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Message from the Editor

The year 2013 was an eventful one for WABA and our Core Partners. Each of our partners enjoyed victories – large and small – and we take pride in these accomplishments. World Breastfeeding Week (WBW) mobilised almost 1.3 million people worldwide – a number so overwhelming that it represents a 1000% increase over the number of celebrants every year since the inception of WABA! Thank you to all celebrants, and congratulations to everyone involved for making WBW such a success!

WABA is now pleased to announce the theme for WBW 2014, BREASTFEEDING: A Winning Goal – for Life! The theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding – in the Millennium Development Goals (MDG) countdown, and beyond. Do keep a lookout for the 2014 WBW Calendar and other announcement at <<http://worldbreastfeedingweek.org/>>. Join the World Breastfeeding Week 2014 Photo Contest. Ten winning photos related to this



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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year's theme will be selected, and contributors whose photos are featured in the WBW Action Folders, Posters and Banners.

You can also learn more about other key achievements in WABA's annual New Year's Message. (<http://waba.org.my/newsletter/2013yearend.htm>)

The powerful typhoon that swept across the Philippines on 8th November 2013, one of the strongest storms ever to make landfall, cut a path of destruction through several central islands, leaving the seaside city of Tacloban in ruins. With no electricity, no clean water and with limited food supply, how did new mothers respond to this crisis? This edition of WABALink brings you perspectives (and hope) from the frontlines of this natural disaster.

While 2013 was both memorable and challenging, it also

represented a turning point for the breastfeeding movement. UNICEF's new landscape analysis, *Breastfeeding on the Worldwide Agenda*, was released in October. The report called for greater unity in the breastfeeding movement and warned that our mission had lost momentum. WABA is committed to keeping breastfeeding relevant, especially with the younger generations. WABA was proud to provide sponsorship for young professionals from various Latin American and Caribbean countries who gathered to revitalise the regional movement. Find out more in this issue about how youths (young persons below 35 years old) can promote, protect and support breastfeeding among their peers.

Happy Reading,

Pei Ching

Editor, e-WABALink

1. Current News

Breastfeeding Awareness Events

Moms hold breastfeeding awareness event at Lansing Target

Michigan, U.S – On Sunday afternoon, the East Lansing woman hoped to do something about that stigma as part of a breastfeeding awareness event in south Lansing. More than 40 local mothers, many with their infant children, gathered for an hour in the food court of Target Inc., 500 E. Edgewood Boulevard, to heighten public awareness about breastfeeding in public in hopes of "normalizing" the practice.

Several of the mothers breastfed their children during the event, "Normalise

Nursing in Public," which was organised by King and a few other mothers from the Lansing area. Target officials allowed the group to hold the demonstration within the store, King said. "We don't want mothers to feel ashamed for trying to nourish their child," King said. "It's hard for a mom to have that courage to feed their hungry child no matter where they are."

Lindsey LaForte, an Okemos mother who helped organise the event, said the incidents illustrate the need for some stores to train their employees to be more



sensitive to nursing mothers. "We like to raise awareness and remind people that it is really important to be supported in their choice to breastfeed," LaForte said. "Part of that support is allowing them to do it when they need to do it."

Source: *LSJ.com* http://www.lansingstatejournal.com/article/20131124/NEWS01/311240068/Moms-hold-breastfeeding-awareness-event-Lansing-Target?nclick_check=1

Fifty mothers breastfeed their babies in public

Kuching, Malaysia - The 'NIP NIP' or 'Nurse In Public, Nurse In Peace' breastfeeding in public held at Plaza Merdeka last Saturday gathered over 50 mothers and babies in Sarawak.

The event organised by Kumpulan Sokongan Susu Ibu Sarawak (Kussis) was held to mark World Breastfeeding Week 2013 themed 'Breastfeeding Support: Close to Mothers'. It is supported by Kuching Divisional Health Office with collaboration from Plaza Merdeka.

"By organising this event, we hope to educate the public on a mother's right to breastfeed her child in public as we try to create a friendlier environment within the local community. "Our aim is to eventually increase the breastfeeding rates in Sarawak by working alongside health workers and other skilled professionals in the field," Nurina said.



Kussis is an extension of Malaysian Breastfeeding Peer Counsellors Association (MBfPCA) in Sarawak. MBfPCA is a project by Susulbu.com started in 2010. The project trains peer counsellors all over Malaysia on techniques and related issues in breastfeeding. Kussis worked alongside the Divisional Health Department during Karnival Jelajah Sihat last year in the effort to promote breastfeeding in Sarawak.

