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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 communications tool and is used to share news and useful key documents with its global network of supporters. It serves to bond all breastfeeding advocates together and keeps you informed of all planned activities we have. 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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## Message from the Editor

**B**reastfeeding is a natural way of feeding babies. Women have been breastfeeding in every corner of the world for hundreds and even thousands of years. Breastfeeding is special for many reasons – joyful bonding between mother and baby, health benefits for both mother and baby, and the most cost saving and safest way to feeding a baby. Sometimes, breastfeeding can be more challenging than you expected; especially for a first-time mother who does not have the experience and adequate support. That's why this year WBW theme is about "breastfeeding support".

This year, World Breastfeeding Week's theme, "Breastfeeding Support – Close to Mothers", highlights the importance and effectiveness of Peer Support in helping mother to establish and sustain breastfeeding. Peer counselling or peer support is a cost effective way to provide needed support to mothers when professional help is not available especially after the mothers have been discharged from the hospital.

Women and men, young and old from all over the world came together like a big family, organising events, supporting each other and mobilising people to celebrate this special month of August. Lots of amazing stories were shared through various media such as newspapers, radio, TV channels and social media e.g., Facebook. We would like to thank all of you for participating and celebrating WBW 2013.

Happy Reading,

*Pei Ching*

Editor, e-WABALink



## Highlights of WBW 2013

### Breaking a Record over a Special Bond

Proud mothers and their babies went down in history as they made it into the Malaysia Book of Records for the Largest Number of Mothers Breastfeeding Simultaneously, at the Gift of Love Charity Bazaar in Grand Seasons Hotel, Kuala Lumpur recently.

Organised by The Breastfeeding Advocates Network (TBAN), an online breastfeeding support group, the event was held in conjunction with World Breastfeeding Week, which was from August 1 to 7 this year.

Mothers breastfed their babies for five minutes during the official record-breaking attempt, while supportive fathers and family members gathered at the sidelines.

The official count was 450 participants, breaking the previous record of 308 set in 2006.

"The event is to raise funds for an awareness campaign, including a television commercial, posters and car stickers for clinics, offices nursing rooms, shopping malls, baby shops and private businesses," said TBAN founder Gina Yong.

"It is also a good platform for breastfeeding mums to share their experiences and bond with their families," said Yong.

Sylvia Gomez, 31, was one of the mothers who attended the event. "A support group is important, especially for first-time mothers like me. We can share information and ideas on how to feed our child," she said.

"I lost 10 kgs from breastfeeding, and I find that I have better eating habits, simply because what I eat is passed on to my child via breastmilk," she said.

"When I was pregnant, I was scared about how to nurse my baby. After joining the group, I felt more confident as I



learned from stories and experiences shared by others," said the first-time mum of six-month old Wynd.

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*Source: The STAR online <http://www.thestar.com.my/Lifestyle/Family/NewsAndEvents/2013/08/30/Breaking-a-record-over-a-special-bond-450-breastfeeding-mums-make-it-into-Malaysia-Book-of-Records.aspx>*

### Mothers Mob for Breastfeeding

MANILA, Philippines – Despite the sudden downpour of rain, more than 100 mothers with their babies and family gathered together to form a "breastfeeding mob", a first of its kind, in celebration of August as Breastfeeding Awareness month.

Organised by the Facebook group Breastfeeding Pinays, the activity seeks to promote the importance of women's rights and proper support for breastfeeding mothers. The event is in line with this year's theme of the World Breastfeeding Week, "Breastfeeding Support: Close to Mothers."

According to the group that started early this year, the Philippines still lacks the necessary support and benefits for breastfeeding mothers despite the Expanded Breastfeeding Promotion Act of 2009.

“We want to create a harmonious culture of breastfeeding in the Philippines. We want to encourage mothers to become more confident while breastfeeding in public,” said Benz Co-Rana of Newlyweds@Work, who co-organised the event.

“To breastfeed successfully, the mother needs a stronger well-informed support system from the hospital, the home and the workplace,” added Co-Rana.

Breastfeeding Pinays seeks to address the need for local community support for breastfeeding mothers. By providing easily accessible and proper information to mothers and their support systems, the group has become a lifeline for mothers with breastfeeding problems, questions, and issues. Trained peer counselors support the community.



The group is planning to conduct weekly meet-ups to conduct learning sessions and discuss breastfeeding issues.

Source: *RAPPLER.COM* <http://www.rappler.com/move-ph/35663-mothers-mob-for-breastfeeding>

## Chinese City Launches “Lactation Rooms” On Its Buses for Women Who Want To Breastfeed

A Chinese city has introduced ‘lactation rooms’ on its public buses for women who want to breastfeed. The specially-designed seats are being rolled out on the public bus system in Zhengzhou. The semi-private seats are curtain-enclosed areas which the mother and her new-born can sit in, away from the glare of other passengers.

They have emerged following campaigns in China this year to promote breastfeeding and increase the number of public spaces for women.

Despite health authorities in China agreeing on the benefits of breastfeeding, the rate of breastfeeding for children under the age of 6 months is just 28 per cent.

