

Breastfeeding: Advocacy & Practice

Eighth course for doctors, midwives & other senior health professionals

9th – 22nd September 2018
George Town, Penang, Malaysia

ORGANISED BY



Infant Feeding Consortium (IFC),
United Kingdom



World Alliance for Breastfeeding Action
(WABA), Penang

<http://waba.org.my/bap/>

Improving breastfeeding rates is one of the most effective ways for countries to save lives and make progress towards achieving the Sustainable Development Goals. But to take action, countries need to have enough people with expertise in infant feeding who can lead programmes, train health professionals, monitor the code and advocate for change. This two-week evidence-based course aims to develop participants' competency for breastfeeding support and advocacy. The course is organised by the World Alliance for Breastfeeding Action (WABA) and held in collaboration with the Infant Feeding Consortium (IFC).

Course Rationale

Poor infant feeding practices continue to be a leading cause of morbidity, mortality, malnutrition and poor growth of infants and young children, and they can affect the long term health of mothers and their children as adults. The established global recommendations are skin-to-skin contact immediately after birth, initiation of breastfeeding within one hour, exclusive breastfeeding for six months and continued breastfeeding with complementary feeding from six months up to two years or more. Few countries meet these targets, and in many places programmes to promote optimal infant feeding are slowing down, despite the availability of effective interventions, and extensive experience of implementing them.

To give infants the best start in life, there are a range of interventions, such as the Baby-Friendly Hospital Initiative (BFHI) which are proven to increase breastfeeding rates. However, globally only 10% of infants are born in baby-friendly facilities. Since 2015, WHO and UNICEF have been working to reinvigorate the BFHI and have published updated evidence for each of the Ten Steps. New implementation guidance will be available soon. The BAP course will update participants about the

new BFHI. Mothers also need ongoing support to enable them to sustain optimal infant feeding for two years or more after delivery. To provide this, all health workers caring for mothers and infants in both health facilities and in the community need appropriate pre- and in-service training, and public health teams need appropriate orientation to promote breastfeeding-friendly environments. The BAP course goes beyond existing short practical training courses, and sets out to equip participants to act as resource personnel with expertise in infant feeding.

Course Aims

- ▶ To develop participants' skills and knowledge to support mothers and babies, and to educate and train others and advocate for change to improve infant feeding practices.
- ▶ To enhance participants' understanding of the global infant feeding situation and contemporary challenges and opportunities.

Course Programme

The course is residential and intensive with 11 full days of teaching, from Monday 10th to Saturday 22nd September 2018, and with two days for recreation and private study in the middle – Saturday 15th and Sunday 16th September 2018. Participants should arrive by 3 pm on the afternoon of Sunday 9th September to register, and for an Introductory Session and Welcome Reception. They should be prepared to stay until the evening (at least until 6 pm) of Saturday 22nd September, or until the morning of Sunday 23rd September.

Certificates of Attendance will be presented on the afternoon of Saturday 22nd September. To qualify for a Certificate, participants are required to attend the course full-time.

Teaching Methods

Teaching includes a mix of interactive and formal class room presentations, practical demonstrations, workshops, seminars, group work, debates and clinical practice sessions. Participants are encouraged to contribute their experience throughout the course and teaching is structured to provide opportunities for individual participant's interests to be addressed.

Clinical practice takes place in local hospitals and clinics where participants work in small groups with mothers and babies to practice the skills learnt in the classroom. Participants are required to undertake preparatory work for seminars individually and in groups, during some evenings. Reference material and handouts will be provided variously in electronic or paper form, with some key materials being sent to participants to read before the course begins.

Topics Covered

The topics covered will include:

- ▶ Global policies on infant and young child feeding
- ▶ Effect of breastfeeding on the health of infants and mothers
- ▶ Advocacy and training skills
- ▶ Communication skills
- ▶ Physiology of lactation and suckling
- ▶ Composition of breast milk, and how it differs from infant formula
- ▶ Immunology of breastmilk, and the importance of colostrum
- ▶ Influence of obstetric practice on breastfeeding and the microbiome