The breastfeeding flash mob was a hit at the mall as it managed to gather mothers from all walks of life; professionals, stay at home mothers as well as first time mothers.

Source: *Borneo Post online* <http://www.theborneopost.com/2013/09/23/50-mothers-breastfeed-their-babies-in-public/>

I. Current News

Mass breastfeeding record attempt in Philippines

MANILA, PHILIPPINES – Thousands of lactating mothers across the Philippines simultaneously breastfed their babies on Thursday, October, 24, in an attempt to break a world record and break down social taboos.

Organised by the advocacy group Breastfeeding Philippines, the event was held in 1,000 municipalities and cities across the conservative, largely Catholic country, where advocates say there remained a stigma against women who breastfeed in public.

“When women bare their chests for sex in movies or wear skimpy clothes the public thinks it’s okay, but when a mother bares her breast to feed a child, people generally think it’s

gross,” group director Nona Andaya-Castillo told Agence France-Presse.

Thursday’s event was meant to break the group’s own Guinness World record of the most number of women simultaneously breastfeeding in multiple sites – 15,218 mothers in 2007. An estimated 21,000 joined on Thursday, but it would take Guinness representatives up to 3 weeks to verify the final tally, she said. At one of the main venues of the event, about 500 lactating mothers were bussed to a convention center in suburban Marikina city east of Manila.

Organisers said the event also aimed to remind legislators to resist lobbying by infant formula companies seeking to reverse a law promoting breastfeeding.

Passed in 1986, the Milk Code prohibits advertising of infant formula to infants under two years of age. Another law passed in 2009 requires private and public companies to allot time for employees who breastfeed, while requiring lactation stations in all public institutions.

“This activity is meant to send a strong message to legislators not to be swayed by these multinational milk companies to weaken our law,” Castillo said.

Source: Rappler [http://www.rappler.com/nation/42135-mass-breastfeeding-record-attempt-philippines?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+rappler%2Fnation+\(Rappler%3A+Nation\)](http://www.rappler.com/nation/42135-mass-breastfeeding-record-attempt-philippines?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+rappler%2Fnation+(Rappler%3A+Nation))



More Groups to Support Breastfeeding Mothers

New group in Mansfield Woodhouse to help mothers breastfeed

MANSFIELD, ENGLAND – Mums in Mansfield who are struggling to breastfeed can call on a team of buddies for guidance thanks to a new Family Action and NHS project.

Sixteen volunteers, known as breastfeeding peer supporters, have been trained for the past 10 weeks to enable them to offer support and advice to new breastfeeding mums in the area.

Telephone support will be provided after new mums are discharged from hospital after giving birth and additional help will be offered through NHS BABES groups, which are offered in every children’s centre in the district.

Marie Townrow, breastfeeding district lead for Family Action, said: “The volunteers will make a great difference to the support available for breastfeeding mums in the Mansfield area. It is great to see so many mums sharing their own breastfeeding experiences, and putting this into practice to helping others.”

Source: Chad <http://www.chad.co.uk/news/local/new-group-in-mansfield-woodhouse-to-help-mothers-breastfeed-1-6246813>

Salem County Health and Human Services hosting weekly Breastfeeding Peer Support groups

SALEM, U.S. – Salem County Health and Human Services will be hosting weekly Breastfeeding Peer Support groups as part of their Breastfeeding Support Initiative.

In an effort to support the breastfeeding mother, a peer support group will be held at the health department every Wednesday at 10 a.m. Peer support is proven to improve the success and duration of breastfeeding.

Mothers can enjoy the company of other breastfeeding mothers and learn about new solutions to breastfeeding issues.

“This group will help women who need support and will help our community in the long run by helping our children be healthier throughout their lives,” said Freeholder Bruce Bobbitt, Health Committee chairperson.

Freeholder Director Julie Acton added, “This service is so invaluable for moms. A support group wasn’t available just for breastfeeding moms on this side of the county, so we are happy to offer it through the Salem County Health Department.”

Source: nj.com http://www.nj.com/salem/index.ssf/2013/11/salem_county_health_and_human_services_hosting_weekly_breastfeeding_peer_support_groups.html

I. Current News

Breastfeeding group appeals for more supporters in Shepshed



SHEPshed, ENGLAND – The Charnwood BRAS (Breastfeeding Reassurance And Support) group is aimed at increasing the number of babies who are breastfed in the hope of improving the general health and wellbeing of children, their mothers and future generations.

Currently it has around 20 peer supporters throughout the borough, who have all taken part in the La Leche League Peer Counsellor training programme to be able to provide information, reassurance and support to parents and parents-to-be at every stage from pregnancy to weaning, through one-to-one support, a telephone helpline, breastfeeding cafes, antenatal workshops and returning to work sessions.