The issues of breastfeeding in China are steeped in controversy with the argument against wrapped in layers of traditional beliefs and misconceptions.

Earlier this year, UNICEF launched a campaign to promote the use of public spaces for breastfeeding. Because of a lack of public facilities to accommodate breastfeeding mothers, there is a very small proportion of mothers who understand the advantages of it. Through the campaign, it is hoped that more public spaces can be found and used.



A Chinese city has introduced ‘lactation rooms’ on its public buses for women who want to breastfeed.

Source: *MailOnline* <http://www.dailymail.co.uk/news/article-2393293/Chinese-city-launches-lactation-rooms-buses-women-want-breastfeed.html>

## Lovely Stories from Breastfeeding Mothers

### Breastfeeding Journey of a Triplet Mother – Melissa Seow

Before the arrival of the triplets, I was one of those expectant mothers that thought I wouldn't be able to breastfeed as I was very small built (so is everything else). I did some reading on breastfeeding during my pregnancy but I did not place any pressure if I could breastfeed my babies as preparing for the arrival of 3 babies as a 1st time parents is overwhelming enough.

I was fortunate that all 3 of them could head straight to nursery after delivery without spending anytime in neonatal intensive care unit despite arriving @ 36 weeks and underweight. This means I could start breastfeeding straight away. I tried latching the girls 1 after another but they seem to get hungry very fast. Each baby took 30-45 minutes each feeding session and once I was done feeding the 3<sup>rd</sup> baby, the 1<sup>st</sup> baby gets hungry again. The babies also got frustrated that they couldn't get milk fast enough, therefore forcefully nibbling the nipples with their gums, which ended up sore and bleeding. I thought I didn't have enough milk and was on the verge on giving up. But that all change



on the 5th day after delivery, when I woke up with very engorge breast. The nurses said I have milk! But I need to clear the block ducts, which was preventing the milk from flowing. From then onwards, I was determine to breastfeed the babies to the best of my ability.

The nurses thought me hot compression massage, which was a very painful massage using a baby bottle filled with hot water. Besides that, it was round the clock latching, 1 bite after another on my already sore nipples, which pains me to tear every feeding session. At the same time, I was also suffering from mastitis, shivering with on/off high fever. But everything starts improving 1 week later when the milk start to flow easily and supply starts building up.

I have also included boosters such as fenugreek, red date water, durian, fresh chicken essence and pork soup with black bean to my diet. During the 1<sup>st</sup> 3 months, I learn to balance between expressing, feeding, latching and getting enough rest. By the 3<sup>rd</sup> month, we manage to reach a comfortable schedule. We have just hit our 9 months milestone and looking forward to extending our journey as long as we can.



### Free Pizza for Breastfeeding Mum Warms Hearts of Thousands on Social Media

With the recent flurry of mums being told to stop breastfeeding in public, we are thrilled to report this very sweet story.

A mum in America was given a free pizza from a waitress who wanted to say 'well done and thank you' for breastfeeding!

Mum-of-three Jackie Johnson-Smith was having a birthday dinner at a Des Moines, Iowa, pizza restaurant this week when she had to breastfeed her 12-month-old.

Waitress Bodi Kinney saw her feeding, and Johnson-Smith saw that Kinney had seen her, and feared the worst.

"I saw her notice me nursing," Johnson-Smith told. "And with my societal fears of being ostracised because of it, I instantly felt panicked. Like, 'What is she thinking? Is she not wanting me to do it here?'"

But she was in for a big surprise.

On the receipt, Kinney, wrote this note: "I bought one of your pizzas. Please thank your wife for breastfeeding!"

"It's kind of a taboo and society kind of frowns upon it. We need to come together and support each other when it comes to nursing our children," Kinney told.

Johnson-Smith was so touched she shared the receipt on her Facebook page, and wrote:

"I have breastfed three children... I have breastfed them in countless of places

both pleasant and unpleasant, discreetly and out in the open. I have gotten many looks and stares, but tonight erases any negativity I have ever received.



"I kept reading the note over and over and over again in shock," Smith said. "I teared up, I was emotional. I have breastfed for five years, on and off, and I never got such positive affirmation for what I was doing."

Smith was touched by the show of support.

"Breastfeeding can make you feel so vulnerable. I was amazed at her kindness and how she went above and beyond to make me feel comfortable and accepted," she said.

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Source: *news.com.au* <http://www.news.com.au/lifestyle/parenting/free-pizza-for-breastfeeding-mum-warms-hearts-of-thousands-on-social-media/story-fnet085v-1226681963360>

*Kmbw* <http://www.kmbz.com/pages/16858514.php>

*Parentdish* <http://www.parentdish.co.uk/2013/07/19/video-breastfeeding-mum-gets-free-pizza/>

## The Breastfeeding Chronicles: Nursing My Adopted Child

Allison, 40, has three children – a 6-year-old, a 2-year-old and a newborn adopted son.

As soon as my husband and I started working on the adoption plan, we wanted to find out about breastfeeding -- Was it possible? What does it look like? It was such an important part of my experience with my older children and I wanted to provide that for our adopted baby, too.

