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Message from the Editor

Welcome to the first issue of *e-WABALink* for the year 2012. I am Pei Ching, the Health and Information Officer at the WABA Secretariat. I took up the role as the editor for *e-WABALink* as Julianna Lim, the former editor has left WABA since February this year.

In this issue, you can read many interesting stories under the current news highlights and updates from the WABA Network and Secretariat. WABA turns 21 this year and I would like to wish WABA a very happy birthday. Each birthday is special in its own way but the 21st birthday has always been marked as a significant milestone and we hope you will find creative ways as part of the WABA family to celebrate this joyous occasion. The Secretariat held a modest birthday celebration on 28 February 2012 (see full story on page 9) with our Chairperson Emeritus Anwar Fazal remembering the achievements of WABA over the 21 years.

**One tree can start a forest,
One smile can start a friendship,
One touch can show love and care,
One organisation like WABA can mobilise
actions to protect, promote and support
breastfeeding worldwide!
Happy Birthday WABA!**

We thank you for your continuous support and hope that you will send us your feedback so that we can improve our sharing worldwide through *e-WABALink*.

Pei Ching
Editor, *e-WABALink*

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.

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I. Current News

Breastfeeding can save 22% of newborns

NEW DELHI: Dramatic health benefits have been proven to pass from a mother to her newborn through breastfeeding. Experts say breastmilk is packed with nutrients, vitamins and minerals and carries antibodies from the mother to help the baby combat life-threatening disease.

Swati Popat Vats, President of Early Childhood Association says when a baby is born, the only organ that is ready but not developed is the brain. Vats said "A baby is born with trillions of neurons which are not connected. The neurons require covering of a particular kind of fat which is essential for the child's brain to develop. This fat is available in right amounts in the mother's breastmilk. Breastmilk also helps build the child's immune system." Experts say nearly two-third of the brain weight is phospholipids and long-chain fatty acids. Docosahexaenoic acid (DHA) and arachi-donic acid (AA) are key fatty acids. Human milk contains 30 times more DHA than cow's milk. According to WHO, infants should get 20 mg DHA/kg every day. Breastfed babies have at least eight points higher IQ in later life as compared to formula-fed babies.

Dr. Arun Gupta, chair of the Global Breastfeeding Initiative for Child Survival said starting to breastfeed immediately after birth increases chances of survival of babies. "If mothers start breastfeeding within an hour of birth, 22% babies who die in the first 28 days (about one million newborns each year) could be saved.

Source: *The Times of India*

http://articles.timesofindia.indiatimes.com/2012-03-21/india/31219433_1_breast-milk-human-milk-breast-fed-babies

Beyonce Knowles breastfeeding baby daughter while out at lunch



Beyonce with her daughter, Blue Ivy. Carter Family/Ed Burke for Beyonce.com/AP Photo

Beyonce Knowles seems to have taken her role as a first-time mother seriously. The R&B singer, who has just been set to star in Ryan Murphy's latest musical project "One Hit Wonders", has been spotted breastfeeding her seven-week-old baby daughter, Blue Ivy Carter, at her table in a New York City restaurant recently.

Breastfeeding advocates are rejoicing and praising Beyonce after the pop star was spotted breastfeeding her 7-week-old daughter, Blue Ivy, while dining at NYC's Sant Ambroeus restaurant Saturday with her husband, Jay-Z.

A megastar helps to take away the stigma of nursing in public, experts said. And role models are needed to help young women see the value and the beauty of breastfeeding, said Dr. Ruth Lawrence, professor of paediatrics and obstetrics and gynecology at the University of Rochester School of Medicine.

"Beyonce appears as a beautiful, loving new mother," said Lawrence. "She has dressed to carry and feed her baby when needed. She makes a model image."

Source: *Aceshowbiz*

<http://www.aceshowbiz.com/news/view/00048357.html>

ABC News

<http://abcnews.go.com/blogs/health/2012/03/01/breastfeeding-advocates-praise-beyonce-for-nursing-daughter-in-public/>

Breastfeeding for a year cuts cancer risk by a third: research

Breastfeeding for at least a year can cut the chances of developing breast cancer by a third in women with a strong family history of the disease. Women carrying faulty genes have an almost three in four chance of developing breast cancer and feeding their babies naturally is one of the few ways they can reduce that risk, researchers have found.