But with breastfeeding rates low in Shepshed, the group is actively looking to recruit more supporters from the town.

Shepshed mum Caroline Rands, who is already a peer supporter, said: "The BRAS are a great team with people working together utilising their different skills to provide a varied service to other mums. "It's lovely to be able to support other mums even if it's just to extend their feeding experience by a day, a week or a month!"

Source: Loughborough Echo <http://www.loughboroughecho.net/news/local-news/charnwood-bras-seeks-more-supporters-6064274>

'Meals on Heels' group is backing breastfeeding

HARBOROUGH, ENGLAND – A group that encourages women to breastfeed and supports them to do so has had a revamp thanks to its "meals on heels" campaign.

Babies and Bosoms (BABS) in Harborough meets at the Children's Sure Start Centre in Coventry Road and was launched in the summer.

A breastfeeding group did exist at the centre previously but it has been given new life after the launch of the Meals on Heels campaign which encourages women to breastfeed and to feel at ease with doing it in public.

Women attending the group will be informed about a different topic regarding breastfeeding each week.

Health worker Penny Ely, who is one of the group leaders, said: "It is a group where they can get specialist advice and mums can get support from other mums and the idea is to help them continue with breastfeeding.

"We want women to continue to feel good about themselves, and not see breastfeeding as a barrier to their self-esteem and confidence." Penny added: "It is a lovely friendly group." It is also open to antenatal women.

Source: Harborough Mail <http://www.harboroughmail.co.uk/news/mail-news/meals-on-heels-group-is-backing-breastfeeding-1-5454949>



Zimbabwe: Fight Pneumonia, Save a Child

ZIMBABWE – Every year on November 12, World Pneumonia Day calls attention to the world's leading killer of children under age five. Pneumonia kills a child every 30 seconds – the majority less than two years old.

"Pneumonia can be prevented and cured. Yet, for too long it has been the leading cause of global deaths among children. We know what to do, and we have made great progress – but we must do more. We must scale-up proven solutions and ensure they reach every child in need," says United Nations Secretary-General Ban Ki-moon.

"Pneumonia deaths could be reduced by two thirds if three child health interventions – breastfeeding, vaccination and case management including the provision of appropriate antibiotics – were scaled up to reach 90 per cent of the world's children," says WHO and UNICEF.

Breastfeeding protects against pneumonia, diarrhoea, malnutrition, and other diseases. Children who are breastfed have a 20 percent lower risk of dying between 28 days and one year than children who are not.

Exclusive breastfeeding should be maintained for a minimum of six months and continued for up to two years or more with complementary foods.

Pneumonia is a common cause of death in infants infected with HIV. HIV is commonly transmitted from mother-to-infant during pregnancy, delivery and breastfeeding.

The new 2013 WHO recommendations include providing antiretroviral therapy – irrespective of CD4 count – to all children with HIV under five years of age and all pregnant and breastfeeding women living with HIV.

Source: allAfrica <http://allafrica.com/stories/201311160332.html?viewall=1>

I. Current News

Working mothers should not stop breastfeeding: UAE doctors

DUBAI – Mothers re-entering the workforce after delivery may face enormous challenges to continue breastfeeding but this is no excuse, breastfeeding advocates said on Tuesday. Expressing milk and storing it for later use will allow their babies to enjoy the benefits of breastmilk.

“For the working mother, during the first few months she has more milk supply than what’s enough for her baby. Before joining work, she can express her milk and keep it in the freezer. [Breast] milk can stay in the freezer for six months or in the fridge for eight days,” Randa Taher Abdul Fattah, Lactation Consultant at Latifa Hospital, told Gulf News during the inauguration of National Breastfeeding Week at the hospital.

Abdul Fattah said nursing mothers need support not only from her family but also from their employers. “A mother needs to go to a separate room to pump her milk. And this is also another message for the managers, for companies, that we need to have a separate room for a mother who has just delivered and is breastfeeding.”

Doing so does not only benefit the mother and child, but also the company. Studies show a breastfed child has higher immunity to common diseases befalling babies. A nursing mother will then have fewer absences.

“If she breastfeeds, it will reduce a lot of hospitalisation, sickness, and all, she will be more productive, happy with her environment because of the support she gets. So she won’t lose in terms of her getting absent from work and in terms of her baby’s health,” Abdul Fattah said.