- ▶ Initiation of breastfeeding and skin-to-skin contact
- ▶ Positioning and attachment of the infant at the breast
- ▶ Milk sufficiency – under- and over-supply
- ▶ Breast refusal and the reluctant breastfeeder
- ▶ Breast conditions (nipple form, sore nipples, engorgement, mastitis)
- ▶ Breast milk expression and storage
- ▶ Relactation
- ▶ Feeding of low birth weight babies
- ▶ Kangaroo mother care
- ▶ Maternal nutrition, and maternal medication
- ▶ Maternal infections and infant feeding
- ▶ The nutritional adequacy of exclusive breastfeeding
- ▶ Obstacles to exclusive breastfeeding
- ▶ Developmental readiness for feeding
- ▶ Introduction of complementary foods
- ▶ Baby-Friendly Hospital Initiative
- ▶ Community support for optimal infant feeding
- ▶ Women and work
- ▶ The International Code of Marketing of Breast-milk Substitutes
- ▶ Infant feeding in emergencies

Who Should Attend

The course is designed for doctors, midwives and other senior health professionals or others who are involved in national or local infant feeding programmes as clinicians, trainers, advisers, programme coordinators or advocates for optimal infant feeding. Teams from the same institution or locality are particularly welcome. The course is conducted mainly in English, though there will also be some use of Malay and other local languages, particularly for communication with mothers.

Course Costs

The cost of the two week course, including twin-sharing accommodation in a 4-star hotel with en-suite facilities and meals (excluding evening meals), and essential reference materials is US\$ 3, 500. This does not include the cost of travel to Penang.

WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment (including feeding bottles, teats and breast pumps) and complementary foods, and cannot accept applicants funded by such companies.

To Apply

If you are interested in attending, please send an application to reserve a place even though you may not have secured funding. We will send you a letter of provisional acceptance, a Registration Form and other information which will enable you to start making arrangements and seeking funds. The next step will be for you to register for the course by the end of July 2018 with a deposit of USD 300.00

To register, complete the online application form at <http://waba.org.my/bap/>

For more info, contact WABA: P.O. Box 1200, 10850 Penang, Malaysia
Tel: 604-6584816 | Fax: 604-657 2655 | Email: info@waba.org.my

Course Directors

SANDRA LANG: Midwifery Lecturer and infant Feeding specialist

- Specialist Areas: Maternity practices and breastfeeding, practical issues of infant feeding, particularly for newborn, pre-term, sick and vulnerable babies; essential maternal and newborn care, curriculum development, training and implementation of international infant feeding initiatives. Author of the book Breastfeeding Special Care Babies. Formerly Director of the course Breastfeeding Practice and Policy at the Institute of Child Health, UCL, London.

FELICITY SAVAGE: Child Health Specialist

- Specialist Areas: Training health workers on breastfeeding, and development of technical and policy documents on infant feeding; Author of the book Helping Mothers to Breastfeed. Former WHO Medical Officer co-coordinating the development of infant feeding training courses for the Department of Child and Adolescent Health. Founding Director of the course Breastfeeding Practice and Policy at the Institute of Child Health, UCL, London. Chairperson of the Steering Committee for the World Alliance for Breastfeeding Action (WABA).

ZAHARAH SULAIMAN: Medical Lecturer and Lactation Consultant

- Specialist Areas: A lactation consultant at Hospital Universiti Sains Malaysia (USM). Deliver breastfeeding modules for healthcare providers, postgraduate and undergraduate medical and allied health students. Author of journal publications and breastfeeding books. A researcher who employs qualitative methodology in exploring women's health issues, mothers and infants related domains. Currently, serves as WABA Local Taskforce Co-Coordinator and a member for ILCA Global Collaboration Committee..

CAROL WILLIAMS: Public Health Nutritionist and Infant Feeding Specialist

- Specialist Areas: Nutrition, health promotion and socio-economic determinants of behaviour. Trainer on complementary feeding, and strategy and project planning. Principal lecturer and Course Leader for the MSc (International) Health Promotion at the University of Brighton. Current research explores aspects of satiety and the influence of marketing and social norms on food behaviours, including of complementary foods and duration of breastfeeding, sugar consumption, and vitamin D. Formerly Director of the course Breastfeeding Practice and Policy at the Institute of Child Health, UCL, London.



The Infant Feeding Consortium (IFC), United Kingdom, provides specialists in training, curricula development, formative research, programme review and policy development on infant and young child feeding.



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 Declaration, 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) and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with the United Nations Children's Fund (UNICEF) and is an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).