of killer diseases among Pakistani children is the lack of exclusive breastfeeding and the use of unhygienic bottles, formulas milk and teats. 78 infants out of 1,000 live births die every year while under-five mortality is 94 deaths per 1,000 live births.

Source: Pakistan Observer <http://pakobserver.net/201108/07/detailnews.asp?id=107575>

### Show commitment to exclusive breastfeeding, Nigerian men told during World Breastfeeding Week



**N**igerian men need to show more commitment towards ensuring that their babies are breastfed successfully for the first six months of life.

Experts who gathered at the 2011 World Breastfeeding Week lecture organised by the Nigerian Association of Women Journalists (NAWOJ), Lagos State Chapter submitted that unless the man of the house, that is the father, plays a supportive role, the woman (mother) may not have the psychological and nutritional balance to breastfeed exclusively for at least six months.

In a lecture entitled; “The Role of Fathers in Breastfeeding”, Permanent Secretary, Lagos State Broadcasting Corporation, Mr. Lekan Ogunbanwo who observed that although, men are assigned little or no role in the nursing process, encouraged fathers to get involved in planning active roles for themselves with a view to ensuring that their babies do not miss the many benefits of breastmilk.

In her lecture entitled; “Breastfeeding: 3D Experience, with the slogan, Talk to me”, UNICEF, Lagos Nutrition Specialist, Dr. Ada Ezeogu, described the theme as very appropriate to the present campaign The theme is more than just about communicating to mothers on the importance of breastfeeding.

Ezeogu explained that in the present campaign, everyone is involved in the timing, place and strategies for disseminating the right information in the most appropriate ways that would be appreciated by the mother, family and society at large.

Source: Vanguard <http://www.vanguardngr.com/2011/08/show-commitment-to-exclusive-breast-feeding-nigerian-men-told/>

## Tenth Annual Breast-feeding walk led by juggling man on stilts



As the 10<sup>th</sup> annual Breastfeeding Walk organiser, Barbara Kraycsir's goal was to make the event bigger and better than before, while drawing attention to the Bay Area Breastfeeding Coalition's cause. Her plan succeeded this year as onlookers gathered to watch the parade of nearly 150 people marching down Center Avenue, in downtown Bay City.

Drawing the most attention was Joel Tacey, better known as Michigan's Family Funnyman, who led the parade on stilts while simultaneously juggling.

Stopping at a crosswalk Tacey grabbed his son Remi, 3, by both hands and began swinging him between his extended legs. Wife Peggy Tacey stood close by, supporting her husband and the event's cause.

"It's important to support breastfeeding because there's no better way to feed your children, right from birth," said Peggy, who breastfed her 1-year-old daughter and son Remi. "It's the best thing for them."

Afterward, games and entertainment were provided for attendees including a raffle and a train that kids could ride near the Friendship Shell downtown.

Source: [http://www.mlive.com/news/bay-city/index.ssf/2011/08/tenth\\_annual\\_breastfeeding\\_wal.html](http://www.mlive.com/news/bay-city/index.ssf/2011/08/tenth_annual_breastfeeding_wal.html)

## Cameroon celebrates World Breast-feeding Week by reaching out to Youth

Cameroon Link, together with all the members of the Federation of Cameroon Breastfeeding Promotion Associations, FECABPA, organised activities throughout the World Breastfeeding Week from 1<sup>st</sup> – 7<sup>th</sup> August in Cameroon.

The groups stayed true to the theme for WBW 2011 and focused on the theme of communications, and outreach to Youth, men and community.

*Cameroon Link Youth Team were fully involved in WBW 2011 community outreach activities*



*Teen mothers participated actively during educative talks in Douala*

"Cameroon Link and FECABPA have planned an evaluation scaling up event to be hosted by WATAMONOMO, a women's right activist group in Yaoundé on September 24, 2011. The event targets scaling up the communication skills in breastfeeding and health training of the 30 affiliated members of FECABPA. Face-to-face outreach activities by Cameroon Link involved the following target groups within communities: Mothers: **835** Fathers: **682** Youths: **483**. An estimated 500.000 listeners were reached through the radio and television news and breastfeeding magazine programmes on the national and independent networks." WBW 2011 Cameroon Link Report.



