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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, supplements, and other inserts, etc., however, do not necessarily reflect the views, or policies of WABA or its Core Partners.

WABA meets the Global Media on Strategies for HIV and AIDS in Kuala Lumpur

Representing WABA, Susan Siew, Liew Mun Tip and Pamela Morrison joined decision makers, media professionals, scholars, and stakeholders of news and programming from Asia, Pacific, Africa, Europe, Middle East and North America in Kuala Lumpur on 28 May 2007 to participate in the Conference on Global Media Strategies for HIV and AIDS.

Almost all regional and International Broadcasting Unions and Associations were represented as well as the United Nations, UNDP, UNESCO, ITU, UN-ESCAP, UNICEF and other partners. Media practitioners and decision makers came face to face with activists, NGOs, medical professionals and AIDS control organisations to examine the best and the worst media practices and to explore communication strategies for the future.

WABA was invited to present on HIV, breastfeeding and child survival at the first session of the Conference. Pamela took the opportunity to introduce WABA and to update delegates with research on HIV and infant feeding. The 60% reduced risk of postpartum HIV transmission to the breastfed baby, and the 50% reduction in mortality of both infected and uninfected HIV-exposed babies when mothers exclusively breastfeed during the first half-year of life compared to those mothers who breastfeed with the premature introduction of other foods and liquids was highlighted. Also shared were research results from last year showing the high risks of malnutrition, morbidity and mortality for formula-fed babies born into resource-poor settings of high HIV prevalence. These results underpin the new recommendations on HIV and infant feeding issued following the October 2006 WHO Technical Consultation; that unless replacement feeding is acceptable, feasible, affordable, sustainable and safe, then HIV-infected mothers should be advised to exclusively breastfeed their babies for the first six months of life, and to continue breastfeeding for up to two years or beyond.

The conference ended with a Declaration from participants acknowledging that the HIV pandemic (responsible for ~ 11 000 new infections every day) poses a threat to the development of our societies and that the media has a crucial role to play. Delegates pledged to devote dedicated and substantial radio and TV broadcast airtime for communicating to their audiences about issues related to HIV and AIDS, focusing not only on high risk behaviour but also on related and contributing issues such as gender relations, HIV and economics, and issues affecting children.

To download the WABA handout at the Media Conference, "A matter of life or death: the untold story of HIV, Breastfeeding and Child Survival." Visit www.waba.org.my/hiv





Magical tour through natural childbirth by actress Ricki Lake

American actress and former talk show host Ricki Lake has produced a new documentary which captures her experience of going through

natural childbirth. Entitled *"The Business of Being Born"*-the documentary about midwifery and home birth had premiered at the Tribeca Film Festival.

The film, directed by Abby Epstein and executive produced by Lake, includes vivid footage of their own labours and deliveries including those of several mothers. In the film, the unhappy women are those in hospitals, their deliveries sped up and often mangled by drugs that numb them, that make their babies come fast and hard, and that



necessitate emergency surgical deliveries with increasing frequency. Epstein's cameras catch maternity wards in which every labouring mother is being induced, in which women are shamed into pushing harder and threatened with C-sections if they don't. She interviews experienced doctors who have never witnessed a natural home birth, though they instinctively reject the notion.

Lake recounts her positive home-birth experience, "We were skin to skin immediately; he breastfed right away. My husband at the time was next to me. My son was at the park and he came home and met his brother. And after an hour and a half, my midwife, who had been by my side for the whole day, asked my permission to check the baby over. In the hospital, the baby is taken away immediately; the mother has to beg to see the baby. It was great to have that power and that respect given to me".

Source : <http://salon.com> - May 2007.

WABA at World Forum on Early Care and Education

700 early childhood administrators, trainers, caregivers, public officials, and advocates from over 70 countries gathered in Kuala Lumpur, Malaysia, for World Forum on Early Care and Education, from 15-18 May 2007. At this seventh World Forum, delegates exchanged ideas about the quality of services for young children in diverse settings. The Forum provided a wealth of new ideas and perspectives, and opportunities for networking.

From WABA, Ines Fernandez, Co-coordinator of Women and Work Task Force, Norjannah Moin, President, PPPIM, and Susan Siew, Co-Director, with Christine Choong, representing ILCA, participated at the event. WABA and ILCA materials were displayed and distributed. They contributed in sessions on infant and toddler care, HIV and AIDS, men in childcare, poverty and children, and children

with nature, advocating for mother support, youth and men's involvement, gender issues, and breastfeeding. Ines and Christine were presenters at the session on "Health and Nutrition for Young Children". Ines showcased the Arugaan/WABA manual on child friendly crèche, "Let's eat, learn, play".

For more information visit: www.worldforumfoundation.org/wf/wf2007



Breastfeeding reduces risk of breast cancer for women who delay childbirth

Breastfeeding can offset the increased risk of invasive breast cancer for women who had their first full term pregnancy after the age of 25, a study led by researchers at the University of Southern California (USC) suggests.

The findings of the study were presented at a news conference in April 2007 at the 2007 Annual meeting of the American Association for Cancer Research.

"Breastfeeding may have a protective effect that negates the increased risk of breast cancer associated with late pregnancies," says Giske Ursin M.D., PhD, associate professor of preventive medicine at the Keck School of Medicine of USC.