The most natural thing in the world' (ALAMY)

A study has found that women carrying the BRCA1 gene were 32 per cent less likely to develop breast cancer if they breastfed for at least a year compared with women with the gene who didn't. The research conducted by the Women's Research Institute in Ontario, Canada, calculated that just five women with the BRCA 1 gene needed to breastfeed for a year to prevent one developing cancer.

Amongst the general population of healthy women, breastfeeding for a year reduces the risk of breast cancer by 4.3 per cent, the authors said.

Source: *The Telegraph*

<http://www.telegraph.co.uk/health/healthnews/9148659/Breastfeeding-for-a-year-cuts-cancer-risk-by-a-third-research.html>

I. Current News

Baby-Friendly Emirate Campaign launched in Sharjah



Shaikha Bodour bint Sultan, President of the Sharjah Baby Friendly Campaign (SBFC)

A five-year campaign, titled 'Sharjah a Baby Friendly Emirate', was launched on Thursday by Shaikha Bodour bint Sultan Al Qasimi, Patron of the Breastfeeding Friends (BFF).

Running from 2011 to 2016, the campaign, the first of its kind in the UAE and the region, will be accompanied by four initiatives, the first of which involves the establishment of 'Baby-friendly' healthcare facilities. The second initiative will focus on the creation of 'Mother-friendly' workplaces while the third is aimed at creating and enhancing Baby-friendly environments in the Emirate. The final initiative will look at transforming childcare centres and nurseries into baby-friendly places.

Shaikha Bodour said: "This initiative is set to make Sharjah the region's top promoter of breastfeeding, leading the way in education and support, and also helping promote related activities across the region."

As part of the initiative, Shaikha Bodour officially opened the Nursing Mothers' Room in the Supreme Council for Family Affairs building — one of the first establishments to adopt the initiative of supporting nursing working mothers.

Source: Khaleej Times Online

http://www.khaleejtimes.com/darticlen.asp?xfile=data/theuae/2011/February/theuae_February646.xml§ion=theuae

http://www.khaleejtimes.com/DisplayArticle08.asp?xfile=data/theuae/2012/March/theuae_March51.xml§ion=theuae

Sharjah City Guide

<http://www.sharjahcityguide.com/news/news-details.asp?newsid=9142&newstype=Local%20News>

Run For Breastfeeding

MANILA, Philippines – Groups and individuals who believe in the value of breastfeeding gathered at the SM Mall of Asia in Pasay City recently for the campaign "Run to save lives! Run for breastfeeding!" The 5K run and 2K walk event was aimed to raise awareness on and gather advocates for the promotion of exclusive breastfeeding for children 0-6 months old and proper infant and young child feeding practices.

"Breastfeeding can save the life of a child. Breastfeeding is right or tama. It is right for the health of a child," United Nations Resident Coordinator Dr. Jacqueline Badcock said. "Breastfeeding is sufficient or sapat – there is no other food that could replace the nutrients of mother's milk. Breastfeeding (also) needs to be exclusive."

"This is the first time that we had a running campaign that focuses on breastfeeding. More than 1,000 participants who are also advocates of breastfeeding joined this historic event," said Assistant Secretary Maria-Bernardita Flores, Executive Director of the National Nutrition Council. She added that "Breastfeeding is the best anti-poverty and anti-hunger strategy which is why it is so important for mothers to breastfeed."

Source: Manila Bulletin Publishing Corporation

<http://mb.com.ph/articles/352436/run-for-breastfeeding>



New breastfeeding stations in Philippines

In San Fernando City, a breastfeeding station at the City Hall was recently opened to answer this primal need. Mayor Oscar Rodriguez said, "This is one way of encouraging Fernandinas to breastfeed their child as it is proven to improve child's survival."

In Quezon City, the city government has put up a breastfeeding station within the city hall compound to provide a venue for its employees and visitors to nourish their babies even during office hours. This was learned after Mayor Herbert Bautista and Vice Mayor Joy Belmonte officially opened the breastfeeding station as part of the city's celebration of Women's Month and its campaign to promote breastfeeding among mothers and even in workplaces.

Source: Journal online

<http://www.journal.com.ph/index.php/news/metro/26718-qc-hall-now-with-breastfeed-station>



I. Current News



Breastfed babies may have diet advantage

Babies who only consume breastmilk in their first six months grow into less picky eaters as toddlers, according to research from the University of Illinois at Urbana-Champaign.