*World Breastfeeding Week website, totally dedicated to WBW 2011 with new campaign news, activities, downloadable materials etc.*

<http://www.worldbreastfeedingweek.org/>



*World Health Organisation features World Breastfeeding Week on their website [http://www.who.int/child\\_adolescent\\_health/news/events/2011/01\\_08\\_2011/en/index.html](http://www.who.int/child_adolescent_health/news/events/2011/01_08_2011/en/index.html)*



*\*If you are looking for information regarding past WBW themes and events from 1992 to 2010, please visit <http://worldbreastfeedingweek.net/>*



# I. Current News

## South Africa bans free distribution of formula milk

South Africa will no longer distribute free infant milk formula to public hospitals and clinics in an effort to promote exclusive breastfeeding for all mothers, including those living with HIV, and to lower child mortality.

Minister of Health Aaron Motsoalde made the announcement after a two-day national consultation on breastfeeding in Pretoria, following unanimous recommended actions by the participants to change policy and practices.

South Africa is one of only 12 countries in the world whereby infant mortality is rising and exclusive breastfeeding rates, one of the lowest in the world at 8 percent, dropping to 1.5 per cent for babies between four and six months. This situation has forced the government to rethink its policy on infant and young child feeding.

There are many reasons for this, from the lack of support for breastfeeding in the workplace, bias of health care workers towards formula, and perceptions that breastfeeding is a sign of poverty – but the influence of HIV has loomed largest. Absence of legislation to regulate the marketing of formula milk has made South Africa the target for formula manufacturers as one of the fastest growing formula markets in the world.

The biggest barrier has been the “confusion” on transmission of HIV. The dilemma has been to balance the risks of infants acquiring HIV through breastfeeding against the risk of death from causes other than HIV, in particular malnutrition and serious illnesses such as diarrhoea and pneumonia.

Health officials now recognise that the benefits far outweigh the risks. Recent studies have shown that giving antiretroviral drugs (ARVs) to either the HIV positive mother or HIV exposed infant can significantly reduce the risk of transmitting HIV through breastfeeding.

In December 2009, WHO issued guidelines recommending that infants born to HIV-positive women be exclusively breastfed for the first six months but South Africa’s programme to prevent mother to child HIV transmission has continued to provide free formula to HIV-positive mothers.

A broad study found that 62 percent of these women were choosing formula despite having inadequate access to clean drinking water. Many of them were mixed feeding, giving their babies formula and solids, as early as 3 weeks. Research has shown that babies born to HIV-positive women who were mixed feeding, i.e. feeding solids as well as formula or their mother milk are almost 11 times more likely to contract HIV than those who are exclusively breastfed.

According to Nigel Rollins from WHO’s Child and Adolescent Health unit, providing ARVs is also more cost effective as the provision of formula is four times more expensive than using ARVs.

Rollins cautioned that the delays in implementing the new guidelines on infant feeding were “denying HIV-positive mums and their infants their best chance of an HIV-free survival since the beginning of the epidemic”.

Source: Irin. Humanitarian news and analysis  
<http://newspoint.co.za/story/411/995-sa-promotes-breast-feeding-bans-free-distribution-formula-milk>

## Pregnant woman wins landmark case in Malaysia

The Malaysian High Court ruled that pregnant women should not be discriminated when seeking employment.

In a landmark ruling, Judge Datuk Zaleha Yusof made her decision in favour of Noorfadilla Ahmad Saikin, who took the government to court to seek a declaration that pregnancy is not a reason for her to be denied employment as an untrained relief teacher.

Adopting the United Nation’s Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), which Malaysia ratified in 1995, Zaleha ruled that Noorfadilla had the right to be appointed as a relief teacher and that the revocation of her placement was unconstitutional.

In her affidavit, Noorfadilla had claimed that she had applied for the untrained relief position and was offered the job on a month-on-month basis starting in mid January 2009. She was subsequently told to report for duty, but the offer was withdrawn when she informed the district education office that she was pregnant. This is the first time a civil servant had taken legal action against the government over gender discrimination at the workplace.

Source: Asiaone  
<http://www.asiaone.com/News/AsiaOne+News/Malaysia/Story/A1Story20110713-288875.html>

The Malaysian Insider  
<http://www.themalaysianinsider.com/malaysia/article/pregnant-woman-wins-landmark-discrimination-case/>



# 1. Current News

## David Beckham shows dads how to support breastfeeding

**D**avid Beckham, the world famous British soccer star is thrilled that his wife Victoria “Posh” Beckham chose to breastfeed their five-week old daughter saying that it’s an “incredible thing”.

Victoria, having suffered a slip disc during pregnancy, also experiences a lot of pain when picking up the baby and holding her in the best possible position during breastfeeding. To alleviate the pain, David actually holds and props-up baby Harper Seven to breastfeed.