"As more women may choose to delay pregnancy until after 25, it is important to note that breastfeeding provides protection against both estrogen and progesterone receptor positive and negative tumors.

While having a first full-term pregnancy before the age of 25 and having many children protect against the type of breast cancers that express estrogen and progesterone receptors, these factors do not protect against the rarer tumors that do not have these receptors. Breastfeeding, however, appears to protect against both types of breast tumors, Ursin says.

Source : www.newswise.com - 13 April 2007

Well known children's author enlisted to help promote breastfeeding

A Scottish Highland health board has enlisted the help of a well known children's author and illustrator, Mairi Hedderwick to promote breastfeeding.



Hedderwick an outspoken proponent of the "breast is best" approach had to battle with her publisher to include illustrations of the mums in her stories on breastfeeding and has done so repeatedly over the years.

Now her pictures are to be used to promote breastfeeding in the Highlands, after figures revealed last week showed average rates of breastfeeding dropping across Scotland

this year compared with 2006. Images in Hedderwick's books show the mother breastfeeding her baby as a normal Highland life.

Twenty years ago, Hedderwick's editor at the time was uncomfortable with images of the heroine, 8 year old Katie Morag's mother Mrs McColl breastfeeding her new baby. She was told her pictures might be too graphic for children. "The editor was sympathetic because she had just had children but she was a little nervous about the picture and she wondered if she should let it go through because it 's actually a naked breast: its not just the child latched on. The editor's fears were not unfounded. Two libraries in Scotland refused to stock the books. A library was forced to cover one illustration with marker pen.

Twenty years on Katie Morag is still enjoying enduring iconic status and two of the titles are required reading in English primary schools. What is interesting is the Hedderwick still has to fight to include some natural images of mother suckling her child. She says "I always try to make sure that if there is a domestic scene and if Mrs McColl is sitting and comfy then she has the baby at her breast but I don't show exposed nipples anymore because it makes the publishers jittery.

Source : www.theherald.co.uk - June 12 2007

Breastfeeding may help protect against a childhood sleep-related breathing disorder

A childhood sleep-related breathing disorder (SRBD) is known to have negative consequences on cognitive development, behaviour, quality of life and utilization of health care resources. However, a recent research finds that breastfeeding may provide long term protection against the incidence or severity of childhood SRBD.

The study conducted by Hawley E. Montgomery-Downs PhD of West Virginia University focused on the parents of those children who underwent overnight polysomnography, who filled out a brief survey about whether the child had been breastfed, formula or both breast and formula fed as an infant.

The research was presented at SLEEP 2007 the 21st Annual Meeting of the Associated Professional Sleep Societies (APSS).

Source : www.sciencedaily.com - June 11 2007

Breastfeeding campaign launched in Ghana.

The Deputy Director General of Ghana Health Service Dr. Sam Adjei has called for a debate on putting premium



on breastfeeding to encourage mothers to do exclusive breastfeeding for the first six months.

" If fathers were asked to pay a token on breastmilk, instead of baby formula on the market to their wives, mothers would not hesitate to complete the six months feeding duration before complementary feeding starts," he said at the launch of a Breastfeeding and Complementary Feeding Campaign in Accra.

He also called for the involvement of fathers in the campaign to make it sustainable and successful.

Source : www.myjoyonline.com

Breastfeeding mum given parking ticket

Breastfeeding support groups have condemned the actions of an attendant who fined a mother for parking in the restricted area to feed her child and then took photographs for proof.

The warden employed by a national car park company confronted Jerrica Watson 19, after she pulled into a permit holders-only bay in Dundee to breastfeed her 14 week old son Jaksyn.

Ms Watson pulled into the quiet street to get away from the city-centre traffic and said the warden initially said it was okay to feed her child. She said he then took photos and put a ticket on her car. The penalty was 85 pounds or 60 pounds if paid within two weeks.

A Scottish breastfeeding support group advisor said " this is a very unfortunate situation. There is enough of a problem getting mothers to breastfeed because they are embarrassed to do it in public. To not just give this woman a ticket but also take pictures of her while she was in her car is quite shocking.

Said another advocate, "young mothers need all the help and support they can to continue to breastfeed. It is safer to pull over and feed a crying baby than to try and continue driving under stressful conditions."

Source : www.theherald.co.uk - June 1 2007

More Dutch mothers breastfeed

In the Netherlands, more and more mothers are opting to breastfeed their children. At the beginning of the 1990s two in three babies were breastfed immediately after birth. In 2006 that figure was three in four. This latest figures were obtained from Statistics Netherlands (CBS).



The figures also show that older mothers breastfeed their baby longer. 38 percent of 6-month-olds whose mother was between 35 and 44 years of age were still being breastfed. Only 23 percent of the 6-month-olds with younger mothers aged 15 to 24 were still being breastfed.

Highly educated women also breastfeed longer. 45 percent of highly educated women were breastfeeding their 6-month-old between 2004 and 2006, while only 26 of uneducated women were still breastfeeding when the child was six months.

Source: www.expatica.com - 25 June 2007.



**WABA's
International
Advisory Council
(IAC) member,
anthropologist
Penny Van Esterik
honoured with
prestigious Weaver-
Tremblay award**

In May 2007, York anthropology professor and WABA IAC member, Penny Van Esterik was awarded the prestigious Weaver-Tremblay Award from the Canadian Anthropology Society (CASCA) for years of advocating for better nutrition for women and children.

