



To create an enabling environment where men participate with women to support breastfeeding and care for infants and young children.

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New Resolution on Maternal, Infant and Young Child Nutrition

A new resolution on maternal, infant and young child nutrition was adopted during the 65th World Health Assembly (WHA) in Geneva, Switzerland in May 2012. It discussed an Implementation plan on infant and young child feeding proposed by Canada, UK, Swaziland and Mexico, which calls on governments to strengthen controls on the marketing of breastmilk substitutes and to establish “adequate mechanisms” to deal with conflicts of interest. The Resolution is especially important in relation to the new partnerships and “multi-stakeholder” arrangements that are springing up to tackle poor nutrition, many of which are pushing fortified processed baby foods and fuelling the multi-billion “business of malnutrition”. WHO was invited to Review its Relationship with External Actors The 65th WHA pursued the debate on the reform of the World Health Organization which was started in 2011. A decision was taken that the WHO will consider new policies for engagement with NGOs and the private sector in 2013, and it will review its current hosted partnership arrangements. A big step forward was made in the first half of 2012 with the ILO publication of a basic training document whose original drafting had been initiated in 2010 by IBFAN- GIFA. The Maternity Protection Resource Package covers aspirations of all. It is a comprehensive document that explains in detail the various aspects of maternity protection, the five main elements that make a strong law, the overall worldwide context, the challenges of the issue, the most recent trends and initiatives, as well as the ways of fighting for maternity protection and of learning about it.

*MI e-newsletter
Courtesy of IBFAN-GIFA*

What Dads Can Do to Help Breastfeeding Mothers



Breastfeeding is the mom’s domain, but she needs a network of support to be successful, and her partner is one of the main sources of encouragement in her life that can help her the most. In effect, support comes from the home ,talking with breastfeeding experts and mothers as to how a dad can help support his breastfeeding partner.

We were told that breastfeeding a baby is a normal part of parenting a child, but it can go so much smoother if the mother has great support especially, from the baby’s other parent. The dad may be tempted to leave the mother alone if he thinks that’s what she needs , but if he sticks around during the nursing session, it is a way of offering comfort, approval and support. He will be able to watch as she and the baby bond. He can help her troubleshoot latch positions and fetch her water, a pillow or a snack.

Mammy Asongtia revealed that, “ I was nursing Aminkeng during the night, Pa Zinkeng would stay awake too and sometimes rub my back. It made me feel like I had support and I don’t have to do everything myself.” Dads can lift a first-time mother’s spirits by speaking words of encouragement to her. “Anuwoh encouraged me so much, especially when I was ill in the hospital after my C-section,” shared Ndeloh, mom of one. “I was feeling very sick and dizzy. I was stuck lying on my side. He helped me side-nurse her by holding her there for me and helping her get a good latch.” Encouragement comes in the form of actions also. “My husband has been super supportive of the breastfeeding all along,” explained Lateh, mom of two. “He never suggested I should stop when I had issues and he contributed by doing all the cooking in the early days.” A community breastfeeding counselor told us that dad can play a pivotal role by responding when the baby cries. “When a baby cries and dad picks up the baby — even if it is to pass the baby to mom for breastfeeding — the message the babies get is that they have a voice, and when they call out they can get a response,” she explained. “Dad is letting his baby know that he or she has a voice that will be heard. He is also developing a bond with the baby by responding to those calls — this is hugely powerful.”

Dad shouldn’t hesitate to share with his partner how awesome she is doing. It can give her a huge boost of confidence to receive that love and support directly from the father. A post card can do the same trick, or a text in the middle of the day to the breastfeeding mother’s mobile phone. A mother reacted by saying she did not know if it was really a way of support, but he had no issues with breastfeeding and was very proud of me for doing it.