I went on medication about four months before our youngest son was born, and started pumping six weeks before his birth in order to get ready to breastfeed him. There are a few different variations of lactation induction depending on how much time you have before the baby is born. I followed the accelerated protocol.

I pumped every three hours for the six weeks before our son was born, even at work. I got up in the middle of the night. For the first week, I made literally drops. But slowly, I was able to increase that to about 5 ounces each day. That's a little bit more milk than is typical, and probably had to do with the fact that I just stopped breastfeeding my middle child a year before.



Allison with her adopted son, David, and one of her biological sons, Rhys.

We were so lucky that when our son was born, my husband and I were able to be in the delivery room. After, we went to the NICU together, not because he had any complications, but just because that's where they wanted to have him. Within the first hour, I was able to breastfeed him, and I stayed with him and breastfed him every time he woke just like any normal mom would.

When we got home, we started using a supplemental nursing system, which lets me use the milk I pumped as well as donor breastmilk, which we're now getting because I can't produce enough milk to support his needs. It goes in a small bag with a tube that I hold next to my nipple and that delivers supplemental milk. He gets around 20 ounces of donor milk a day at this point, as well as the 5 ounces I make.

David is being fed with a combination of Allison's breastmilk and donor breastmilk. Because he's adopted, breastfeeding felt even more important. I wanted him to feel that bond -- that closeness and skin-to-skin, to help him feel comforted. Not being pregnant, and not knowing what he felt like in the womb beforehand ... I wanted that physical connection with him afterward. And it's just been really easy so far, although I don't love the supplemental nursing system [laughs]. There have been moments of trying to get him to latch where, I'm just like, 'Ok! I'm done!'

But I feel so bonded and attached to him, and I think a huge part of that has been the breastfeeding.

I was able to hit 13 months of breastfeeding with my first child, and 10 months with my second. If I can get

him to six months with everything I'm doing with the supplemental nursing system, I'd be thrilled. But I'd love to hit a year. We'll see!

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Source: *The Huffington Post* [http://www.huffingtonpost.com/2013/08/13/adoptive-breastfeeding\\_n\\_3682363.html](http://www.huffingtonpost.com/2013/08/13/adoptive-breastfeeding_n_3682363.html)

## Local Mum Overcomes Feeding Issues Thanks To Breastfeeding Support Group

A South Shields mum has told how she overcame feeding problems with the support of her local breastfeeding group.

Deborah Davies, 39, of Harton, didn't think she would have found breastfeeding her third child such a struggle – especially after experiencing minor hiccups when feeding her other two children.

"Without the help of my health visitor and the breastfeeding support group I would have really struggled to have carried on feeding William," said Deborah, who is a teacher.

"I breastfed my other two girls and suffered some minor problems but with William I found the best way to ease any discomfort was for him to carry on feeding. Despite some people telling me to stop breastfeeding the support I received from the breastfeeding group I attended really helped, and the other mums there encouraged me to carry on feeding William."

Jen Menzies, a health visitor with South Tyneside NHS Foundation Trust, who also runs Marine Park breastfeeding support group in South Shields, said: "Breastfeeding is the perfect way to feed your baby as breastmilk contains protective factors such as antibodies preventing your baby from infections. In addition it's always available, at the right temperature and no preparation is required.

"Peer support is a very effective way of helping you to continue to breastfeed for as long as you wish. Peer counsellors are mums who have breastfed their babies and have attended breastfeeding training courses.

"They offer mum-to-mum support and can help you to continue to breastfeed for as long as you want to. There are many breastfeeding support groups throughout the Borough and to find a local one you can ask your midwife, health visitor or contact your local children's centre."

South Tyneside Council is dedicated to supporting all local women who want to breastfeed whether they are a service user or a mother who is returning to work as a member of staff.

Source: *tyneandwear* <http://tyneandwear.sky.com/noticeboard/post/71480/local-mum-overcomes-feeding-issues-thanks-to-breastfeeding-support>

## Breastfeeding Struggle Inspires Mother in UAE to Help Others

Farangis Bakhtiar knows just how hard it is to breastfeed without the right information.

The 49-year-old mother-of-three, who lives in Dubai, struggled after the birth of her first two children.

"When I had my first child, 13 years ago, I had no idea breastfeeding would be such a challenge. I also didn't have a point of reference – I was new to Dubai and just settling in," she said.

"It was only after I got home and alone with my newborn that doubts started setting in – do I have enough milk, am I starving my baby, why is he nursing so often?"

The Iranian-Canadian, who has lived in the UAE since 1998, said: "I was overwhelmed and reached for formula, same for my second child." When pregnant with her third, a chance online encounter with a lactation consultant on an expat chat forum, meant she had a very different experience after the birth.

Inspired by her experience, she set out to help others and, in 2006, set up an online support group called Breastfeeding Q&A UAE. "I set it up because I thought if somebody can teach me how to breastfeed, I should be able to do this for others so they don't have to go through what I did, which was basically to feel I can't do something that comes so naturally," Ms Bakhtiar said.