The award is given to anthropologists who take public positions on matters of social and political concern.

Penny has focused much of her research on infant feeding and is best known for her academic and advocacy work in the area. Congratulations, Penny!

News from the Secretariat

April

• Brie Abbe from USA joins the WABA secretariat on an internship programme. • World Breastfeeding Week (WBW) Photo contest was announced. • 2nd WABA YOUth e-newsletter, edited by Brie Abbe was produced. • Planning meetings for the upcoming joint WABA/LLLI State of the Art of Mother Support Summit with Rebecca Magalhaes and the WABA team.

May

• WABA and LLLI issues joint statement in conjunction with World Health Day. • Ines Fernandez, Norjinh Moin, Christine Choong and Susan Siew participated in the World Forum on Early Child Care and Education in Kuala Lumpur. • World Breastfeeding Week materials were produced. • Pamela Morrison, Susan Siew and Liew Mun Tip participated in the AIDS Media Summit in Kuala Lumpur. • WABA issues a press release in conjunction with the 5th Anniversary of the Global Strategy for Infant and Young Child Feeding.

June

• WBW Seedgrants were awarded. • WABA Secretariat participated in the Pesta Rakyat Merdeka Exhibition in Penang. • Anwar Fazal, participated in the Sustainable Living in Malaysia National Conference in Kuala Lumpur. • Liew Mun Tip participated in the meeting called by the Health Promotion Board of Malaysia. • Julianna Lim Abdullah was invited by the Penang State Health Department to speak to more than 40 lactation nurses from all districts in Penang on effective breastfeeding counselling and mother support. • Design and production of premium items for the upcoming LLL Conference in Chicago including T-shirts, stickers, car stickers and calendars. • Design and production of banners and related materials for the WABA/LLLI State of Art of Mother Support Summit in Chicago. • WBW materials were distributed.

Visitors to the Secretariat

April 2007

• Amal Omer-Salim, Sweden • Rebecca Magalhaes, LLLI, USA • Chris Mulford, WABA Women and Work Task Force Co-coordinator, USA

May 2007

• Radha Hollar Bhar, BPNI, India • Pamela Morrison, WABA Breastfeeding and HIV Task Force Co-Coordinator, UK

June 2007

• Nona D. Andaya-Castillo, Children for Breastfeeding, Philippines • Lakshmi Menon, WABA Gender Working Group, India

CALENDAR OF EVENTS 2007

June 5	World Environment Day*
June 7-8	2nd Annual African HIV/AIDS Clinical Update and Leadership Development Conference, Nairobi, Kenya
June 10-12	4th International Conference on Children's Health & the Environment, Vienna, Austria
June 17	Fathers' Day
June 18-July 13	Breastfeeding: Practice and Policy Course, London, United Kingdom
June 25-27	Nutrition & Nurture in Infancy and Childhood: Bio- Cultural Perspectives, United Kingdom
July 2-8	International Nestle-free week
July 4	30th Anniversary of Nestle Boycott
July 5	ABM 12th Anniversary
July 4-7	World YWCA's International Women's Summit (HIV), Nairobi, Kenya
July 11	"Women's Leadership on HIV & AIDS" IFE Orientation & Training Day (ENN & IFC) London
July 11	World Population Day
July 18-19	State of the Art of Mother Support Summit (LLLI/WABA), Chicago, USA
July 20-23	LLLI's 50th Anniversary, "Celebrating the Power of Breastfeeding", Chicago, USA
July 22-25	4th International AIDS Society Conf. on HIV Pathogenesis, Treatment Prevention (IAS 2007), Sydney, Australia (www.ias2007.org)
July 26	ILCA's 22nd Birthday
August 1-7	World Breastfeeding Week
August 8	Synchronised Breastfeeding Worldwide
August 12	International Youth Day
August 12-15	International Conference on "Youth & Democracy in South Asia" (www.icyo.in)
August 13-18	IBFAN Africa Regional Conference. "BFHI Implementation"
August 15-19	ILCA Conference, Controversies in Lactation, San Diego, USA
August 19-23	8th ICAAP, "Waves of Change, Waves of Hope" Colombo, Sri Lanka
August 25-30	25th International Congress of Pediatrics, Athens, Greece (www.icp2007.gr)
August 26-30	TUNZA International Youth Conference. (UNEP), Liverkusen, Germany
September 6-8	WABA Global Breastfeeding Partners' Meeting (GBPM6), Penang, Malaysia
September 9-12	WABA Steering Committee Meeting, Penang, Malaysia
September 21	International Day of Peace
September 24-25	3rd Annual Breastfeeding & Feminism Symposium: Breastfeeding, Feminism & Reproductive Rights, UNC "Planning the way forward for research & action", North Carolina, USA
September 24-28	Public Service International (PSI) Centenary Congress, Vienna, Austria

[(*) see www.daysofaction.net for links]



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WABALink is produced and edited by the Secretariat of the World Alliance for Breastfeeding Action (WABA). WABA is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Action Food Network (IBFAN), La Leche League International (LLLI), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).