Sian Khoury, founding member of Breastfeeding Q&A-UAE, an online support group for nursing mothers in the UAE, told Gulf News: “We need mother- and baby-friendly workplaces. I think it’s always a good idea before they return to work to explain the benefit of breastfeeding to the employer and that it is also in their employer’s interest.”

Source: *GulfNews.com* <http://gulfnews.com/news/gulf/uae/health/working-mothers-should-not-stop-breastfeeding-uae-doctors-1.1259374>

Breastfeeding is life-saving for babies in Philippines typhoon emergency

PHILIPPINES – UNICEF and WHO today called on those involved in the response to the Philippines’ Typhoon Haiyan (Yolanda) disaster to promote and protect breastfeeding to avoid unnecessary illness and deaths of children.

“The uncontrolled distribution and use of infant formula in emergency situations like this – where there are serious water and sanitation challenges and other disease risks – is extremely dangerous. Supporting breastfeeding is one of the most important things we can do to protect babies in areas of the Philippines hit by the typhoon,” said Dr Julie Hall, WHO Representative in the Philippines.

UNICEF and WHO prioritise the protection, promotion and support of breastfeeding as a life-saving measure for babies everywhere, and especially in emergencies.

“With the right support – from a health worker, a counsellor or another mother – a woman who is already doing some breastfeeding can increase her milk production within days just by feeding her baby more frequently,” said Tomoo Hozumi, UNICEF Representative in the Philippines.

Manila Government and private hospitals in Manila called on nursing mothers nationwide to donate milk for babies in typhoon devastated central Philippines. “If you’re a breastfeeding mom, you can help ease babies’ plight in Visayas and other Yolanda (Typhoon Haiyan)-hit areas by sharing the milk you give your own children,” said Dr. Jessica Anne Dumalag, of Manila’s Philippine General Hospital’s (PGH) Human Milk Bank. Explaining the aim of the campaign, Dumalag said, “Milk from lactating mothers is preferred over formula milk, which is basically processed cow’s milk.”

Government and private hospitals including private organisations were organised to accept donations of human milk. Milk donations will be pasteurised, frozen, and kept in insulated containers before they are sent to evacuation centres in central Philippines, Dumalag said.

Philippines Typhon Babies Get Breastfeeding Help from a Female U.S Soldier

Corporal Anjannete Obligado went to the makeshift hospital at the Tacloban airport and saw a bloodied woman lying down with her baby in a corner. The woman had just given birth. It was November 11, just 3 days after Super Typhoon Yolanda (Haiyan) hit the city.

Obligado, a new mom herself, approached the woman. “We talked and we cried together,” Obligado narrated to Rappler over the weekend. She learned that the woman’s husband was working in Bacolod City and, at that time, didn’t know his wife had given birth. One look at the woman’s baby and Obligado knew she had to help. She asked for permission to breastfeed the baby, and the mother couldn’t be more thankful. Hungry and thirsty, she had no milk for her newborn. The soldier mom fed two other babies after that. “The babies were pitiful,” she said.

Source: *Thompson Reuters Foundation*
<http://www.trust.org/item/20131128164930-rld6y/>

Gulfnews.com <http://gulfnews.com/news/world/philippines/philippines-nursing-mothers-urged-to-breastfeed-babies-in-typhoon-hit-areas-1.1255115>

Rappler <http://www.rappler.com/nation/44018-breastfeeding-yolanda-babies>



1. Current News

Changes at hospitals dramatically increase breastfeeding rates

U.S. – When Sarah Sidwell gave birth to her son five years ago by Caesarean section at Barnes-Jewish Hospital, she briefly peeked at him before he was taken away “for what felt like hours” to get bathed, tested and warmed in blankets. But this month, after Sidwell gave birth to her daughter by C-section at the same hospital, her baby was placed immediately on her chest, and baby Lena stayed there for next hour and a half.

“The cool thing was she was screaming bloody murder, but the second she was on me, she was instantly quiet,” said Sidwell, 35, of St. Louis. As Sidwell’s incision was being stitched and with the help of her husband and a nurse, Lena began nursing right away.

Placing babies on mom’s chest immediately after birth – even on the operating table – is one of many changes that in just one year have led to dramatic increases in breastfeeding rates at Barnes-Jewish Hospital and other hospitals across the country.

Barnes-Jewish is one of 89 hospitals taking part in a national initiative called Best Fed Beginnings, which calls for significant changes in how mothers and babies are cared for.

The \$6 million federally funded initiative got under way more than a year ago, and the rate of mothers exclusively breastfeeding when discharged from Barnes-Jewish has gone from 18 to 44 percent. Among all the participating hospitals, that rate has gone from 39 to 56 percent, with all three regions across the country seeing big boosts.