Source: *The National* <http://www.thenational.ae/news/uae-news/health/breastfeeding-struggle-inspires-mother-in-uae-to-help-others>

*Farangis Bakhtiar with her daughter Kimia Bakhtiar, 8, at their home in Deira. Farangis set up an online breastfeeding support group after finding difficulty in trying to breastfeed her first two children - but she succeeded her youngest daughter Kimia. Razan Alzayani / The National*



## 1. Current News

### Royal Baby: Kate Middleton Is Breastfeeding Prince George – And He Is Not Having A Dummy



**T**he Duchess of Cambridge is reportedly successfully breastfeeding newborn Prince George after a shaky start, following recent traditions set by Princess Diana and the Queen Mother. The efforts of public figures in setting the example are an on-going source of inspiration for new mothers to persevere with their own efforts of nursing, especially when for centuries in the past, royal babies were traditionally handed over to wet nurses soon after birth.

New mum Kate Middleton is breastfeeding her son – and she is determined to avoid giving him a dummy, the Sunday People can reveal.

In what will be seen as a huge coup for the Breast is Best lobby, royal sources have revealed that Kate, 31, has decided to feed baby George naturally rather than use formula milk in a bottle. After a shaky start, the little Prince has fully taken to breastfeeding.

One senior royal source said: "It would be fair to say that Prince George has a healthy appetite. He is a very hungry little boy.

"I gather there were some difficulties at first – there often can be, as new mums can get a little tense.

"But after some help from the midwife, they both caught on very quickly. As far as I can tell, Kate finds it very relaxing and George is just like any other little baby.

Source: *PRWEB* <http://www.prweb.com/releases/KathrynMichaels/CrazyForMilk/prweb10971466.htm>

*Mirror* <http://www.mirror.co.uk/news/uk-news/royal-baby-kate-middleton-breast-feeding-2097779>



## Fonterra Admits Baby Formula Milk Contaminated With Toxic Bacteria

**I**nfant formula has been recalled in New Zealand and exports to China may be at risk after Fonterra revealed its whey protein had been contaminated with a toxic bacteria.

Fonterra announced on Saturday that some of its whey contained a bacteria that can cause botulism. The US Centres for Disease Control and Prevention said botulism was a rare but serious paralytic illness which could be fatal. Symptoms included double vision, blurred vision, drooping eyelids, slurred speech, difficulty swallowing, dry mouth and muscle weakness.

The powder has been exported to Australia, China, Malaysia, Saudi Arabia, Thailand and Vietnam.

China's quality watchdog has suspended imports of New Zealand milk powders and ordered importers to pull products from their shelves.

"The risks of formula feeding are increasingly clear to the Chinese public," Dr. Robert Scherpbier, chief of health and nutrition for UNICEF China, said in an email this week. His comment came after China's government ordered a recall of formula imported from New Zealand because of contamination fears.

"How many infant formula crises do we still need to convince mothers and policy makers that breast is best?" Scherpbier said.

Source: *theguardian* <http://www.theguardian.com/world/2013/aug/05/fonterra-baby-formula-milk-bacteria>

New Strait Times <http://www.nst.com.my/latest/china-promotes-breast-feeding-amid-tainted-milk-1.335333>

## Taipei Says First Tickets Issued Over Breaches to Public Breastfeeding Act

**T**AIPEI, Taiwan -- Taipei City Department of Health (DOH) yesterday said it has issued three tickets for two incidents in breach of the Public Breastfeeding Act (PBA).

One breach of the act, which forbids interference with a woman breastfeeding a child, occurred in the National Palace Museum and another in a restaurant in Miramar Entertainment Park.

Lin Li-ju (林莉茹), a DOH official, said that in August 2012 a female staff member with the National Palace Museum forced a woman who was breastfeeding her infant in the museum to leave. According to the DOH, the staff member told the mother that it was inappropriate to breast-feed in public.

Lin said the DOH issued a fine ticket to the staff member, and another ticket to the National Palace Museum — for not educating and supervising its staff.

The DOH said the National Palace Museum incident was Taiwan's first fine related to violation of the Public Breastfeeding Act.

Lin said that in July a female staff member of a restaurant in Miramar Entertainment Park in Dazhi interfered with a woman as she was breastfeeding saying "this is inappropriate in public, you should go to a toilet." The mother later reported the incident to Miramar management.

The DOH said it has investigated the case in Miramar and discovered that the restaurant had trained their staff about the PBA, so therefore the DOH only fined the staff member.

Source: *The China Post*

<http://www.chinapost.com.tw/taiwan/national/national-news/2013/08/20/386851/Taipei-says.htm>

## It Is Official: BSP Is Now Breastfeeding Act Compliant

**S**unday, August 18, 2013 – ADVOCATES of breastfeeding in the Philippines will be glad to know that the Bangko Sentral ng Pilipinas (BSP), one of the most admired government institutions, has set another good example to other organisations by officially upholding the rights of breastfeeding women.

Just a day before the National Breastfeeding Month of August, BSP Governor Amando M. Tetangco Jr. signed Office Order No. 0655, Series of 2013, also known as the Breastfeeding Policies and Support Programme in the BSP.