La Leche League International honours WABA Co-Directors with the prestigious **International Award of Achievement**

in conjunction with LLLI's 50th Anniversary celebrations

The Board of Directors of La Leche League International (LLLI) has decided to honour two outstanding Malaysian activists, Susan Siew and Sarah Amin, Co-Directors of the World Alliance for Breastfeeding Action (WABA) with the International Award of Achievement for their actions that have initiated significant change to the protection, promotion and support of breastfeeding worldwide.

At the Awards Presentation ceremony which was held July 2007 at Chicago Hilton, USA during the LLLI 50th Anniversary and Celebrating the Power of Breastfeeding Conference. The awards ceremony was witnessed by LLLI's seven founding mothers together with more than 300 participants of the conference which drew more than 2000 mothers and 1000 babies to the bi-annual event.

In awarding the International Award to Susan and Sarah, LLLI's Board of Directors member Ms Sharon Vines said " we award Susan and Sarah for their work with WABA which initiated and organizes the annual World Breastfeeding Week (WBW), which is now celebrated in more than 120 countries around the world and has achieved so much in promoting and protecting breastfeeding on a global level, reaching many different populations".



"As Co-Directors of WABA, Sarah and Susan have complemented each other with their different skills and personalities. Sarah has been involved with WBW campaigns and has coordinated WABA's network governance and is involved in women & work and breastfeeding activities. In addition, Sarah is the author of *Nurturing the Future: Our First Five Years* (WABA, 1996) which charts the early history of WABA. Sensitive to problems and needs of women, especially those living in developing countries, Sarah helped establish the WABA Gender Project and initiated gender trainings for breastfeeding advocates. She also facilitated the formation of the Global Initiation for Father Support (GIFS)," said Ms Vines during the awards ceremony.

Continues Ms Vines " as Co-Director, Susan uses her skills in communications and design to coordinate the WABA media and communications programme. She is very actively involved in WABA activities that address advocacy and social mobilization, such as her presence on the United Nations Breastfeeding Advocacy Team. She networks at international meetings and conferences for the furtherance of breastfeeding, such as at the ILO Convention on Maternity Protection and the Stockholm Convention on Persistent Organic Pollutants. She was responsible for the book *Images of Breastfeeding Worldwide: a visual sourcebook for community action*. Susan possesses a high level of meeting planning skills and was very involved in the WABA Global Forum in Thailand in 1996 and the Forum in Tanzania in 2002".

"Susan and Sarah are both extremely talented, committed, hardworking, creative and passionate young women who deserve to be recognized by LLLI for their actions in furthering the promotion and protection of breastfeeding worldwide."

Board of Directors, La Leche League International

Excerpts from Susan and Sarah's acceptance speech

“Thank you very much for this recognition. To us, this award really represents the achievements of WABA – our team in Penang, our supportive Steering Committee, Task Forces, Working Group members – rather than the two of us as individuals.”

- Susan and Sarah

“It has been a privilege to serve the breastfeeding network and to witness, slowly but surely, the results of “investments” made over the years. We see achievements of 16 years of WBW involving mass popular action in over 120 countries, all which would not be possible without the involvement of WABA's core partners like LLLI, International Baby Food Action Network (IBFAN), International Lactation Consultants Association (ILCA), Wellstart International and the Academy of Breastfeeding Medicine (ABM) and the wider network.”

- Susan Siew

“It has been a privilege and an opportunity to work with a movement of mothers and children, to meet, to learn, to grow as well as to network, nourish and nurture. We see the expansion of the mother support field and through the Global Initiative for Mother Support (GIMS) increasing the spectrum of support to cover women during pregnancy, birth and lactation, as well as involving fathers, family members and other sectors of community”.

- Sarah Amin

“We would like to thank LLLI for this recognition and humbly accept the honour, the privilege and the responsibility to continue working in the best interest of humanity”

- Susan and Sarah
Co-Directors WABA



CORE GROUP AND MEMBERS

Men's Working Group

Peter Breife and Per Gunnar Engblom, Sweden • Ray Maseko and Vulie Kunene, Swaziland • Qamar Naseem, Pakistan • Arturo Arteaga Villaroel, Mexico • Santiago Vallone, Argentina • Subrata Dutta, India • Julianna Lim Abdullah and Susan Siew, Malaysia

Men's Initiative Endorsers

Erwin Cachuela, Philippines • Jenefer (TOTO) D Dela Cruz, Philippines • K Gounasegar, India • Theodore Goutas, Greece • Rulyadi Hadinoto, Indonesia • Miriam Labbok, America • Andy Martahan Andreas, Indonesia • Md Mahabub Morshed, Bangladesh • John Musisi, Uganda • Inyoman Pastika, Indonesia • Mosadeq Sahebodin, Mauritius • Fernando Daniel Vallone, Argentina • James Achanyi-Fontem, Cameroon • Diogo Mboa, Mozambique

Endorse us!

We would like to invite all men and women who support our initiative to endorse us. Endorsement form for the WABA Men's Initiative is available for download at <http://www.waba.org.my/men>



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The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the *Innocenti Declarations*, the *Ten Links for Nurturing the Future* and the *WHO/UNICEF Global Strategy for Infant and Young Child Feeding*. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International, and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with United Nations Children's Fund (UNICEF) and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

NEW



WABA
Men's
Initiative



www.waba.org.my/men/

WABA Men's Initiative

Founded in October 2006, the WABA Men's Initiative is a continuing enhancement and development of the idea of involving men, in our effort to protect, promote and support breastfeeding. The initial idea was derived at the WABA Global Forum 2, *Nurturing the Future: Challenges to Breastfeeding in the 21st Century* in September 2002 in Arusha, Tanzania. It led to the formation of the Global Initiative for Father Support (GIFS).