Holding the baby while Victoria feeds her is the perfect solution to the problem of the new mother’s back pain so that the couple does not have to rely strictly on bottle feeding.

“It’s so important that they have that mother-daughter bond and breastfeeding, I think, this is an incredible thing”, said Beckham.



Source: The Stir: <http://thestir.cafemom.com/baby/124837/david-beckam-shows-dad-how-....>

Sports Gather: <http://sports.gather.com/viewArticle.action?articleId=281474980005892>

## New Research: Breastfeeding mothers more like “mama bear”

Breastfeeding mothers are far more likely to demonstrate a “mama bear” effect, aggressively protecting their infants and themselves, than women who bottle feed their babies or who are non-mothers, says a new study in Psychological Science.

According to the study, breastfeeding mothers register lower blood pressure than other women when behaving aggressively – researches suggests breastfeeding helps dampen the body’s stress response to fear, therefore breastfeeding mothers are more likely to be courageous.

The breastfeeding mothers reaction is known as “lactation aggression” or “maternal defense” in mammals. Non-human mammals display aggression when they are lactating compared to at any other reproductive stage. Based on this information, researchers set to test out this reaction in people.

“Breastfeeding has many benefits for a baby’s health and immunity. It may be providing mothers with a buffer against the many stressors new moms face while at the same time, giving mothers an extra burst of courage if they need to defend themselves or their child,” said Jennifer Hahn-Holbook, a post doctoral fellow in the UCLA Department of Psychology and the study’s lead author.

Source: *Science 2.0*  
[http://www.science20.com/news\\_articles/breastfeeding\\_mothers\\_more\\_mama\\_bear\\_bottlefeeders-82286](http://www.science20.com/news_articles/breastfeeding_mothers_more_mama_bear_bottlefeeders-82286)

# 2. News from Core Partners

## Academy of Breastfeeding Medicine (ABM)



- ▶ The Academy of Breastfeeding Medicine (ABM) and WABA encourage all physicians to sign the ABM/WABA Physician’s Pledge (<http://www.bfmed.org/>) which is a vehicle for all physicians to declare their support for the Innocenti Declaration’ goals and to “go on record” as a breastfeeding-friendly practitioner.
- ▶ **16<sup>th</sup> Annual International Meeting, November 3-6, 2011**, Miami, Florida, USA

The 16<sup>th</sup> Annual International Meeting presented by the Academy of Breastfeeding Medicine, will include world-class speakers providing cutting-edge research and clinical information on current issues in breastfeeding medicine. The Meeting on November 5-6 is open to all health professionals.

The ABM Annual International Meeting focuses on the most authoritative and up-to-date clinical information on breastfeeding, spanning both maternal and child health issues. A significant educational opportunity, the 2011 meeting is an ideal forum for health professionals to continue their professional education in a highly respected,

stimulating environment, while earning continuing medical education credits. This year’s meeting will once again offer the one-day course, “What Every Physician Needs to Know About Breastfeeding.”

To register online, please visit:  
<https://www.conference.com/eventmanager/OnlineRegistration.asp?EventCode=554>

## International Lactation Consultant Association (ILCA)



- ▶ **Chris Mulford WABA ILCA Fellowship Award**

The International Lactation Consultant Association (ILCA) and the World Alliance for Breastfeeding Action (WABA) will once again jointly sponsor a Fellow to travel and work with WABA on health advocacy projects at WABA Secretariat in Penang, Malaysia. ILCA has designated this annual Fellowship to be known, as of 2011 as the Chris Mulford WABA ILCA Fellowship. Chris had been an ILCA member and helped to guide the birth and growth of the profession with a gentle spirit and wise leadership. Chris first joined WABA in 1996 at the first WABA Global Forum in Bangkok and became a long term volunteer for WABA. She worked mainly on Women and Work and Gender issues bringing many achievements in

supporting working women to breastfeed globally. She also paved the way for the first WABA-ILCA Fellowship by being an exemplar of a Fellow.

This Fellowship an outstanding opportunity for ILCA members who have the skills both to advocate in an international arena for breastfeeding, and to ably represent ILCA in its interactions with its Core Partner.

## Baby Milk Action – International Baby Food Action Network (IBFAN)



### Conflicts of Interest Coalition Statement of Concern

**A** Statement of Concern has been developed by the Conflicts of Interest Coalition\*. This Statement focuses on the lack of clarity regarding the role of the private sector in public policy-making in relation to the prevention and control of non-communicable diseases (NCDs).