It contains policies and procedures in the promotion and practice of breastfeeding pursuant to the Expanded Breastfeeding Promotion Act of 2009 (Republic Act No. 10028) and the Implementing Rules and Regulations (IRR) issued by the Department of Health in 2011.

Three of its major provisions are 1) the establishment of lactation room/s for breastfeeding employees within office premises; 2) break intervals (separate from regular lunch or coffee breaks) totaling at least 40 minutes for every eight hours work period for nursing employees to express and store milk; and 3) the Bank, through the proper divisions, to facilitate the conduct of breastfeeding classes and activities that promote awareness on breastfeeding within the organisation.

The BSP, for the past five years, has recognised the importance of breastfeeding by supporting these kinds of activities and installing two milk banks for nursing employees. Office Order No. 0655 is the icing on the cake that makes everything official and complete.

We hope that this will encourage other organisations to also comply with Breastfeeding Act and inspire working mothers to stand up for their right to give the best nutrition to their infants and young children.

Source: *SunStar Manila*

<http://www.sunstar.com.ph/manila/opinion/2013/08/18/bunye-it-official-bsp-now-breastfeeding-act-compliant-298462>

## 2. News from Core Partners

### News from International Lactation Consultant Association (ILCA) 2014 ILCA Conference: Breastfeeding in the Real World: Meeting the Challenges July 23 – 26, 2014 • Phoenix, Arizona, 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.



### News from Academy of Breastfeeding Medicine (ABM)

#### 18<sup>th</sup> Annual International Meeting November 21-24, 2013, Philadelphia



Although the 18<sup>th</sup> Annual International Meeting of the Academy of Breastfeeding Medicine seems far away, it is approaching quickly. Scheduled for November 21–24, 2013 in Philadelphia at the Sheraton Philadelphia Downtown Hotel, this is a must-do event for providers in maternal and child health. Check back soon for our conference brochure and online registration!

The agenda will include world-class speakers who will present up-to-date clinical information on breastfeeding, covering both maternal and child health issues. This is a significant educational opportunity with continuing education credits.

For more details: <http://www.bfmed.org/Meeting/ConfDetails.aspx>

### News from International Baby Food Action Network (IBFAN)

#### Press Release: Heinz, Nestle, Abbott: Breaking the rules, misleading mothers

New Delhi, July 31: Baby food giants Heinz, Nestle and Abbott have been blatantly violating the IMS Act, (Infant Milk Substitutes, Feeding Bottles and Infant Foods Regulation of Production, Supply and Distribution Act, 1992) and Amendment Act 2003 and misleading mothers and undermining breastfeeding and natural

family foods, according to the Breastfeeding Promotion Network of India (BPNI) / International Baby Food Action Network (IBFAN Asia).

Putting profits before children's health Heinz, for instance is wooing mothers to give its cereal food "Oat and Apple" at '4+ months' through the label on the container and various websites. It is also offering free 'gifts,' 'discounts' and even loyalty schemes to mothers for using the website, which is also banned under the law which is not only illegal but unscientific.

According to WHO (SEARO) Regional Advisor of Nutrition Dr Kunal Bagchi "Introducing cereal foods to a child before 6 months of age displaces mother's milk and can lead to serious health risks including diarrhea. Babies should be exclusively breastfed for the first six months".

To read more, please click <http://www.bpni.org/Press-release-Heinz-Nestle-Abbott-Breaking-the-law-misleading-mothers.html>

#### Press Release: WHO states that follow-up formula is not necessary and that marketing may mislead parents



A new statement by the World Health Organisation (WHO) released on 17<sup>th</sup> July, states that follow-up formula is not necessary, is unsuitable as a replacement for breastmilk after 6 months and is covered by World Health Assembly marketing requirements. IBFAN hopes that the new WHO statement will prompt policy makers to bring in legislation to control marketing of feeding products for infants and young children. This would help ensure that parents receive only truly independent and objective information regarding the best way to feed babies. The European Union where follow-on milk marketing is



## 2. News from Core Partners

rampant, recently passed a regulation that will go some way – not enough, but some way - to strengthening its controls, by banning idealisation on labelling of follow-on formula.

To read more, please click <http://info.babymilkaction.org/pressrelease/pressrelease25jul13>

### News from Wellstart International

#### The 4<sup>th</sup> Edition of Wellstart's Lactation Management Self-Study Modules, Level 1

This educational tool is downloadable without charge at Wellstart Website (<http://www.wellstart.org/>). Visitors are invited but not required to help this tool to continue to be available by donating any amount they wish to Wellstart International, a US based 501(c)(3) non-profit organisation that is compliant with the International Code of Marketing of Breastmilk Substitutes.

Users are also requested to send your name, professional school that you are affiliated with and an e-mail address to [info@wellstart.org](mailto:info@wellstart.org) so that we may send you updates and alerts about relevant new materials and references."