In October 2006, in conjunction with the WABA Gender Training Workshop and Youth Workshop, a meeting of men was convened to try and revitalize the GIFS effort. It was at this meeting that the term "father" was found to be limiting and the group wanted to broaden the scope of work which led to the birth of the WABA Men's Initiative.

The Initiative is coordinated by the Men's Working Group (MWG) comprising of eight men from Sweden, India, Pakistan, Swaziland, Mexico and Argentina.

Vision

A world where breastfeeding is a cultural norm and where men support women and families to feed and optimally care for their infants and young children, thus contributing to a just, gender equal and healthy society.

Mission

To create an enabling environment where men, particularly fathers, participate actively in and share responsibilities with women in optimally caring for their infants and young children, through advocacy, education and capacity building.

Goals

- To increase and enhance involvement of fathers in parenting and supporting breastfeeding
- To increase the participation of men, especially fathers, in childcare, domestic responsibilities, and to raise men's awareness on women's and

children's rights, reproductive health issues and safe sex.

- To support efforts that ensure greater gender equality in all societies in order to bring about an enabling environment for breastfeeding, family health and well-being.



Photo by Marisa Ryan

OBJECTIVES

- To include fathers in ante-natal, delivery & post natal services interventions and parental education;
- To develop country profiles which will provide a global snapshot of men's participation in the feeding and care of infants and young children;
- To disseminate specific knowledge about the advantages of father involvement to all parents;
- To improve linkages with related target groups, particularly men's groups, to promote father support;
- To advocate for legislation in support of maximum participation of men in childcare and parenting;
- To act as a stimulus so that the establishment of Father-Support initiatives are increased globally.

Activities/Programmes

1. Newsletter

MWG collaborates with WABA's Mother Support Task Force (MSTF) in their e-newsletter which carries articles on Mother/Father Support. The e-newsletter is being produced in 4 languages i.e. English, French, Spanish and Portuguese.

To subscribe to the MSTF e-newsletter which has sections on father stories and Men's Initiative updates, please email: gims_gifs@yahoo.com

To contribute stories and lessons learnt on Father/Men's support in breastfeeding, please email your articles to WABA at waba@streamyx.com

2. GIFS Seedgrant

The programme aims to establish or strengthen father support groups in breastfeeding protection, promotion and support worldwide.

3. Web-section

Review and update of the Men's Initiative section on the WABA website. We invite submission of articles, stories, research, images, interesting activities, links to men/father websites and list of events relevant to the Men's Initiative. Please submit the materials and information to WABA.

4. Activity Sheet

The MWG is working to produce an Activity Sheet on Father/Men Support. A preliminary discussion paper has been produced. Contact WABA for a copy of the discussion paper.

5. Regional Snapshots

This project aims to produce a tool to collect information and to obtain a better understanding of men and fatherhood situation in different countries (or regions). The snapshot will enable the MWG to strategise this initiative's work more effectively. Initial project starts with a core group of five countries, namely Sweden, Pakistan, Mexico, Cameroon and Mozambique. To join the Regional Snapshot activity, please contact WABA.

6. Recruitment Campaign

On-going recruitment campaign for Men's Initiative endorsements at events and conferences, and from networking opportunities.

WABA Mother Support Task Force (MSTF) E-Newsletter is produced 3 times a year, in 4 languages - English, Spanish, French and Portuguese and best of all, it is **FREE!**



Help to create an environment of awareness and support for all mothers to initiate and sustain breastfeeding!

Subscribe to **WABA's Exciting MSTF E-newsletter** for mother support for breastfeeding.

To subscribe: send an email to ***gims_gifs@yahoo.com*** and state language preference

Many across the world submit articles, subscribe and participate in its success.

Every E-Newsletter Features:

- Stories on Mother, Father and Community Support
- Breastfeeding stories from Mothers and Fathers
- Updates on MSTF and WABA Men's Initiative
- WABA YOUth Initiative
- Breastfeeding news from around the world
- Breastfeeding Resources
- Children and Breastfeeding
- Calendar of Events
- Feedback from Readers

♥ Experience the sharing of mothers, fathers, youth, professionals and even children from around the world on breastfeeding ♥ Tell your own story, be it about birth, breastfeeding or support experiences ♥ Support mothers and fathers worldwide ♥ Be a catalyst, inspire others and help make change possible ♥ Improve your understanding of other cultures ♥ Share your experience in caring for the breastfeeding baby and mother ♥ Keep abreast with the latest information on breastfeeding



To submit articles, write to the editors: • Pushpa Panadam <ppanadam@telesurf.com.py> • Maria (Pili) Peña <vapena@pla.net.py> • Rebecca Magalhães <RMagalhaes@lilli>
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To know more about the Global Initiative for Mother Support (GIMS) and back issues of MSTF E-newsletter, please visit:

<http://www.waba.org.my/gims/index.html>

World Alliance for Breastfeeding Action

Boletín electrónico del Grupo de trabajo del Apoyo a la Madre (GTAM) del WABA (Alianza Mundial Pro Lactancia Materna), publicado 3 veces al año en 4 idiomas- en inglés, francés, español y portugués, y lo mejor de todo es que se distribuye **GRATUITAMENTE!**



Ayude a crear un ambiente de sensibilidad y apoyo para las madres que amamantan, para que tengan el mejor comienzo y la experiencia sea sostenible en el tiempo.

