

The Maternity Protection Campaign Kit

A BREASTFEEDING PERSPECTIVE

A joint publication by the Maternity Protection Coalition



with technical input from IMCH and UNICEF

Editorial Board

Sarah Amin (WABA Secretariat)
Blanche Bationo (IBFAN Afrique)
David Clark (UNICEF)
Suzanne Dionne (IBFAN North America)
Bobbie Jopson (Workers' Foundation of the Philippines/
ARUGAAN Maternity Protection Programme)
Funny Kondolo (IBFAN Africa)
Chris Mulford (ILCA)
Nomajoni Ntombela (AED)
Amal Omer-Salim (IMCH)
Elaine Petitat-Côté (IBFAN Europe)
Marta Trejos (IBFAN Latin America)

Core drafting group

Sarah Amin
Chris Mulford
Amal Omer-Salim
Elaine Petitat-Côté

Main writers

Chris Mulford
Elaine Petitat-Côté

Other significant writers/contributors

Amal Omer-Salim
Sarah Amin

Editor

Lakshmi Menon

Design and layout

C-Square Sdn Bhd, Malaysia
Cheah Ling Ling

Coordination assistance

Koh Kah Ling

Publisher

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Sarah Amin (Penang, Malaysia)
Chris Mulford (Pennsylvania, USA)
Amal Omer-Salim (Uppsala, Sweden)
Elaine Petitat-Côté (Geneva, Switzerland)

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About this Campaign Kit

This *Campaign Kit* on maternity protection at the workplace was put together by members of the Maternity Protection Coalition (MPC).¹ We have been working together since 1998, when we met in the Philippines to learn about the International Labour Organization (ILO) and the revision of its Maternity Protection Convention. In 1999 and 2000, as NGOs (non-governmental organisations), we followed the debates of the ILO Committee on Maternity Protection in Geneva. We worked closely with the international trade unions to keep breastfeeding on ILO's maternity protection agenda — and in the text of the revised Maternity Protection Convention, 2000 (C183).

After C183 was adopted in 2000, the international trade unions began campaigning for its ratification and have already produced a C183 ratification kit, *Maternity Protection ILO Convention No. 183: a New Standard for a New Century* published in 2001 by the Public Services International, the International Confederation of Free Trade Unions and the Education International.

Our campaign kit adds a specific “breastfeeding” perspective in particular the health and nutrition perspective. It contains materials for campaigners who may lack specific information about breastfeeding as a maternity protection issue. It is also designed to prepare breastfeeding advocates to better understand the ILO Convention 183. It should assist them to

campaign for ratification of the Convention, for stronger national legislation, or for better maternity protection policies, for improved maternity benefits and workplace conditions so that women are able to continue breastfeeding and working in the best conditions possible.

The *Campaign Kit* is a tool for breastfeeding advocates. The information contained in this Kit is relevant, concise and simple to use. We hope that this Kit is general enough to be applicable in a variety of different situations and settings. The *Kit*, we hope will not only contribute to facilitating the maternity protection campaign but will also help develop a country-specific campaign tool which could be used for other campaigns. Finally we hope this *Kit* will also serve to inspire breastfeeding advocates to build alliances, influence public opinion and strengthen the breastfeeding movement.

About the second edition

The need to reprint the campaign kit in 2008 gave us the opportunity to update some of the information and to add two new sections (*Section 9: How to support women in the informal economy to combine their productive and reproductive roles* and *Section 10: Who takes care of the baby?*) Since 2003, the original kit has been translated into Arabic, French and Spanish, and used in trainings in many countries.

¹ The Maternity Protection Coalition: The MPC Kit was produced in 2003 by the Maternity Protection Coalition (MPC), comprising the International Baby Food Action Network (IBFAN), the International Lactation Consultant Association (ILCA), the LINKAGES Project and the World Alliance for Breastfeeding Action (WABA), with technical assistance from International Maternal & Child Health, Uppsala University, Sweden (IMCH) and the United Nations Children's Fund (UNICEF). The second edition, produced in 2008, includes two new MPC members: La Leche League International (LLLI) and Academy for Educational Development (AED). LINKAGES, a former project of AED, is no longer an MPC member. The MPC supports women's rights to breastfeed and work, by advocating for implementation and monitoring of improved maternity protection entitlement.