The hospitals must complete 10 steps that international health organisations have determined will provide optimal support for mothers wanting to breast-feed. The 89 hospitals, together responsible for more than 275,000 births each year, were selected in states with the lowest breastfeeding rates and highest rates of supplementation during the hospital stay.

The hospital stay is critical to success. One thing that can sabotage a woman’s effort to breast-feed is supplementing with formula, said Dr. Courtney Barnes, an obstetrician at Women’s and Children’s, which changes the makeup of the baby’s gut and inhibits mom’s production of milk.

“The thing we’ve seen the greatest success in is formula supplementation,” Barnes said. “We’ve gone from a 40 percent supplementation rate to 18 percent, and that is tremendous.”

Source: stl today.com http://www.stltoday.com/lifestyles/health-med-fit/health/changes-at-hospitals-dramatically-increase-breast-feeding-rates/article_1c53116c-0edb-533a-a890-67dd718072a6.html

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.



Call for Advisors on ILCA’s New International Code Expert Panel

ILCA® invites qualified experts on the International Code of Marketing of Breastmilk Substitutes and all subsequent relevant World Health Assembly resolutions (the International Code, or Code) to seek a position on a newly-created expert panel to serve as advisors to the professional organisation.

The Board believes this model – of taking Code-interpretation out of the Boardroom and management offices, and seeking evaluation from world-recognised, independently-trained experts who are free of conflict-of-interest – is a model of support that can transcend legislative status in those countries that have not legislated the Code.

Please review the information on ILCA’s Volunteer Opportunities page of the ILCA Website, www.ilca.org, and consider nominating yourself or another Code expert to serve on ILCA’s expert panel by completing the ILCA volunteer form.

2. News from Core Partners

News from Academy of Breastfeeding Medicine (ABM)



ABM Clinical Protocols

These protocols serve only as guidelines for the care of breastfeeding mothers and infants and do not delineate an exclusive course of treatment or serve as standards of medical care. Variations in treatment may be appropriate according to the needs of an individual patient.

If you would like to use an ABM protocol, please click on ABM website at <http://www.bfmed.org/Resources/Protocols.aspx> for more information.

ABM Executive Committee urges AAP to discontinue formula marketing relationship

The Academy of Breastfeeding Medicine today asked the American Academy of Pediatrics to end its formula marketing relationship with Mead Johnson.

"AAP participation in formula marketing undermines consensus medical recommendations for exclusive breastfeeding for the first six months of life and is harmful to the health of mothers and infants," wrote Wendy Brodrigg, president of the Academy of Breastfeeding Medicine. "We urge the AAP to discontinue this partnership with Mead Johnson."

To read the letter, please click on <http://bfmed.wordpress.com/2013/12/26/abm-executive-committee-urges-aap-to-discontinue-formula-marketing-relationship/>

News from International Baby Food Action Network (IBFAN)



World Breastfeeding Costing Initiative (WBCi) Report "The Need to Invest in Babies"



The silence on the need to protect, promote and support breastfeeding was broken yesterday/on 10th December 2013 when the Deputy Chairperson of the Planning Commission of India, Montek Singh Ahluwalia launched the World Breastfeeding Costing Initiative (WBCi) Report "The Need to Invest in Babies" by IBFAN.

For further information, please click on IBFAN website at <http://ibfan.org/launch-of-the-need-to-invest-in-babies>

Breaking the Rules, Stretching the Rules 2014 (BTR)

IBFAN-ICDC is proud to announce its latest global monitoring report Breaking the Rules, Stretching the Rules 2014 (BTR).

BTR 2014 exposes the ways in which the world's main manufacturers and distributors violate the International Code of Marketing of Breastmilk Substitutes (International Code) and subsequent World Health Assembly (WHA) resolutions. This report contains evidence of more than 800 violations from 81 countries. The monitoring period was from January 2011 to December 2013. The 237 page report is now available for sale at [HYPERLINK http://www.ibfan-icdc.org](http://www.ibfan-icdc.org)

The Executive Summary is available for preview at <http://www.ibfan-icdc.org/index.php/publications/publications-for-sale>.