Para suscribirte envía un correo electrónico a gims_gifs@yahoo.com diciendo tu idioma de preferencia.

Secciones fijas del Boletín electrónico:

- Relatos sobre apoyo a las madres, padres y comunidades.
- Relatos de experiencias de Apoyo a la madre y de Apoyo al Padre
- Datos actualizados sobre el GTAM, la Iniciativa de Hombres
- La Iniciativa Joven del WABA
- Noticias actualizadas de Lactancia Materna de alrededor del mundo.
- Recursos de apoyo a la lactancia materna.
- Niños y Lactancia Materna
- Calendario de Eventos
- Comentarios de nuestros lectores

Suscríbete a este emocionante boletín de apoyo a las madres que amamantan, **el boletín electrónico del GTAM.**

Individuos y organizaciones de todo el mundo remiten sus artículos, suscríbete y contribuye al éxito del boletín.

- ♥ Lee sobre las experiencias de lactancia materna que comparten madres, padres, jóvenes, profesionales, y hasta niños del mundo entero.
- ♥ Cuenta tu historia PERSONAL sobre tus experiencias de nacimiento, de lactancia materna o del apoyo.
- ♥ Comparte sobre tu experiencia de apoyo a la madre en comunidades.
- ♥ Apoya a las madres y padres del mundo entero.
- ♥ Inspire a otras personas y haga que el cambio sea posible.
- ♥ Mejore su conocimiento y comprensión de otras culturas
- ♥ Comparte tu experiencia sobre el cuidado del bebe y de la madre que amamanta.
- ♥ Conozca la ultima información o descubrimiento sobre lactancia materna



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Alianza Mundial Pro Lactancia Materna

About the Book

This is a compilation of cases of innovative seedgrant projects which aim to support women combine work and breastfeeding in formal and informal work settings in Africa, the Americas, Europe, South Asia, South East Asia, East Asia, West Asia and the Arab World.

These initiatives range from specific local initiatives to national maternity protection campaigns: raising awareness on working women's rights to breastfeed, setting up crèches and mother-friendly workplaces, strengthening and implementing national maternity protection legislation, working towards ratification of ILO Convention 183 (C183), and finding out from women themselves about the challenges they face as they combine breastfeeding with earning an income.

This publication provides concrete examples as well as ideas for action which will inspire breastfeeding and other advocates to adopt similar projects in their own countries.



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/ UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Action Food Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). For more information, please contact: World Alliance for Breastfeeding Action (WABA) • P.O.Box 1200, 10850 Penang, Malaysia • Tel: 60-4-6584816 • Fax: 60-4-6572655 • Email: waba@streamyx.com • Website: www.waba.org.my



INNOVATIVE INITIATIVES: Supporting Working Women's Right to Breastfeed

INNOVATIVE INITIATIVES Supporting Working Women's Right to Breastfeed

World Alliance for Breastfeeding Action

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Innovative Initiatives Supporting Working Women's Right to Breastfeed

Edited by Lakshmi Menon and Chris Mulford

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Invest in Breastfeeding

World Health Day, April 7, 2007

This year's World Health Day theme addresses the need to increase global security by strengthening global health. La Leche League International (LLL) and the World Alliance for Breastfeeding Action (WABA) join the World Health Organization (WHO) and the global community in marking the importance of this day and this theme.

The support and protection of breastfeeding is an investment in Maternal and Child Health. A healthy, strong child is one of the most important building blocks for a secure future in all communities throughout the world.

Investing in breastfeeding promises immense returns

For the Health of Mother and Child

- ∞ *The foundation for the infant's immature immune system:* A vulnerable newborn is ill-equipped to fight infection and disease. Fortunately, starting from the first hour of birth, the mother's milk provides antibodies in the form of colostrum and continues to form the basis for the child's healthy immune system.
- ∞ *A boost for the infant's nervous system:* Human milk is brain food; perfectly designed to help build a strong central nervous system and help ensure that the child reaches his intellectual potential.
- ∞ *Increased Survival:* In low resource areas, the child's chance of surviving infectious disease in the first months of life is greater if he is breastfed. "Improved breastfeeding alone could save the lives of more than 3500 children every day, more than any other preventive intervention" (*Innocenti Declaration 2005*)
- ∞ *Shield from malnutrition:* Breastfeeding shields children from malnutrition. Lack of breastfeeding and improper young-child feeding is a major cause for global childhood malnutrition.
- ∞ *Prevention of obesity and overweight:* Obesity and overweight is a global epidemic, affecting an estimated 1.1 billion people worldwide, including at least 155 million school-age children. Breastfeeding addresses what the World Bank refers to as the "window of opportunity" to correct the long-term damages of malnutrition—both undernourishment as well as obesity—that exists in the first two years of life. Strong support exists for a dose-dependent relationship with breastfeeding: the risk of overweight is reduced by 4% for each month a child is breastfed, through at least nine months. (*Obesity, 2006*)