This Statement calls for the development of a Code of Conduct and Ethical Framework to help protect the integrity of, and to ensure transparency in, public policy decision-making, by safeguarding against, and identifying and managing conflicts of interest.

The Statement of Concern has been sent to the President of the United Nations General Assembly and the co-facilitators of the United Nations High Level Meeting on the Prevention and Control of Non-Communicable Diseases.

As of September 2011, the statement has been endorsed by 146 national, regional and global networks and organisations working in public health, including medicine, nutrition, cancer, diabetes, heart disease, lung disease, mental health, infant feeding, food safety and development. WABA is also an endorser of this statement.

To add your organisation's support for this crucial issue, please email [prundall@babymilkaction.org](mailto:prundall@babymilkaction.org) or [policy@wcrf.org](mailto:policy@wcrf.org)

To view the statement, please visit <http://info.babymilkaction.org/sites/info.babymilkaction.org/files/COIC%20147%202.pdf>

## International Baby Food Action Network (IBFAN) Statement on the Promotion and Use of Commercial Fortified Foods as Solutions for Child Malnutrition

The International Baby Food Action Network (IBFAN) recognizes that the prevention and control of child malnutrition worldwide, with particular focus on under nutrition in developing countries, constitutes a major challenge and is concerned that if left unchecked, this poses an intolerable burden of disease and death on poor communities and countries.

The IBFAN Statement on the Promotion and Use of Commercial Fortified Foods as Solutions for Child Malnutrition is now available in four languages (English, Italian, Spanish and Arabic). To download <http://www.ibfanasia.org/docs/IBFAN-Statement-RUTFs-english.pdf>

## 3. News from Task Forces & Working Groups

### WABA Research Task Force (RTF)

The latest **RTF e-newsletter issue Aug 2011** is now available for download at [www.waba.org.my/whatwedo/research/pdf/rtfml-aug11.pdf](http://www.waba.org.my/whatwedo/research/pdf/rtfml-aug11.pdf).

To subscribe, please complete the form at <http://www.waba.org.my/whatwedo/research/rtfml-form.htm>

### WABA Men's Working Group

► **The latest Men's Working Group e-newsletter issue 5** is now available for download at <http://www.waba.org.my/whatwedo/mensinitiative/publications.htm>

To subscribe, please email to [aida.redza@waba.org.my](mailto:aida.redza@waba.org.my)

► The WABA Men's Working Group is pleased to **support the initiative of ACTHU** (Action for Humane Hospitals) a civil society organization in Cameroon, in the Memorandum against the violation of the Code of Marketing of Breastmilk Substitutes in Cameroon by "Nestle" and "Bledina".

Click here to read the Memorandum [http://www.africandemocracyforum.org/attachments/-01\\_memorandum\\_english.pdf](http://www.africandemocracyforum.org/attachments/-01_memorandum_english.pdf)

### WABA Mother Support Task Force (MSTF)

► **MSTF E-Newsletter Volume 9 (1)\***  
The MSTF E-Newsletter Volume 9 (1) is now available in Arabic at [http://www.waba.org.my/pdf/mstfml\\_v9n1\\_ara.pdf](http://www.waba.org.my/pdf/mstfml_v9n1_ara.pdf)

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

To subscribe: send and email to [gims\\_gifs@yahoo.com](mailto:gims_gifs@yahoo.com) and state your language preference.

► **\*Mother Support Task Force Global E-MAP\***  
The construction of the electronic map on mother support groups and contacts has been up and running on the WABA website since year 2009. <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 to 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](mailto:waba@waba.org.my)

## Health Care Practices Task Force

**New from Rae Davies – WABA Health Care Practices Task Force Co-coordinator**

**T**he International MotherBaby Childbirth Organization (IMBCO) has nine hospitals that are participating in a demonstration project that addresses the birth practices that impact breastfeeding. We have one facility in each region of the world, and they are located in – Austria, Brazil, Canada, Mexico, India, South Africa, the Philippines, and two in Mozambique.

Each facility is striving to achieve optimal maternity care practices as defined by the 10 Steps in the International MotherBaby

Childbirth Initiative (IMBCI). The IMBCI represents the importance of birth practices as they can impact breastfeeding; consequently, the IMBCI Steps includes the 10 Steps of the Baby-friendly Hospital Initiative (BFHI).