Juhee Kim of the University's kinesiology and community health department looked at data from nutrition surveys of 129 mothers to determine whether the amount of breast-feeding and the introduction of solid foods influenced pre-schoolers' food choices.

Kim and her partners found that toddlers who had been exclusively breastfed for six months were 81 percent less likely to reject foods compared with other pre-schoolers. The children also were less likely to prefer food that was prepared one way over any other and are more willing to try a variety of foods.

The flavor of breastmilk can vary depending on the mother's diet and researchers believe that breastfed babies develop a more varied palate because of the changes in taste. It's also thought to be the reason why children initially prefer the popular foods of their culture.

The researchers also found a correlation between children's eating habits and the time when they were first fed solid foods. Babies who started eating solids before 4 months old were nearly four times more likely to eat a limited diet or develop a fear of new foods as toddlers. Babies who started eating solids before 6 months were more than twice as likely to reject new foods later. Kim's study was published in the *Journal of the American Dietetic Association* last fall.

Source: *Tulsa World*

http://www.tulsaworld.com/scene/article.aspx?subjectid=43&articleid=20120319_43_D6_Babies707745

Paediatricians reaffirm breastfeeding guidelines

Women should breastfeed their newborns exclusively for about the first six months of life, after which some foods can be added along with continued breastfeeding, according to updated guidelines from United States paediatricians.

"It's a health choice and not just a lifestyle choice and it's going to protect her baby as well as her," said Dr. Richard Schanler, a neonatologist from North Shore-Long Island Jewish Health System and one of the guideline's co-authors.

"It's clear that in order to realise all of those benefits, to ward off all of these adverse health outcomes, you need exclusive breastfeeding," said Dr. Lori Feldman-Winter, a paediatrician at Cooper University Hospital in Camden, New Jersey and chairperson of the policy committee for the American Academy of Paediatrics (AAP's) Section on Breastfeeding.

"Combination feeding, or using infant formula, will undermine" that, she told Reuters Health. "Our recommendation for mothers is not to do any formula feeding."

"Formula has never been shown to be superior to breastfeeding for anything for the mother or the baby," agreed Dr. Michael Kramer, who studies pregnancy and breastfeeding at The Montreal Children's Hospital and wasn't part of the AAP committee.

The new guidelines also urge hospitals to promote breastfeeding as early as possible. The AAP recommends that moms first breastfeed their newborns within an hour of giving birth, that moms and babies be kept together in the hospital and that free samples of infant formula not be distributed, as has been common practice.

Source: *Time Healthland*

<http://healthland.time.com/2012/02/29/why-pediatricians-say-breast-feeding-is-about-public-health-not-just-lifestyle/>

Reuters <http://www.reuters.com/article/2012/03/01/us-pediatricians-reaffirm-breastfeeding-idUSTRE8202DM20120301>

Breastfeeding, Not Formula, for South Africa's HIV-Positive Mothers

CAPE TOWN, South Africa, Apr 1, 2012 (IPS) – South Africa's nine provinces will begin phasing out provision of free formula to HIV-positive mothers and implement a new policy on breast-feeding from Sunday. But despite the clarity of the policy and its supporting data, vocal critics, including respected individuals from leading medical and academic institutions, have decried the choice.

Since the August 23, 2011 announcement that exclusive breastfeeding (EBF) will be promoted in South Africa from Apr. 1, debate over the Tshwane Declaration's soundness, rather than discussion around implementation, has dominated the conversation.

A simple two-page document, the Declaration states unequivocal support for EBF for all infants up to six months, including HIV-exposed infants, who should receive antiretrovirals (ARVs) to prevent mother-to-child transmission (PMTCT), as recommended in the 2010 World Health Organization (WHO) guidelines.

The Declaration originated from concern over low exclusive breastfeeding rates – the lowest in the world at eight percent; unacceptably high child mortality rates – the rate for 2010 remained almost level with the 1990 figure, with 58,000 children dying before the age of five; and the fact that formula feeding increases the risk of death from diarrhoea and pneumonia, the biggest killers of infants and children in South Africa.

It also commits resources to promoting EBF, including developing legislation for maternity protection and support for workplace breastfeeding. Finally, and perhaps most controversially, it removes provision of formula feeding at public health facilities except by prescription for medical conditions.