- ∞ *Protecting the Mother:* In addition to nourishing the child, breastfeeding also protects the mother by lowering her risk for breast cancer, ovarian cancer and osteoporosis. By breastfeeding her infant, a mother's metabolic efficiency is enhanced, which allows her to make better use of the food she consumes—and reducing the amount she needs. (*Obesity, 2006*)

For the General Community

- ∞ *Child spacing for families:* Exclusive breastfeeding, which is an integral part of the Lactational Amenorrhea Method, could provide a natural form of contraception. This would increase child spacing and reduce risk of unplanned pregnancy.
- ∞ *Environmental protection:* Breastfeeding is natural and environmentally friendly. It requires no plastics production, no fuel for transportation, no extra land use, and no need for disposal.
- ∞ *Financial security:* Breast milk is a valuable commodity. It is a self-sustaining food source costing nothing to supply, at the same time it provides unparalleled nourishment and reduced family medical bills.

For Defense during Disaster and Crisis

- ∞ *Self-Sustainability:* The breastfeeding mother can feed independently. Her milk is readily available, needs no clean water or containers, and can be provided to her child at any time.
- ∞ *Security:* The simple act of breastfeeding provides a much needed source of security and stress reduction for both the mother and baby.
- ∞ *Prevention:* The enhancement of immunity from breastfeeding can curb the spread of disease and encourage a quicker recovery if illness strikes.

**The World Health Organization's
Key Messages for World Health Day 2007, as Seen
Through the Eyes of LLLI and WABA**

- ∞ *Threats to health know no borders.* Fortunately, the benefits of breastfeeding are universal. LLLI and WABA promote the health of mothers and children by forming international alliances of breastfeeding advocates and by supporting mothers and infants throughout the globe, in over 120 countries.
- ∞ *Invest in health, build a safer future.* Children are the world's future. Worldwide, breastfed children are stronger and healthier. Supporting maternal and child health and investing in breastfeeding are one of the most concrete ways to build a safer future.
- ∞ *Health leads to security; insecurity leads to poor health.* For mothers to breastfeed successfully, governments, health systems, civil societies, the private sector and the general public need to create a safe and enabling environment that supports the culture of breastfeeding.
- ∞ *Preparedness and quick response improve health security.* The mother who is breastfeeding is prepared to care for her infant in any situation or circumstance, and her response takes only as long as it takes to put the baby to the breast.

Author: Melissa Vickers

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Innocenti Declaration 2005 on Infant and Young Child Feeding: <http://innocenti15.net/declaration.htm>

Vickers, M. Breastfeeding and Obesity. LLLI, September 2006. Publication no. 1874-17.

An Island of Peace

To the list of breastfeeding's unique characteristics, we add yet one more—its universality. The baby at the breast represents the common language of mothering. Babies have basic needs that do not change, regardless of when or where they are born. And the beautifully natural act of nursing your little one has this same timeless quality. It is a link to other mothers and a sign, even, of womanly power. The ability of a mother's body to nurture her child is a source of strength to her. And through breastfeeding's gentling effect, an island of peace is secured. It is a small miracle, belonging rightfully to mothers, babies, and families the world over.

—The Womanly Art of Breastfeeding,
La Leche League International, 2004, p. 388



**LA LECHE LEAGUE
INTERNATIONAL**

La Leche League International (LLLI) is a nonprofit organization founded in 1956 by seven women who wanted to help other mothers breastfeed their babies. LLLI, the world's largest resource for breastfeeding and related information, offers encouragement worldwide through mother-to-mother support and breastfeeding mother support groups in 69 countries.



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organizations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding.

WABA and LLLI announce the State of the Art of Mother Support Summit, to be held July 18 and 19 in Chicago Illinois, USA, prior to the LLLI 50th Anniversary Conference. For more information on the Summit and the Conference, go to www.waba.org.my <<http://www.waba.org.my>> or www.llli.org <<http://www.llli.org>>



La Leche League *International*
Celebrating 50 years

Press Release

For Immediate Release

18 June 2007



World Alliance for
Breastfeeding Action

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Towards a Healthier World for Infants and Young Children: Celebrating the 5th Anniversary of the Global Strategy For Infant and Young Child Feeding

Penang, 18 June, 2007 – Five years ago the world's highest health policy setting body composed of health ministers from 192 member states – the World Health Assembly (WHA) – adopted a landmark resolution in support of the WHO/UNICEF the Global Strategy for Infant and Young Child Feeding (GSIYCF). It was and still is a comprehensive action plan aimed at improving and enhancing the nutritional status, development, growth, health and survival of infants and young children the world over, by ensuring that optimal feeding is a priority recognized and implemented by governments, international organizations and concerned parties.

According to Professor Miriam Labbok, MD, MPH currently WABA Steering Committee member, Director, Center for IYCF at UNC, and former UNICEF Senior Advisor on IYCF, research shows that enabling women to exclusively breastfeed for the first six months with continued breastfeeding for the first year would save an additional 1.3 million children's lives every year. She adds that if breastfeeding is then continued with appropriate complementary feeding until at least age two, a total of 5,500 additional child deaths could be prevented every day of every year.