To learn more about the demonstration sites visit [www.imbco.org](http://www.imbco.org). Photo of a family celebrating the birth at Sofia Feldman, Belo Horizonte, Brazil.



## 4. News from Secretariat

### “Feed the Future!” First World Breastfeeding Week Flashmob in Malaysia!

**T**o commemorate the end of the international World Breastfeeding Week 2011 celebrations more than 100 local Penangites convened at Gurney Plaza on Sunday afternoon, 7 August 2011 and surprised shoppers with a three minute flashmob led by youth.

The impromptu dance, titled “Feed the Future!”, was a fun and invigorating way to involve the entire community to support and normalize breastfeeding. Organized by the WABA Secretariat and the local Penang Mother-to-Mother Peer Support Group, the flashmob sought to bring a clear message into a public arena – breastfeeding is natural and normal!

The team collaborated with local musicians Dhanen Mahes (Ksatriya) and Samwise Wee Kee to create a hip and powerful original song called ‘Stand Up Everybody’ that calls on people to listen and take notice of how breastfeeding has been distorted by sexual connotations, and major milk powder and baby food companies unethically marketing their products to mothers.

WABA extends its special thanks to all the women, men, and youth who participated, along with Institute Perkim-Goon (IPG) College, AIESEC USM, Fairview International School, Han Chiang High School, Girl Guides of Penang, Intel, Down Syndrome Association of Penang, Zero Fitness Dance Studio, and Gurney Plaza for their enthusiasm and support in numbers.



Please check out the links on Youtube, Penang Flashmob: <http://www.youtube.com/watch?v=D6cpn2rYBDk>

**Note from Editor:** WABA hopes that other breastfeeding groups will be inspired by this effort and the world will begin to see Feed the Future Flashmobs springing up in public spaces around the globe. WABA encourages breastfeeding groups to use the Feed the Future music and dance steps – all downloadable for free from <http://www.worldbreastfeedingweek.org/index.shtml>

## MOTHERHOOD: Celebrating and Supporting Women as Mothers, Workers and Nurturers

In conjunction with WABA's 20<sup>th</sup> Anniversary and its Steering Committee meeting, the WABA Secretariat together with Galeri Seni Mutiara in Penang jointly organised an Art Exhibition on "MOTHERHOOD: Celebrating and Supporting Women as Mothers, Workers and Nurturers" from 22 May - 12 June 2011 to celebrate and raise awareness on women's contributions to society as mothers and workers.



It features works of various mediums by 34 artists, highlighting breastfeeding in a child's health and development and, women's multiple role as workers and nurturers. WABA is grateful for the support and contributions from the Penang State Government and the very civic conscious artists who painted on various mother and child themes. Proceeds from the sale of the paintings will partly go to supporting WABA.

To view the paintings please visit:  
<http://www.waba.org.my/news/motherhood.htm>

These works of art are for sale at the GaleriSeniMutiara  
<http://www.galerisenimutiara.com/>

For information please contact: [koaysookau@gmail.com](mailto:koaysookau@gmail.com)

## Maternity Protection (MP) Chart

WABA has updated its Maternity Protection Chart. This document is developed by WABA as part of the Maternity Protection Campaign to support women's right to breastfeed and work, by advocating for implementation and monitoring of improved maternity protection entitlements. The information for the chart is updated every two years. Sources of information are obtained from WABA's network partners, ILO reports and databases.

This Maternity Protection Chart is available on the web:  
<http://www.waba.org.my/whatwedo/womenandwork/mpchart.htm>

## WABA Representative for FIAN Watch

WABA has identified three volunteers who will act as representatives on the FIAN editorial board of the Right to Food and "Nutrition Watch", an annual publication that provides a platform for human rights experts, civil society activists, social movements, the media, and scholars to exchange experiences on how best to carry out right to food and nutrition work, including lobbying and advocacy.

FIAN is an international human rights organization that has been advocating for the realization of the right to food for more than 20 years. WABA is a consortium member of the publication and has been working closely with FIAN over the years via Penny Van Esterik and the late Michael Latham.

The current reps are Dr. Dure-Samin Akram from Pakistan, Dr. Marcos Arana Cedeño from Mexico and Dr. Modia Batterjee from Saudi Arabia. Both Dr. Akram and Dr. Arana are on WABA General Assembly and medical doctors who are working in infant and young child food and rights issue while Dr. Batterjee has a public health background.