Source: *allAfrica*

<http://allafrica.com/stories/201204020814.html>

I. Current News

Chinese People's Political Consultative Conference (CPPCC) member promotes breastfeeding

More Chinese mothers should breastfeed their babies for the benefit of both the children and the nation as a whole, proposed a member of the Chinese People's Political Consultative Conference (CPPCC).

"Only 28 percent of Chinese newborn babies get exclusive breastfeeding and one-third of Chinese children have never tasted breastmilk," said Yang Lan, a TV hostess nicknamed China's Oprah Winfrey, according to the state news agency Xinhua.

Breastfeeding "isn't simply an issue of personal choice but of national public policy. It may affect the physical competence of a nation," Yang added.

Yang proposed more flexible work hours and the establishment of private breastfeeding areas in the workplace to facilitate working new mothers to engage in breastfeeding.

Latest figures show that the breastfeeding rate of Chinese mothers was around 67 percent in 2008, while almost 90 percent of Korean mothers breastfed and nearly half of newborn babies in Korea were breastfed exclusively in 2009.

The growth of formula sales in China tops the world as official statistics show that Chinese mainland imported 324,000 tons of formula in the first seven months of 2011.



Source: China Daily
http://www.chinadaily.com.cn/china/2012-03/09/content_14799464.htm

http://www.chinadaily.com.cn/china/2012npc/2012-03/10/content_14805818.htm

Very few low-income moms meet breastfeeding recommendations



EAST LANSING, Mich. — Less than 2 percent of low-income mothers met breastfeeding recommendations in a recent study - a drastic decline compared with a more affluent population - and a lack of support and available resources appears to play a key role.

The research findings out of Michigan State University suggest in addition to raising overall awareness of breastfeeding, especially among women of lower socioeconomic status, physicians can play a role in removing barriers that prevent new mothers from breastfeeding.

The study, performed by College of Osteopathic Medicine student Jennifer Hanna and paediatrics professor Mari Douma, found just 1.8 percent of low-income women who planned to breastfeed for 12 months reached that goal. By comparison, 50 percent of women from the more affluent population who planned to do so met their goal.

"Socioeconomic status clearly is an important factor contributing to mothers not meeting their own goals for breastfeeding duration," Hanna said. "But regardless of socioeconomic status, breastfeeding mothers need more support from their physicians to attain breastfeeding success."

The first step is continuing to raise awareness of the low rates, Hanna said, and that includes among physicians and nurses.

"In the past, the solution often was just to provide free formula to low-income mothers eligible for aid," she said. "Now there has been much more of a focus on providing information about breastfeeding to new mothers, rather than formula being the first option."

Source: HealthCanal
<http://www.healthcanal.com/pregnancy-childbirth/27591-Very-few-low-income-moms-meet-breastfeeding-recommendations.html>

Breastfeeding award for maternity service

The maternity service at the Royal Cornwall Hospital has been given UNICEF's Baby Friendly Award, the first unit in the South West Peninsula of Great Britain to receive the accreditation.

The award recognises the hospital's efforts in supporting families and promoting breastfeeding.

Infant feeding co-ordinator Stephanie Heard said: "This is a really big thing for families in Cornwall. It means they can be confident that they are getting the right care and information when they have contact with our service."

Infant feeding co-ordinator Helen Shanahan said: "In Cornwall around 80 per cent of new mums breastfeed. This drops to about 56 per cent by 10 to 14 days and then to about 50 per cent by 6 to 8 weeks."

"We know that if we can get the right information and support through to mums in those first few weeks, they are more likely to continue breastfeeding."

Source: Cornwall <http://www.thisiscornwall.co.uk/Maternity-unit-given-Baby-Friendly-Award/story-15791243-detail/story.html>

2. News from Core Partners



**Academy of Breastfeeding
Medicine (ABM)**

4TH EUROPEAN REGIONAL MEETING FOR PHYSICIANS

19-20 May 2012, Trieste, Italy

The 4th European Regional Meeting for Physicians organised by the Academy of Breastfeeding Medicine in collaboration with the Institute for Maternal and Child Health IRCCS Burlo Garofolo.

In addition to the annual international meetings in the USA, bi-annual meetings are organised in Europe. In 2012 ABM is cooperating with the Institute for Maternal and Child Health "IRCCS Burlo Garofolo" in Trieste, Italy to host the 4th European Meeting for physicians on breastfeeding topics. The meeting will include speakers from different European countries and the United States.