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

### News from Regional Focal Points

#### FIAN International ([www.fian.org](http://www.fian.org))

*Joining forces to advocate for the right to adequate food and nutrition of rural women*

**F**IAN International, an international human rights organisation advocating for the realization of the right to adequate food and nutrition, in collaboration with a number of organisations focusing on nutrition and the rights of women, children, and workers, including the Geneva Infant Feeding Association (GIFA), the International Union of Food Workers (IUF), and the International Collective in Support of Fishworkers (ICSF), among others, are drafting a joint submission to the Committee on the Elimination of Discrimination against Women (CEDAW) for its October 7 half-day general discussion on the rights of rural women. This general discussion is one of the first steps in the process of drafting a CEDAW General Recommendation on Rural Women. The CEDAW Committee drafts General Recommendations on any issue affecting women to which it believes the States parties should devote more attention. The goal of this joint submission will be to advocate for a strong inclusion of the various dimensions of rural women's right to adequate food and nutrition, including the right to optimal reproductive health care services, maternity benefits at the workplace, and make informed decisions related to infant and young child feeding, into the CEDAW General Recommendation on Rural Women. A strong inclusion of this right into the forthcoming General Recommendation will enable States to be held accountable to respect, protect and fulfil the right to adequate food and nutrition of rural women.

If you would like more information about this joint submission or would like to add your organisation's name to it, please contact Denisse at [cordova@fian.org](mailto:cordova@fian.org).

For information on the CEDAW Committee's call for submissions for the October 7, 2013 half-day general discussion, please visit: <http://www.ohchr.org/EN/HRBodies/CEDAW/Pages/RuralWomen.aspx>.

#### WABA-North America Regional Focal Point (WABA-NA)

**T**he WABA-North America Regional Focal Point (WABA-NA) is a group of individuals who represent various breastfeeding advocacy organisations throughout Canada, the United States of America, and Mexico. We share information and support so as to strengthen our individual and collective abilities to protect, promote and support breastfeeding throughout North America. WABA-NA was established five years ago by Rebecca Magalhaes, with inputs and encouragement from Miriam Labbok and Audrey Naylor, to support La Leche League International as the North America Regional Partner and to provide input for the North America Regional Representative on the WABA Steering committee.

At present, our group is made up of the following participants.

- Alice Barbieri, La Leche League International and LLL of the Garden State Area Network; active with LLL agreements work and governance. (USA)
- Xaviera Cabada Barrón works for El Poder del Consumidor and the Nutrition Health Alliance; also with

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

- IBFAN Mexico along with Marcos Arana. (Mexico)
- Donna Brown, secretary for the Breastfeeding Committee for Canada (BCC), the Canadian arm of the Baby Friendly Initiative. (Canada)
- Johanna Bergerman, North America ILCA Liaison to WABA (Canada)
- Judy Canahuati, MCH, Nutrition and HIV Advisor, USAID (USA)
- Rae Davies, BSH, BDT(DONA), LCCE, IBCLC, Administrative Director International MotherBaby Childbirth Organisation (USA)
- Barbara Emanuel, Executive Director, La Leche League International (USA)
- Anne Kirkham, La Leche League Canada Leader, IBCLC (Canada)
- Miriam Labbok, Co-chair of WABA, North American Representative on the WABA Steering Committee/Board, Director of the Carolina Breastfeeding Institute (USA)
- Julie Lauzière, Secretary of the Quebec Breastfeeding Movement, Quebec Order of Professional Dietitians (Canada)
- Rebecca Magalhaes, WABA co-editor - Mother Support Task Force E-Newsletter; Member / WABA International Advisory Council (USA)
- Audrey Naylor, Co-Chair of the WABA international Advisory Committee (IAC), with Dr. Raj Anand of India, President and CEO of Wellstart International (USA)
- Victoria Nichols-Johnson, MD, FACOG, FABM, Professor Emerita Ob/Gyn, Southern Illinois University School of Medicine (USA)
- Megan Renner, Executive Director, United States Breastfeeding Committee (USA)
- Elisabeth Sterken, Director INFACT Canada/IBFAN North America (Canada)
- Maryanne Stone-Jiménez, IYCF Training Specialist, Independent Consultant (Canada)
- Penny Van Esterik, Professor of Anthropology, York University, Toronto (Canada)
- Marsha Walker, National Alliance for Breastfeeding Advocacy, Inc. (USA)

#### News from Task Forces

##### Voices of WABA Youth on the theme of International Youth Day 12 August 2013 Youth Migration: Moving Development Forward



**H**ow appropriate that this year's International Youth Day theme is on the topic of Youth Migration – did you know that 30% of international migrants are youth?

While we know that many international migrants are youth it is also important to note the reasons for their migration. Some of the diverse reasons include; tertiary education, child marriage, job opportunities, reunite with their families, better health care and to escape bad situations in their native country.

No matter the reason for their migration there is always going to be risks and benefits that come with it.

In support of International Youth Day theme, WABA Youth calls out to our global Youth breastfeeding network to Unite Together in MAKING AN IMPACT by organizing activities to discuss the challenges that youth migrants face today in their daily lives locally and abroad. It is important that we provide

information to youth migrants on their rights to reproductive health, breastfeeding and maternity protection that is crucial for the sake of the health and development of their babies, and the young migrant mothers to foster a healthy society in their new home and the community that they have migrated to. In conjunction with this call, WABA Youth would like to share with you Voice of WABA YOUTH and their perspective on this year's theme to jump start our awareness towards integrating migrant youths and to provide them with the necessary information on their rights to reproductive health, breastfeeding and maternity protection.