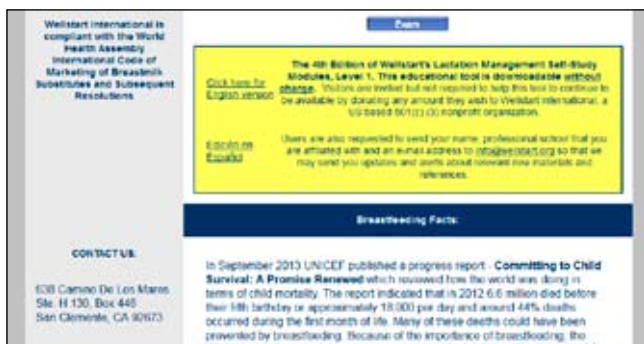
Highlights of the report is available in ICDC Legal Update 2014 <http://www.ibfan-icdc.org/index.php/publications/publications-for-free-subscription>.

The WABA Code Compliance Task Force coordinated by Annelies Allain will also produce a summary booklet and CD of the BTR for use as an advocacy tool and for distribution. This project is financially supported by WABA.



News from Wellstart International

The 4th 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 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 the WABA Youth Initiative

In October, WABA Youth Initiative once again partnered with CEFEMINA and RUMBA in Costa Rica to sponsor three individuals to attend the Regional Meeting of Youth Professionals at the Regional Latin American Meeting of Doula and Midwives, Youth Professionals Latin American and Caribbean Meeting, the WBTi – gBICS programme World Breastfeeding Trends Initiative Training and the International Breastfeeding Symposium. Youth Professionals from various Latin American and Caribbean countries participated with presentations, training and assessments to further strengthen joint regional action and activities in each country.

WABA Youth Initiative also spearheaded events for World Breastfeeding Week 2013 and International Car Free Day, a video project featuring WABA's Breastfeeding Advocacy and Practice course, and a tracking project that documents Mother Support activities all over the world.

Do follow WABA Youth activities at <https://www.facebook.com/pages/WABA-Youth/126968647356585> and join us at <https://www.facebook.com/groups/110088579110897/>



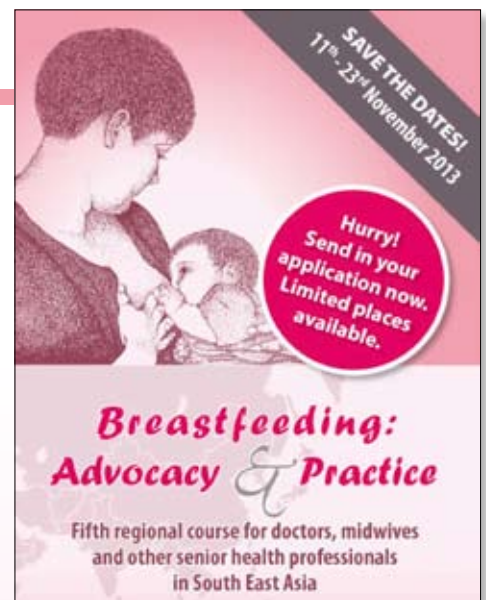
WABA Youth Initiative supports selected young people to attend the meeting of Youth Professionals at the Regional Latin.

4. WABA Training Course

Breastfeeding Advocacy and Practice

5th Regional Outreach Course

11th – 23rd November 2013 | Penang, Malaysia



Breastfeeding: Advocacy and Practice (BAP) course is a comprehensive breastfeeding course that combines theory and practice. The course is structured around UNICEF and WHO policy on teaching

about breastfeeding, and has been adapted for this region from the "Breastfeeding Practice and Policy" course which has been taught in London for over 20 years in collaboration with WHO and UNICEF.

4. WABA Training Course

This course is aimed at those in South East Asia, who are responsible for the Baby-Friendly Hospital Initiative, and for implementing the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. This course updates and equips participants with skills and knowledge for the coordination of action on breastfeeding, training other health staff and acting as resource personnel or focal points on infant feeding.

The fifth eleven-day Regional Outreach BAP course for doctors and senior health professionals in South East Asia was held in Penang, Malaysia from 11 to 23 November 2013, conducted in collaboration with the Infant Feeding Consortium (IFC). 16 participants from 6 countries namely Hong Kong, Thailand, Brunei Darussalam, Indonesia, Vietnam and Malaysia were trained as resource experts for infant feeding programmes in scientific, public health and clinical aspects of the subject.

The course was conducted by Dr. Felicity Savage and Sandra Lang and co-facilitated by Chuah Pei Ching (Health and Information Officer of WABA).

Course Directors

Dr. Felicity Savage, FRCP, FRCPCH, FFPH, FIAP, FABM.
Director, Infant Feeding Consortium
Former WHO Medical Officer co-coordinating the development of infant feeding training courses
Consultant to UNICEF on Breastfeeding Counselling and Baby-Friendly activities
Chairperson of WABA Steering Committee

Sandra Lang, M Phil (Medical Science), Cert Ed, Dip ED, RM, RN, Registered Neonatal Nurse
Director, Infant Feeding Consortium
Consultant on infant feeding and pre-registration training for WHO
Author of the book *Breastfeeding Special Care Babies*.