For registration and further information:

Websites: www.abm-trieste.org , www.bfmed.org

Email: ElienRouw@abm-trieste.org , ABM@bfmed.org



**International Lactation
Consultant Association (ILCA)**



CALL TO ACTION: NEW PERSPECTIVES IN HUMAN LACTATION

July 25-29, 2012. Orlando, Florida, 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.

<http://www.ilca.org/i4a/pages/index.cfm?pageID=3972>

3. News of Task Forces, Regional Focal Points and Working Groups

WABA Engaging Youth in Breastfeeding Advocacy and Mobilising through Media and Arts

With the support from UNICEF Malaysia and The Whiteaways Penang, WABA Youth Initiative successfully organised the WABA YOUth! in ACTION workshop and video project that aimed to bring greater engagement of youth in breastfeeding advocacy by empowering them through a series of creative arts workshop to produce three youth videos.

The four workshops held in December 2011, involved young people ages 12-20 to develop their technical skills and empower them with confidence (through movement, creative writing and communication, and expressive performances) to express their voices/perspectives on health, social and environmental issues. The workshops promoted breastfeeding and general health awareness and social education. The youth learned to use creative means to comment on how these issues affect the well-being of infants, children and youth today, and how breastfeeding can be part of the collective solution to these current and rising problems. Additionally, WABA organised a "Youth

Showing" public event – a dance performance piece which resulted from the Expressive Dance Workshop – at the New World Park, Penang as a culmination of the WABA YOUth! in ACTION Workshop And Video project.

The WABA YOUth! in ACTION for FEED THE FUTURE! videos was launched as part of WABA's 21st Anniversary to nurture and mobilise young people on our issues, actions and campaigns to protect, promote and support breastfeeding.

View the WABA YOUth! in ACTION for FEED THE FUTURE! video series at http://www.youtube.com/watch?v=BSdk_1NxUK8



3. News of Task Forces, Regional Focal Points and Working Groups

News from the Men's Working Group

Find out more about the WABA Men's Initiative campaigns and get creative with your awareness raising activities! Inform and engage people on important global infant and young child feeding issues. Come support the Men's Working Group and subscribe to the Men's Initiative e-newsletter. To subscribe please email to aida.redza@waba.org.my

Also remember that change doesn't happen on its own. We have to act collectively. Visit <http://uk.youtube.com/camlink99>

CONTACT for Men's Initiative Coordinator:

James Achanyi-Fontem

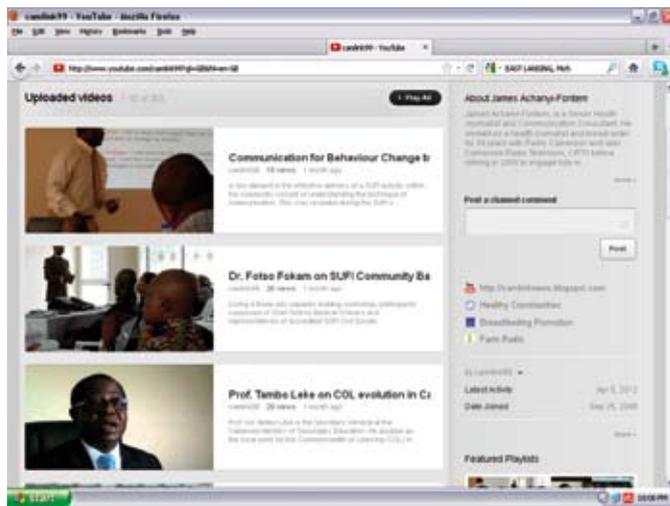
Email: camlink99@gmail.com

Website: <http://camerounlink.info>
<http://camlinknews.blogspot.com>

You Tube: <http://www.youtube.com/camlink99/>

Online Radio: http://www.speaker.com/page#!/show/the_camlink_douala_show

Skype: [camlink9](https://www.skype.com/people/camlink9)



4. News from Secretariat

Updates on World Breastfeeding Week (WBW) 2012

As part of WABA's overall campaign to mobilise global publicity and focus for WBW, which commemorates its 20th year this year, we are currently running an initiative to get the world famous internet company Google to make a "Google-Doodle" on World Breastfeeding Week. Google Doodles are changes that are made to the Google logo to celebrate holidays, anniversaries and the lives of famous artists, pioneers and scientists etc. These Google-Doodles have gained great popularity over the years. Join WABA in our efforts to lobby Google to make a WBW Doodle as this would give the 20th World Breastfeeding Week global visibility on a massive scale, and would help mobilise more people to join the campaign to Protect, Promote and Support Breastfeeding, and WBW!