James Achanyi-Fontem

Breastfeeding: Why pumping or covering may not be an option

Many challengers of nursing in public wonder why the mother can't simply pump a bottle beforehand or throw a blanket over herself and her baby. Nursing in public has become a hotly-contested right among people in developed countries. Although it is protected by law in most countries, issues still pop up and mothers are



Monica Beyer

still asked to cover up, move to the restroom or leave the premises while nursing their children. One of the rallying cries of those opposed is, "Why can't she just cover up?" Others wonder why the mom can't simply pump milk into a bottle beforehand instead of nursing. In effect, it isn't that simple. Covering up sounds so easy, if a mother just toss a blanket over her shoulder and her baby's head and everyone is happy. The baby will be fed and no one will see her boobs. The truth is that moms are not required to cover up, and they can breastfeed discreetly even without a large blanket draped over the baby. Instead, it should be noted that a nursing cover broadcasts to everyone that she is breastfeeding. On the other hand, many nursing in public controversies take place even though a mom was covered, while simply lifting up her top and latching her on often doesn't even get a second glance. In Africa, breastfeeding in public is not a problem, except for most educated mothers. It would be interesting to hear from challengers whether they would enjoy eating with a blanket or towel covering their heads... Also, some babies dislike being covered. Think about it — would you enjoy eating with a blanket or towel covering your head especially while you were cuddled up next to someone? Even in cooler weather, it can get hot and sweaty quickly under a cover, and the baby in question would not be able to settle down to be comfortably nursed. This will result in even more attention being drawn to the breastfeeding mother. On the other hand, it is also a hassle and mothers don't always have the time or the extra hands to deal with a cover, especially if she has two babies to feed at the same time.. A mother explained it like this, "I have to hold my baby, hold my breast to help my baby to latch, hold the cover and also hold on to my one-year-old, not to mention the diaper bag, shopping cart, plus countless other child-related things that mothers have to keep track of."

Breast Pumping

Breast pumping is an entirely different matter. Pumping requires a breast pump of course, which can be expensive, but also bottles, a place to store the milk, and the ability to warm the milk to feed the baby. Some mothers struggle to get milk from a pump because as wonderful as breast pumps are, they are not babies. Even if a mother gets a good response from her pump, she likely won't be getting the same amount of milk while babies are simply more efficient at emptying the mother's breasts. Skipping a feed from the breast while the mother is out can cause engorgement or mastitis. Last but certainly not least, some babies don't like to take a bottle. Hence breast is best!

Breastfeeding problems rarely lead to serious illness

According to a research report by Justin Paget of Corbis in the UK, breastfed babies admitted to hospital with dehydration or weight loss rarely suffered serious damage. They found that almost every baby was able to be breastfed. The problems were usually caused by a lack of support which meant that a child did not attach properly to the breast or was not fed often enough.

Very few babies become dehydrated and seriously ill because they are not getting enough milk from breastfeeding, according to a study that calls for better support for mothers to help them establish nursing rather than resorting to formula. Following a series of alarming stories where the plight of individual babies was described in medical journals and later in the press, doctors in Bradford and Sheffield began a study to find out how common it was for feeding to go disastrously wrong.

They collected details of every case of severe neonatal hypernatraemia – where newborn babies rapidly lose weight, become dehydrated and develop raised salt levels because they are not getting enough milk – in UK and Republic of Ireland over one year. If not treated, the condition can lead to seizures, gangrene, brain damage and even death. But Dr. Sam Oddie and colleagues found only 62 cases from May 2009 to June 2010, a prevalence of seven in every 100,000 live births. They wrote that all those babies who were admitted to hospital, mostly because of weight loss, and being intravenously fed, all were discharged within two days to two weeks having gained weight and none had long-term damage.

The evidence should reassure parents – but the researchers stressed it should also encourage them to seek help when struggling to establish breastfeeding. There are also milder cases of problems where babies are not getting fed properly. The answer is not bottle-feeding but more help for women to ensure the baby attached properly to the breast and is fed often enough.

Measures such as early initiation of breastfeeding, skilled helpers observing and supporting women breastfeeding, and targeting help in cases where feeding is difficult – such as in excess weight loss, decreased stool output or both – will both support the initiation of breastfeeding in general and find cases where a more serious problem may be developing.

News from WABA Secretariat



WABA participated in a Public Speaking event organized by Girl Guides Association of Malaysia, KL in April 2013. WABA raised awareness on BF with its material & related topics of speeches.

14 Ways for Dads to be engaged with their Breastfed Babies

There are so many ways that fathers can engage with their babies. Feeding is only one tiny portion of a baby's life and it has to be a special, integral part of the baby's life. If you're looking for ways to help your baby's father to feel connected, or even just want a list of things he can do with his baby to convince some well meaning family member or friends who keep telling that he is not involved with his baby, here is some advice.