Course Directors.



Dr. Victor Karunan, from UNICEF in Malaysia gave an inspiring talk on a global view of IYCF.

There were four invited speakers to conduct on specific topics – Dr. Victor p. Karunan, the Deputy Representative of UNICEF Malaysia (gave a global overview of IYCF), Sarah Amin and Pushpa Panadam from WABA Mother Support Task Force (discussed about advocacy activities – what you might do) and Annelies Allain, Director of International Code Documentation Centre (ICDC) (gave a session on The International Code of Marketing of Breastmilk Substitute).

The main emphasis of the course will be on the management of breastfeeding, breastfeeding counselling and the baby-friendly hospital initiative. Complementary feeding and HIV and infant feeding will also be included, and teaching throughout will reflect participants' need to learn about advocacy and training methodology.

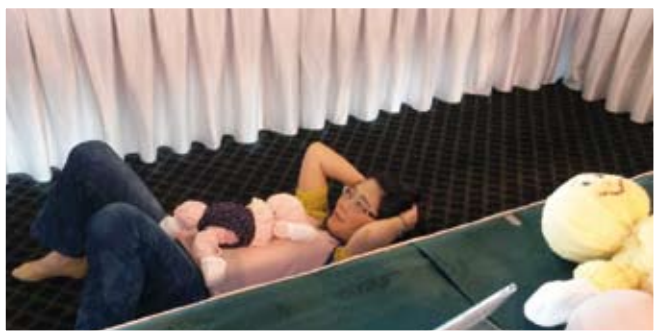


Role play by Sarah and Pushpa.



Doll making session – an interesting session to produce your own baby doll and model breast.

4. WABA Training Course



During the course participants have the opportunity of going on four clinical placements to visit hospital and community based health facilities. These allow them to put some of the practical, comparative, analytical and communication skills which they have learnt in the classroom into practice.

Understanding the influence of delivery room practices on breastfeeding



A variety of ways to help a mother maintain breast attachment.



Back massage helps to increase the flow of milk.



Clinical practice session at Seberang Jaya Hospital.



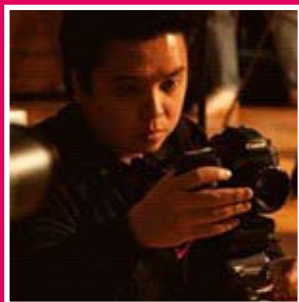
Please click and see how the participants say about BAP Course:
(<http://waba.org.my/whatwedo/hcp/bap2013.htm>)

- Iris Kwong Ching-yi
Senior Nursing Officer, Hong Kong
- Setiya Hartiningtiyaswati
Lecturer of Midwifery diploma programme, Indonesia
- Clara, Wong Sze Ki
Registered Nurse, Hong Kong
- Juliana Binti Abdul Razak
Obstetrician and Gynaecologist, Malaysia
- Hajah Si-Rose Binti Haji Musa
Staff Nurse, Brunei Darussalam
- Rose Wynn B. Castillo
Staff Nurse, Brunei Darussalam
- Saraion Thonginnetra
Instructor at Department of Pediatrics, Thailand
- Hajah Fleur-De-Liz Villamoya Ebrahim
Staff Nurse, Brunei Darussalam
- Hajah Nasib Binti Lamit
Senior Staff Nurse, Brunei Darussalam

4. WABA Training Course

Jonathan Khoo, a film graduate of Middlesex University in the U.K, helped WABA create a Breastfeeding Advocacy and Practice (BAP) Course promotional video (<http://youtu.be/VVbU7LHGIPi>). After the project, he shared his perspective about breastfeeding and the BAP course:

During the duration of my task as the videographer, I have seen and learnt so much through this course, hearing the hearts of the trainers in wanting to share why women should take their time in giving their best to their children. I have learnt that there are many benefits to breastfeeding. Firstly, it helps the mother through skin to



skin bonding. Secondly, it gives nutrition, antibodies and supplements to a baby in a way formula milk cannot. Thirdly, it prevents mothers from getting sick and reduces the potential of contracting breast cancer. Lastly, it helps the family in their finances by not spending money to purchase extremely expensive formula milk.

To my amazement, the world breastfeeding statistics show that today's working mother finds it a challenge to breastfeed, due to time, space and privacy of their environment. I believe that we all can make a change if we learn to advocate and share how important this process is in changing lives and leading our future generation

by going back to something fundamental. If our children are a priority, the challenges that we face in life should not stop us from giving our best them.