For more see: <http://www.waba.org.my/index.htm>



Understanding the Past - Planning the Future:
Celebrating 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding



Also check out the WBW 2012 website: <http://worldbreastfeedingweek.org/>

For updates on the WBW 2012 Photo Contest results, the WBW 2012 Action Folder and Pledge Form – all of are coming up from between mid April and May. **We encourage you to make your pledges for WBW starting end of April 2012.**

4. News from Secretariat

New WABA International Advisory Council Members Appointed

WABA welcomes the following new members to the International Advisory Council (IAC) from 1 March 2012.

1. Elisabeth Kylberg, Sweden
2. Ellen Girerd Barclay, Sweden
3. Sandra Lang, United Kingdom

WABA joins up with women's groups in Penang to promote women through arts

In conjunction with the International Women's Day celebration, WABA with four women's groups in Penang – the International Women's Association (IWA), Young Women's Christian Association, Women's Centre for Change and Soroptimist International Club of Penang have come together to organise the International Women's Day talent competition (IWD Talent 2012) in Penang.

To celebrate the IWD 2012, the five women's groups have agreed to support a talent competition for youngsters of school age highlighting the theme for this year, which is "Connecting Youth ~ Inspiring Futures" on "How do the females in your life inspire you?"

The International Women's Day talent competition is a non-profit making community project with the objective of promoting a strong message of appreciation for women and recognising women's achievements through creative performances such as dance, music, singing, playing instruments, acting and more. WABA is proud to be part of this initiative.

Click on the link to read more on the Press Launch of the IWD Talent 2012 <http://thestar.com.my/metro/story.asp?file=%2F2012%2F3%2F19%2Fnorth%2F10925508&sec=North>

CONNECTING GIRLS, INSPIRING FUTURES! WABA supports International Women's Day 2012 with statement and the launch of Celebrating Women video

In conjunction with the International Women's Day (IWD) to celebrate the theme "Connecting Girls, Inspiring Futures", WABA launched the updated video on working women entitled "WABA celebrates women in nurturing the future with Care, Common Sense and Creativity" as part of the UNICEF Malaysia YOUTH! in ACTION supported project.

WABA supports global actions aimed at developing our current and future generations, especially actions that involve girls' participation, that connect with girls, which are for girls and by girls, in order to inspire their future! Getting girls engaged actively starting with schools is critical. It has therefore been our priority to nurture and mobilise our youth by empowering girls and inspiring both young women and young men, towards a better understanding and awareness of themselves, their reproductive health and rights; and to be advocates for protecting, promoting and supporting breastfeeding.

Click link to view the full statement <http://www.waba.org.my/pdf/waba-iwd2012.pdf>

Click here to see the "WABA celebrates women in nurturing the future with Care, Common Sense and Creativity" <http://www.youtube.com/watch?v=F4FY6fRomDc&feature=related>



More videos from WABA

WABA is proud to present a compilation of photos from World Breastfeeding Week over the years accompanied by the song "How Could I Not Love You" specially written by Maria Jasmine that was produced in honour of WABA's 21st Anniversary.

http://www.youtube.com/watch?v=8XCy6DKFmzM&context=C4c140b9ADvjVQa1PpcFOQmOorob1USLy6-_cMtlS02JIERccNHD8=

And don't miss our 2011 WBW Flashmob teaser, to excite our network in anticipation of the coming WBW 2012 celebration.

Please check out the link <http://www.youtube.com/watch?v=QprcrwZJgEM>

Do enjoy the videos!



4. News from Secretariat

2011 ILCA/WABA Fellow – Nancy Forrest

Nancy Forrest from Manassas VA, USA is the 2011 recipient of the Chris Mulford WABA/ILCA Fellowship.

As the 2011 Fellow, Nancy served the first half of her fellowship (total of six weeks) in Penang, Malaysia at the WABA Secretariat. During this time, she conducted three clinical practice sessions at a local government hospital and helped WABA to develop a series of basic Fact Sheets on breastfeeding. Nancy also gave a public health talk and developed a poster on the “21 dangers on formula” for WABA 21st Anniversary. She will share her experiences in a presentation at the ILCA Conference in Orlando, 25–29 July 2012.