If "father" isn't the appropriate term for your relationship situation, please feel free to replace it with your chosen word in its place as you read.

1. Take over bathing time. Well, assuming that your baby enjoys taking baths. Otherwise, it might be more comforting to be the one that dries baby off and dress him/her afterwards.

2. Sing songs. Not only helps with language development, but I guarantee your heart will melt watching the baby's father singing to their tiny little love.

3. Play with the baby, with toys or even just simple hand games. For dads who like physical activity, infant play can involve helping baby learn how to track with his or her eyes,

4. Babywear! Dad's time with the baby is only limited to feeds, so strap that little person onto their father lap for a walk around the block, or even just sitting on the couch. Bare-chest it for some beneficial skin-to-skin contact (or skin-to-hair, as it may be — tactile learning?).

5. Tend to other needs. Diapers may not be exciting, but involving dad in diaper changes, dressing the baby, or anything else needed, helps enforce that he isn't merely a bystander.

6. Attend any doctor visits or be involved and educated in any/all choices and discussions about the baby's health.

7. Learn body language. A dad who understands his baby's requests through body language or otherwise will enjoy responding to early communication as well.

8. Give baby massages. Not only can this help relieve tension (in dad as well as the baby) but it has a lot of health benefits as well.

9. Read to the baby. It doesn't matter what it is. Spoken language, versus recorded language, teaches language skills no matter if you're reading the Shakespeare or Men's E-newsletter.

10. Ask your partner how she experiences the breastfeeding, the nice things, the hard things, how it affects her, what makes her comfortable or not!

11. When the baby is being breastfed you don't always have to tend to other things. Sometimes stay with the breastfeeding mother, sit beside her, and take the opportunity to share your day of events, your thoughts and feelings about this big change in life, and listen to hers.

12. Make babies laugh. Dads are often masters of inciting infant laughter, whether it's through weird voices, faces, or some other silly trick. If they manage to encourage that first laugh, they'll remember that forever and likely brag about it as well.

13. Cuddle up for nap time. If bed-sharing, older babies can take naps with Daddy, or even sleep on his chest while he reads a book or watches TV.

14. Learn about breastfeeding, why it is good for the baby, what happens in the female body, difficulties that may arise for the mother also. A dad who understands the importance of breastfeeding is less likely to feel isolated & will advocate breastfeeding for you.

We are sure there are many other things dads can do. What else can YOU do with your baby when not breastfeeding? Everything except feeding is something



the father can do, especially if given the opportunity. Give the father plenty of quality time, and let him really get familiar with his baby too. Both learn from each other. The father learns from each feeding time, while it is a great bonding time for babies. Share how do your babies' fathers spend quality time with babies, apart from meal time? The baby in this picture was benefitted with exclusive breastfeeding and to express gratitude for the regular counselling support from **Cameroon Link**, the parents named the third son, James-Achanyi- Fontem! The father approved of the natural benefits by saying none of the sons had ever been hospitalised. They stood up and started walking very early at the age of 11 months. There has been less spending for health care by the family.



IBFAN Regional Conference To Be Held In Kampala, Uganda in August 2014

IBFAN Africa has announced the holding of the next Regional Conference in Kampala, Uganda, late August or Early September 2014. IBFAN Members have been invited to add the event in their work plans for 2014 as one of the important activities next year. The request adds that members include the event in their bilaterally funded activities to ensure that Development partners include the activity in their budgets.

IBFAN Africa would like to invite suggestions for an appropriate Theme for The Regional Conference. By the time of circulating this newsletter, the following themes had been suggested by the Executive Committee and conference hosts.

1. Revitalize BFHI and BFCI
 2. Complementary Feeding and the use of locally available resources
 3. Disaster risk reduction strategies for IYCF
- More inputs are awaited in order to make a relevant Regional Conference. This is the time for members to begin the process of raising funds for the conference.

IBFAN Africa

IBFAN-GIFA Newsletter

IBFAN-GIFA now publishes a short newsletter with information from GIFA office, on a by-annually basis. They have also published a 7 minutes video about IBFAN & it's work all over the world. It tells about BF struggle that IBFAN activists are fighting for the last 32 years. Send your feedback to info@gifa.org

Announcing Pan Commonwealth Forum (PCF7)

Abuja, Nigeria, 2 - 6 December 2013

COL's Seventh Pan-Commonwealth Forum on Open Learning (PCF7) will be held in Abuja, Nigeria from 2 – 6 December 2013 in partnership with the Federal Ministry of Education and the National Open University of Nigeria (NOUN).