The Global Strategy identifies nine operational targets with the first four incorporated from the Innocenti Declaration. The targets are: (1) The appointment of a national breastfeeding coordinator of appropriate authority, and establishment of a multisectoral national breastfeeding committee; (2) Ten Steps to Successful Breastfeeding (the Baby-friendly Hospital Initiative) practiced in all maternity facilities; (3) Global implementation of the International Code of Marketing of Breast-Milk Substitutes and subsequent relevant World Health Assembly Resolutions in their entirety; (4) Enactment of imaginative legislation protecting the breastfeeding rights of working women; and establishment of means for enforcement of maternity protection. (5) Implementation of comprehensive government policies on infant and young child feeding; (6) Full support from health and other sectors for two years of breastfeeding or more; (7) Promotion of timely, adequate, safe and appropriate complementary feeding (addition of other foods while breastfeeding continues); (8) Guidance on infant and young child feeding in especially difficult circumstances, and related support for families and caregivers; and (9) Imaginative legislation or suitable measures giving effect to the International Code as part of the national comprehensive policy on infant and young child feeding.

The Global Strategy targets were reaffirmed at the "Innocenti +15" celebratory event in Florence, Italy in November 2005 organised by UNICEF and WHO in collaboration with international partner NGOs: The Academy of Breastfeeding Medicine, International Baby Food Action Network (IBFAN), International Lactation Consultants Association (ILCA), La Leche League International, Regione Toscana, Linkages (USAID), Wellstart International and World Alliance for Breastfeeding Action (WABA). This meeting launched the new Innocenti Declaration 2005 on IYCF with all the 9 GSIYCF targets being emphasized with the understanding that we face increased global challenges and that we need to exert stronger influence in achieving our targets.

WABALink Issue 44

After five years WABA calls for each of us concerned and involved in breastfeeding to pause, reflect and take stock of our achievements and shortcomings and develop a way forward. To make the Global Strategy a stronger document there are some aspects that we need to re-examine: (1) Although now accepted by the international health community, the GSIYCF did not highlight the vital importance of immediate postpartum skin-to-skin and breastfeeding within about 1 hour. WABA recognizing the need to advocate for initiating breastfeeding within the first hour has chosen it to be this year's theme for World Breastfeeding Week. Recent research on the importance of feeding within the first hour⁴, and the lives that could be saved by ensuring that hypothermia is prevented⁵, which can be accomplished by immediate skin to skin and early breastfeeding, serve as the catalysts for this choice. (2)The GSIYCF states that it is grounded on the best available scientific and epidemiological evidence but, for example, its approach and recommendations to HIV and Breastfeeding should be updated to reflect the consensus emanating from the October 2006 WHO Technical Consultation on PMTCT. (3) To infuse momentum the Global Strategy needs a focal timeline to meet its operational targets; it could link with the 2015 target set by the Millennium Development Goals (4) It would be more significant if the Global Strategy could have a Global Monitoring System as opposed to the current status where there are no reporting systems in place.

The GSIYCF is unique for its integrated comprehensive approach and acts upon the understanding that the youngest members of the world depend on the commitment of all actors to achieving optimal health outcomes by protecting, promoting and supporting breastfeeding and ensuring adequate and nutritious complementary feeding even under exceptionally difficult circumstances. WABA being mandated to act upon the Innocenti Declarations (1990 and 2005) fully supports the implementation of the GSIYF and is committed to ensuring the success of the Global Strategy targets. It welcomes and calls on all parties to take steps to do the same and help save 1.3 million lives a year.

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2008 Calendar

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– A pictorial essay

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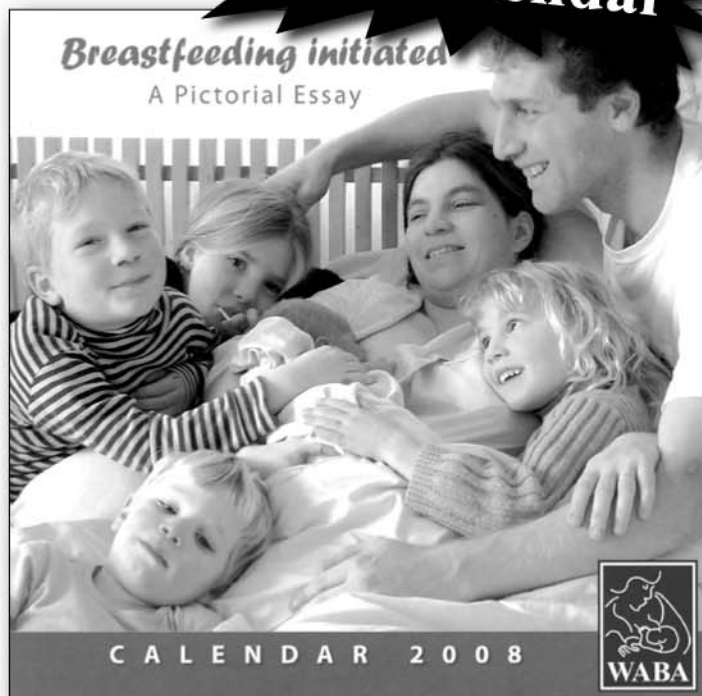
The photos featured in this calendar are the winning entries from the World Breastfeeding Week 2007 photo contest held in May 2007.

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