A Look inside the Campaign Kit

Section 1: Introduction briefly analyses the role of women at work—in both the visible and the invisible economies—and puts that role in parallel with women’s reproductive role—defined as a social rather than a private responsibility. In this context breastfeeding becomes a central aspect of any maternity protection campaign.

Section 2: Key elements of maternity protection explains the key features of maternity protection at work: scope, leave, benefits, health protection, job protection and non-discrimination, breastfeeding breaks, and breastfeeding facilities in general and in relation to ILO C183 and R 191.

Section 3: Intervention Instruments and Levels for Maternity Protection at Work introduces the legal framework for advocacy at global/international, regional, national, and local levels.

Section 4: ILO and the ratification process focuses on the International Labour Organization, tells how it works and explains the ratification process.

Section 5: Breastfeeding, the heart of our matter explains the importance of breastfeeding. It includes handouts that will be useful to raise awareness about breastfeeding issues in general.

Section 6: Organising a maternity protection campaign is a step by step guide to help carry out a successful campaign. It also includes seven action tools to assist in the campaign.

Section 7: Imaginative legislation showcases some notable national laws and the processes leading to them.

Section 8: Creative workplace solutions looks at some companies that have found how providing maternity protection can be a “win-win” situation.

Section 9: How to support women in the informal economy to combine their productive and reproductive roles takes up the question of women without legal protection in their work and offers several ideas for advocacy.

Section 10: Who takes care of the baby? addresses women’s need for reliable, accessible, and affordable child care from people who understand how to provide breastfeeding support.

Section 11: Resources is a select list of book titles and articles on the topic of maternity protection at work and useful addresses.

Section 12: Tools for Action is a collection of basic documents related to maternity protection, breastfeeding and human rights.

Pages are numbered within each section so that you can keep your kit in the original order. Each section is independent to facilitate making copies for handouts whenever necessary, and also to allow you to add more items. By adding your experiences to this kit as your campaign develops, you can make it into your own personalised action tool.

We hope this *Campaign Kit* will be a useful guide for your campaign.

Good luck!

Abbreviations

AED	Academy for Educational Development	ICFTU	International Confederation of Free Trade Unions
ASEAN	Association of South East Asian Nations	ILCA	International Lactation Consultant Association
AU	African Union	ILO	International Labour Office
BBF	Bangladesh Breastfeeding Foundation	ILO	International Labour Organisation
BFHI	Baby-Friendly Hospital Initiative	IMCH	International Maternal and Child Health, Uppsala University, Sweden
C3	ILO Maternity Protection Convention, 1919 (No. 3)	LLLI	La Leche League International
C103	ILO Maternity Protection Convention, 1952 (No. 103)	MERCOSUR	Common Market of the South (Spanish acronym)
C183	ILO Maternity Protection Convention, 2000 (No. 183)	MFWI	Mother-Friendly Workplace Initiative
C184	ILO Safety and Health in Agriculture Convention, 2001 (No. 184)	MOH	Ministry of Health
CBA	Collective Bargaining Agreement	MOJ	Ministry of Justice
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women	MOL	Ministry of Labour
CONOSUR	Network of centres and organisations in southern countries of Latin America: Argentina, Brazil, Bolivia, Chile, Paraguay and Uruguay	MOU	Memorandum of Understanding
CRC	Convention on the Rights of the Child	MP	Maternity Protection at the workplace
ECOSOC	Economic and Social Council of the United Nations	MPC	Maternity Protection Coalition
EI	Education International	MPC	Maternity Protection Campaign
EU	European Union	NAFTA	North American Free Trade Agreement
GIFA	Geneva Infant Feeding Association	NGO	Non-Governmental Organisation
GNP	Gross National Product	PSI	Public Services International
IBFAN	International Baby Food Action Network	R95	ILO Maternity Protection Recommendation, 1952 (No. 95)
ICCPR	International Covenant of Civil and Political Rights	R191	ILO Maternity Protection Recommendation, 2000 (No. 191)
ICDC	International Code Documentation Centre	SADC	South African Development Community
ICESCR	International Covenant on Economic, Social and Cultural Rights	UDHR	Universal Declaration of Human Rights
		UN	United Nations
		UNICEF	United Nations Children's Fund
		WABA	World Alliance for Breastfeeding Action
		WCL	World Confederation of Labour
		WHA	World Health Assembly
		WHO	World Health Organization