## United Nations Standing Committee on Nutrition highlights the WABA Breastfeeding Gateway on its website



[http://www.unscn.org/en/announcements/nutrition\\_informations\\_resources/?id=447](http://www.unscn.org/en/announcements/nutrition_informations_resources/?id=447)



## Obituary

**W**ABA mourns the passing of our beloved Women and Work Task Force Co-ordinator Chris Mulford who left us on 23 August 2011.

Chris became a regular long term volunteer for WABA – involved particularly in writing and documentation of a host of conference, meetings and task force reports. Chris was the second Women and Work Task Force Coordinator since the late 1990's bringing many achievements in supporting working women to breastfeed globally.

She also paved the way for the WABA-ILCA Fellowship by being an exemplar of a fellow, having spent several months each year in Penang volunteering at the WABA Secretariat almost annually.

Chris was much loved by the WABA Secretariat and her many other social and professional networks. We will always remember Chris for her kindness, humour, hard work and sensitivity. Thank you Chris for giving so much to WABA and to the mothers and children worldwide!



*“I believe breastfeeding is far more than a health issue. For me, it was a way to take care of myself and my babies, not just a way to feed them. It was an activity, a life stage, that shaped me as a person and permeated my relationships with my children, family and friends.”*

– Chris Mulford, Feb 2011.

Tributes to Chris from around the world can be viewed on the WABA website at <http://www.waba.org.my/news/chrism.htm>

We have also learned that Chris and her family have asked that her memorial donations be dedicated to WABA. WABA is very touched by this request, and truly appreciates Chris's on going support for WABA. To facilitate this process, we would like to advise you of the two channels of contributions:

- a. Via Paypal - In the message portion of paypal please indicate "in memory of Chris Mulford".
- b. Via cheque/bank draft - Payment can be made via bank draft or cheque drawn on a US bank and made payable to "World Alliance for Breastfeeding Action Berhad". Please mail cheque/bank draft to us at:  
World Alliance for Breastfeeding Action Berhad  
No. 7, Persiaran Mas  
11600 Penang, Malaysia

## Coming Soon: May 2012

### Enhancing Education in Lactation Management in the Undergraduate Medical Curriculum

**P**enang Medical College and World Alliance for Breastfeeding Action (WABA) will be holding a 2-day conference on the above on May 3 and 4, 2012.

At this conference, we aim to present and discuss the current status of lactation management curriculum in Malaysian medical schools. There will also be updates on the newer evidence and practices in lactation management and medical education. The programme will include workshops focusing on enhancing current curriculum. Our list of speakers includes international authorities in breastfeeding and medical education.

Venue: The Northam All Suites, Jalan Sultan Ahmad Shah, Penang.

Participants: Medical curriculum committee members and educators in medical schools across the country particularly those responsible for any part of the curriculum that touches on lactation management.

#### Tentative International Speakers:

- ▶ Dr. Audrey Naylor, Wellstart International, USA
- ▶ Dr. Felicity Savage, Institute for Child Health, UK
- ▶ Dr. Miriam Lobbok, University of North Carolina, USA
- ▶ Dr. Arun Gupta, IBFAN Asia

For more information or to indicate an interest in participation, please contact Ms Pei Ching at [info@waba.org.my](mailto:info@waba.org.my)



**Breastfeeding Advocacy and Practice**  
**A Regional Outreach Course by the Infant Feeding Consortium,**  
**From the Institute of Child Health, London and WABA**  
**Penang, Malaysia**

**Keep the dates!**  
**1-13 October**  
**2012**

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 co-organising yet another 2-week course in Penang. Although short practical courses are widely used and successful, the need for more advanced training for doctors and other senior health professionals has not been fully met.

The course is specially designed for doctors and other senior health professionals from the South East Asian 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 will be responsible for organising the course in collaboration with WABA. Teaching will be conducted mainly in English, with some use of Bahasa Malaysia.

To reserve a place please write to [peiching.chuah@waba.org.my](mailto:peiching.chuah@waba.org.my)



WABA. P.O. Box 1200,  
 10850 Penang, Malaysia  
 TEL: +604-658 4816 FAX: +604-657 2655  
 EMAIL: [waba@waba.org.my](mailto:waba@waba.org.my)  
 WEBSITE: [www.waba.org.my](http://www.waba.org.my)  
[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)  
[www.breastfeedinggateway.org](http://www.breastfeedinggateway.org)

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Editor: Julianna Lim Abdullah • Advisor: Sarah Amin  
 Editorial assistance: Chuah Pei Ching  
 Designed by Adrian Cheah, Neo Sentuhan Sdn Bhd



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