To read more on Voice of WABA Youth on the theme of International Youth Day please click on WHAT'S THE BUZZ? at <http://www.waba.org.my/whatwedo/youthinitiative/index.htm>

Continue your support and LIKE us at WABA Youth Facebook Page <https://www.facebook.com/pages/WABA-Youth/126968647356585>

"We cannot always build the future for our youth, but we can build our youth for the future."

– Franklin D. Roosevelt

#### Women & Work Task Force new Co-coordinator

Maryse Arendt-Leyners from Luxembourg will join WABA from 16 September as W&W Task Force Co-coordinator. Maryse founding member of Initiativ Liewensufank based in Luxembourg, currently heads the organisation as the Director. Initiativ Liewensufank is an NGO to promote, protect and support breastfeeding and to enhance birth conditions.

Maryse is a mother of 3 breastfed children who are all grown up adults now, an IBCLC, and a liaison for ILCA to Codex and WHO. She gave support, input and review for the Maternity Protection Resource Package ILO 2012. In addition to being a scientific consultant to various NGOs, she is currently the national coordinator for BFHI Luxembourg, Member of the National Breastfeeding Committee representing UNICEF Luxembourg Nat Com and the BFHI.

## Mother Support Task Force E-Newsletter

The WABA Mother Support Task Force E-Newsletter V11 N2 will be out in October 2013. The E-Newsletter produced in English, Spanish, French, Portuguese and Arabic will be available free on the WABA website: [www.waba.org.my/whatwedo/gims/index.htm](http://www.waba.org.my/whatwedo/gims/index.htm)

If you are interested in receiving information of the E-Newsletter in your email please send an email to [gims\\_gifs@yahoo.com](mailto:gims_gifs@yahoo.com) and state the language of your preference.



## 4. WABA Training Course

### Breastfeeding Advocacy and Practice 5<sup>th</sup> Regional Outreach Course 11<sup>th</sup> – 23<sup>rd</sup> November 2013 Penang, Malaysia

SAVE THE DATES!  
11<sup>th</sup> - 23<sup>rd</sup> November 2013

**Breastfeeding:  
Advocacy & Practice**

Fifth regional course for doctors, midwives  
and other senior health professionals  
in South East Asia

Organised by

**IFC**  
Infant Feeding Consortium  
(IFC), United Kingdom

**WABA**  
World Alliance  
for Breastfeeding Action  
(WABA), Penang

11<sup>th</sup> to 23<sup>rd</sup> November 2013  
George Town, Penang, Malaysia

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

WABA and the Infant Feeding Consortium are once again co-organising a 2-week in-depth training course on breastfeeding and related aspects of young child feeding to be made available regionally. The course aims to equip participants with the skills and knowledge needed for such co-ordinated action on breastfeeding.

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 – Infant Feeding: Practice and Policy Course (IFPP) (Formally called the Breastfeeding: Practice and Policy) from United Kingdom, 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 might be interested in applying, please fill in our application form at <https://docs.google.com/spreadsheets/embeddedform?formkey=dGlyWTRkZDZkRGIRNWRnbVhGMUR6alE6MA>.

If you like to know more about the course, please contact WABA at [info@waba.org.my](mailto:info@waba.org.my).

## 5. News from Secretariat

### Malaysian Wins International Consumers Education Award

**T**he Secretariat congratulates and shares the good news that Dato' (Dr.) Anwar Fazal, Chairperson Emeritus of the World Alliance for Breastfeeding Action (WABA) has been selected for the 2013 International Tower Person Award for Consumer Education. The award is presented for outstanding, creative and energetic achievements on consumer education by the Technische Universität Berlin, Germany.



Dato' (Dr.) Anwar Fazal, Director of the Right Livelihood College, Universiti Sains Malaysia (USM) and Chairperson Emeritus of the World Alliance for Breastfeeding Action (WABA) has been selected for the 2013 International Tower Person Award for Consumer Education. The award was presented in Kuala Lumpur, Malaysia on June 20, at a ceremony organised by the Federation of Malaysia Consumer Association (FOMCA). The award is presented for outstanding, creative and energetic achievements on consumer education.

Prof Dr. Heiko Steffens of the Technische Universität Berlin, German, and Chairman of the Prize Jury, presented the Award at a ceremony attended by Dato' Marimuthu, President of FOMCA and other distinguished consumer advocates.

Prof Steffens in his citation congratulated Dato' Anwar for his life time achievement in the field of Consumer Education including setting up the International Consumer Education Network and the development of pioneering book "Consumer Education – A Resource Handbook". He added that Dato' Anwar continues enthusiastically and effectively doing what he calls "Nurturing the Future" and his philosophy that "Little people doing little things in little places can change the world".