To read his full feedback, please visit <http://waba.org.my/whatwedo/hcp/bap2013.htm>



5. News from Secretariat

General Assembly members News

1. Renewal letters have been sent out to all General Assembly members whose terms end in December 2013.
2. Pushpa Panadam, WABA Task Force Co-coordinator, will consult for the WABA Peer Counselling Project in 2014. She will update WABA's Mother Support e-map and compile a list of existing resources on peer counselling.
3. Geraldine Cahill of ILCA is the 2014 Chris Mulford WABA ILCA Fellow. She will be in Penang for the fellowship from May to June 2014. She holds an IBCLC, BAEd., Dip.Ed., (Antenatal). She is currently a Childbirth & Breastfeeding Educator and the Lactation Consultant President of Cuidiú- Irish Childbirth Trust. Congratulations, Geraldine!

Chairperson Emeritus of WABA, Anwar Fazal honoured at UN Day Malaysia

The United Nations in Malaysia marked the UN's 68th anniversary by honouring Government partners, civil society organisations and prominent individuals in Malaysia that have partnered with UN agencies to achieve significant targets under the Millennium Development Goals (MDGs).

Among the eight honoured by The United Nations in Malaysia were Dato' Dr. Anwar Fazal, Chairperson Emeritus and Director of the World Alliance for Breastfeeding Action (WABA). Dato' Dr. Anwar Fazal gets the UN Malaysia Award for Millennium Development Goal 4 (Reduce Child Mortality) for his critical and global role in reducing child mortality through the protection, promotion and support of breastfeeding.

UNICEF Landscape Analysis

In October 2013, UNICEF released a report, Breastfeeding on the Worldwide Agenda, which made our movement pause for thought. It warned that the world no longer prioritised breastfeeding with formula companies expected to increase their market share especially in the developing world. Read more about the landscape analysis here. (http://www.unicef.org/eapro/breastfeeding_on_worldwide_agenda.pdf)



5. News from Secretariat

WABA Congratulates Dr Miriam Lobbok, recipient of the Carl E. Taylor Lifetime Achievement Award!

Congratulations to WABA Steering Committee Co-Chair Dr Miriam Lobbok on being the first recipient of the Carl E. Taylor Lifetime Achievement Award from the American Public Health Association's International Health Section on 5 November 2013.

Dr. Miriam Lobbok has dedicated her decades-long career to the health and welfare of children in more than 50 countries, including the last seven years focused on the benefits of breastfeeding. As a paediatric epidemiologist, she has served as an expert and/or consultant for the U.S. and North Carolina Institutes of Medicine, the World Bank, Centers for Disease Control and Prevention, UNICEF, USAID, and World Health Organisation expert committees related to Maternal and Child Health and Nutrition. She recently was invited to serve a four-year term on the U.S. Secretary of Health's Advisory Committee on Infant Mortality. Dr. Lobbok is recognised for her impressive research, teaching and service.



Dr. Miriam Lobbok, right, accepts the lifetime achievement award from Professor Gopal Sankaran, chair of the International Health Section awards committee.

WABA representatives meet with Dr. Olivier de Schutter, United Nation Special Rapporteur for right to food during his visit to Malaysia



Puan Nor Kamariah Mohamad Alwi (of the Malaysian Breastfeeding Peer Counselling Association – MBfPC) shares the Malaysian Breastfeeding Charter and Plan of Action with Special Rapporteur on the Right to Food, Dr Olivier de Schutter, at the Round Table Discussion held in Kuala Lumpur on 11 December 2013. Puan Kamariah was part of the WABA delegation to the Round Table that featured 'Social Protection, and Vulnerable Groups'.

See more at <http://www.waba.org.my/whatwedo/advocacy/index.htm>

Staff Changes: Sarah Amin who has been on a year sabbatical leave has stepped down as of end December 2013 as Executive Director of WABA. She will continue to be part of WABA as a Consultant on a series of special tasks particularly relating to gender and strategic management issues. Sarah will pursue her long time interest in healing of people and has moved into teaching yoga. Anwar Fazal, WABA Chairperson Emeritus and Founding Director volunteered to assist WABA during the period of Sarah's sabbatical and will continue as Executive Director.

New Staff: Sharmila Kanagalingam has joined WABA as a consultant as of 31 October 2013. She will help develop WABA's communication strategy to further develop the WABA Youth Advocacy strategy. She has spent almost nineteen years in USA and worked in various NGO organisations, in various capacities as Communication & Advocacy Director, Senior Fundraising Officer etc.



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