This is the fourth ILCA/WABA Fellowship to be awarded. WABA thanks Nancy for her contributions and friendship.

Nancy is conducting a training session for the local mother support group and peer counselling group.



Nancy is giving a talk to the nurses at Seberang Jaya Hospital.



5. WABA Events

WABA Celebrates its 21st Anniversary!

WABA commemorated its 21st Anniversary with an event co-organised with the Public Health Medicine Department of the Penang Medical College (PMC) on Tuesday, 28 February 2012. The event was also organised in support of the Penang Government's Initiative to Make Penang a Breastfeeding Friendly State launched last year in 2011.

The event featured a Public Talk entitled “Breastfeeding: Evidence for a Lifetime of Health” by Nancy Forrest from the U.S., our visiting Senior Fellow from the International Lactation Consultants Association (ILCA). While Malaysians have a fairly high life expectancy rate, she shared that the WHO-identified Key Worldwide Health issues loom large i.e., obesity and being overweight, diabetes, heart disease, cancer, and osteoporosis. She exposed how infants who are formula fed run the risk of developing these non-communicable diseases (NCDs); and also shared how women who do not breastfeed after delivering run the risk of diseases including type 2 diabetes, hypertension, cardiovascular disease, and breast cancer. She concluded by advocating for more baby-friendly work environments, and for lactation consultants to be made part of the interdisciplinary medical practise groups.

Facilitating the event, WABA Executive Director, Sarah Amin, reflected on WABA's continuing efforts to renew, rejuvenate and strengthen



its outreach, especially to young people. Youth breastfeeding advocacy featured via the launch of WABA's Youth in Action Video for Feeding the Future (co-funded by UNICEF Malaysia); and video co-host, Jenan Johnson, who spoke on the importance of youth learning about breastfeeding.

In his speech PMC Dean, Prof Amir Khir, expressed incredulity that breastfeeding required a body like WABA to protect, promote and support it, when it should be a natural part of our lifecycle. WABA founding father and Chairperson Emeritus, Dato' Dr. Anwar Fazal, shared the key milestones of WABA's 21 years. The event ended with a rousing Flashmob dance by youth participants.

A Special Anniversary Statement was issued on WABA's 21st Birthday on 14 February 2012. See: <http://www.waba.org.my/pdf/waba21stani.pdf>



5. WABA Events



Enhancing Education in Lactation Management in the Undergraduate Medical Curriculum

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

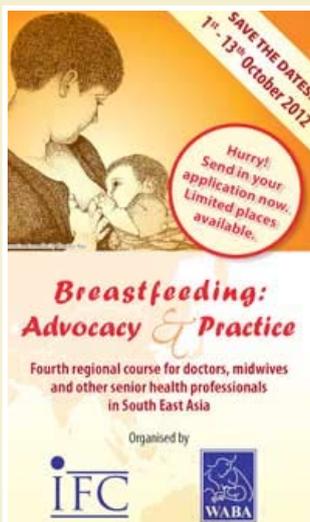
This conference aims to present and discuss current status of lactation management curriculum in Malaysian medical schools. There will also be perspectives from other regions as well as updates on the newer evidence and practices in lactation management and medical education. The programme will include workshops focusing on enhancing current curriculum. Our list of speakers includes international authorities in breastfeeding and medical education such as Dr. Audrey Naylor, Wellstart International, USA; Dr Felicity Savage, Institute for Child Health, UK with local speakers.

Date: 3–4 May 2012, Penang

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 and other interested persons.

For more information or to indicate interest to participate, please contact Ms Pei Ching at 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. Keep the dates! 1-13 October 2012 • Penang, Malaysia

In response to repeated requests for in-depth training on breastfeeding and young child feeding to be made available regionally, WABA and the Infant Feeding Consortium are offering a 2-week course in Penang. Similar courses in the past few years have resulted in many positive improvements in the clinical practices of previous participants.

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 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.

For any queries, please contact Ms Pei Ching at peiching.chuah@waba.org.my

To reserve a place please complete the Application Form at

<https://docs.google.com/spreadsheet/embeddedform?formkey=dFFzeWNvUU9rc0tpMDZUWDNnY01WekE6MQ>



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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).