### WABA'S INVOLVEMENT AT 2013 ILCA CONFERENCE, MELBOURNE, AUSTRALIA

**T**he International Lactation Consultant Association (ILCA) is one of WABA's core partner organisations. ILCA held its annual conference "ILCA 2013 Conference & Annual Meeting" from 25 – 28 July 2013 at the Melbourne Convention & Exhibition Centre, Melbourne, Australia.

Dr Felicity Savage, WABA Chairperson together with two staff members, Ms Chuah Pei Ching, Health & Information Officer and Ms Derchana Devi, Project & Admin Assistant has represented WABA at the Conference. Dr Felicity gave a talk on "WABA, its Partners and Fellows" at a Concurrent session on Saturday, 27 July 2013. ILCA has launched a special "Chris Mulford WABA-ILCA Fellow" pin at their conference.

We would like to express our gratitude to ILCA which very kindly provided us with an exhibition stand to promote WABA materials and activities throughout the conference.



### Extraordinary Breastfeeding Partners' Meeting (EBPM)/Steering Committee Meeting

Following the December 2012 Global Breastfeeding Partner's Meeting (GBPM) in Delhi, India, a 3-day extraordinary Breastfeeding Partners' Meeting meeting will be held from 8-10 November 2013 in Penang, Malaysia. The objective of this strategic planning meeting is to further consolidate the new WABA Strategic Plan (2014-2018); the process of which began at the Delhi meeting. The aim of the meeting is to finalise the new WABA Strategic Plan and to further consolidate and finalise joint actions/collaborations and future planning between the WABA Core Partners. The meeting will also serve as means of feeding into and developing the WABA Secretariat Workplan.

Due to funding constraints, it will not be a full GBPM and therefore only one representative (with decision making mandate) from each Core Partner organisation and selected representatives from task forces and working groups will be invited.

A 2-3 hours evening meeting will be held among Steering Committee members who are already present for the EBPM .

## 5. News from Secretariat

### SC member moves on to become IAC Co-Chair

**W**ABA Steering Committee member, Dr. Audrey Naylor moves on to become WABA's International Advisory Council Co-Chair effective 1 June 2013 till 31 Dec 2014. She replaces Dr. Elisabet Helsing who has resigned due to poor health. Dr Audrey will join Dr. Raj Anand, the other Co-Chair of the Council.

Dr. Audrey has already started communicating with the Council members to get them actively involved in WABA issues.

### WABA Statement on Father's Day: 2013

**C**elebrating the role of fathers in the lives of children and their mothers in fostering a healthy and loving family!

Father's Day is usually celebrated all over the world on the 3rd Sunday of June to pay tribute to fathers' substantial role in the lives of their children. Ideally speaking their contribution begins even before their babies are born! Starting from taking care of the mothers throughout the maternity period to the delivery time and onwards.

To read full statement, please click on <http://www.waba.org.my/pdf/statement-fd2013.pdf>.

### International Labour Day: 1<sup>st</sup> May 2013

*"Countries need to improve their national laws on maternity protection and should aim to ratify ILO Convention C183 for all working women!"*

On the eve of International Labour Day on 1<sup>st</sup> of May 2013, World Alliance for Breastfeeding Action (WABA) reiterates its stand that all countries in the world should improve their legislation on maternity protection and ratify the most recent ILO convention on maternity protection for working women (C183, 2000) as a step towards addressing the problems that working mothers all over the world have to face during pregnancy, childbirth and the post-partum period.

To read full statement, please click on <http://www.waba.org.my/pdf/statement-ild2013.pdf>

### Donations received for the period May to September 2013

WABA wishes to record our sincere appreciation and thanks to our kind donors as below:

1. Francisco Pittol, Venezuela - USD10.00
2. Royalties received from Hale Publishing for sale of "Understanding Breastfeeding" by Elisabet Helsing - USD54.35
3. Royalties received from Hale Publishing for sale of "The 10<sup>th</sup> Step & Beyond by Virginia Thorley - USD182.59

### Staffing

#### Promotion

We are pleased to announce that Jay Sharma has been promoted to the position of Deputy Executive Director from 1 September 2013. He will lead the management team in the areas of overall policy and programme development, WABA Governance, Administration and Financial management. Resource mobilisation will be a key responsibility of him.

#### New Staff

Ms Koay Hooi Ean joined WABA on 1 August 2013 as Accounts Officer. Ms Koay who has been working for WABA via a company for more than 10 years part-time maintaining WABA accounts now works a minimum of 3 days a week as a WABA staff. She continues to assist Mr. Low Teng On, the Chief Financial Officer of WABA.

#### Resignations

Jenan Johnson, Youth Liaison Person, resigned on 20 June 2013 to continue studies.

Kavithaashri Samarajoo, Accounts/Administrative Assistant resigned on 1 July 2013 to move on to other prospects.

### Nand Wadhvani, WABA ICA member, visited WABA office on 4<sup>th</sup> September 2013

**T**he Secretariat would like to thank Nand Wadhvani, one of the WABA ICA member, who spent his time to update the staffs about the information on social media and gave us a lots of inspiring ideas for WABA websites.





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