The Forum will address "Open Learning for Development: Towards Empowerment and Transformation" through five themes: "Girls' and Women's Education", "Skills Development", "Promoting Open Educational Resources (OER)", "Innovation and Technology" and "Institutional Development". PCF7 is a dynamic event with a variety of formats to enable participation, knowledge sharing, learning and networking on five themes. The idea is to promote dialogue, sharing, networking and collaboration among all participants. The conference formats will include: plenary and parallel sessions, panel discussions, training workshops, open networking streams, social networking and online media, roundtables, marketplace, "show and tell", etc.

Each of the themes will explore in depth a number of past and contemporary issues and challenges and how the potentials of open and distance learning (ODL) and appropriate technology can be harnessed or are being used to address them. "Cameroon Link" currently involved in a healthy community initiative using community radio stations to educate populations on mother and child health care has engaged to participate in the conference targeting girls' and women's education. The healthy communities' initiative is supported by the Commonwealth of Learning. There will be analytical discussions of case studies, models, tools and approaches on the use of ODL to promote learning for development. Cameroon Link has proposed to discuss the use of mobile phones for breastfeeding counseling during the PCF7.

Focusing on Girls' and Women's Education, recent UN statistics report that around 75 million girls in the developing world are not in schools and that the transition to secondary and tertiary education among girls is limited. Similarly, 64% of the illiterate adults in the developing world are women in agriculture, health and formal/informal sectors. Closing the gender gap is not only an issue of human rights and equity; it is also one of the most efficient and economically productive elements for the society. ODL offers part of the solution to address this huge challenge. This theme will also focus on:

This theme will also focus on:

- Socio-economic, political, socio-cultural, systemic and curricula constraints that engender and/or reinforce gender disparities in education and how the use of ODL can help address them.

- Perspectives, methodologies and options presented by Open and Distance Learning for broadening access to education and strengthening girls' education and women's learning leading to empowerment, transformation and development.

- Policies and strategies that will promote ICT opportunities for women and girls and create an enabling environment to support their self-determination and economic empowerment.

- The cost-effective use of ODL to address girls' and women's lack of equitable access to education, particularly vocational training and apprenticeship. Established in 1988, the Commonwealth of Learning (COL) was inspired by the vision that the peoples of the Commonwealth must and can have access to knowledge, regardless of where they live and whether they are rich or poor.



PCF6 Session in Kochi, India

Member governments have given COL a mandate to encourage the development and sharing of ODL knowledge, materials, expertise, technologies and other resources. Working with, and providing services to hundreds of institutions throughout the 54-member Commonwealth countries, COL is helping to increase the capacities of developing nations to meet the demands for improving access to quality education and training. This would be the first Pan Commonwealth Conference to be lead by Prof.

Asha Kanwar, COL President. The Sixth Pan-Commonwealth Forum on Open Learning (PCF6) took place from 24 - 28 November 2010 at Le Méridien Cochin Resort & Convention Centre (Kochi, Kerala), India, in partnership with India's Indira Gandhi National Open University. Theme was: "Access & Success in Learning: Global Development Perspectives." For more information, click on the following link- www.col.org
J. Achanyi-Fontem

Excellence in Distance Education Awards

The deadline for submissions for COL's 2011-2013 Excellence in Distance Education Awards (EDEA) is 30 June 2013. This prestigious Awards programme celebrates remarkable achievements, recognising local situations and needs, and not only large well-funded projects. The awards will be presented at the Seventh Pan-Commonwealth Forum on Open Learning (PCF7) in Abuja, Nigeria in December 2013. The EDEA recognises excellence in three categories: 1.) Open and distance education materials (including open educational resources), 2.)Institutional , 3.)Distance learning experience awards in a degree programme and in e-Learning under difficult circumstances.

Profiles of former winners are also available on COL's website: www.col.org/EDEA For more information, click on: www.col.org/pcf7
COL NEWS

Men, Fathers, Grandfathers and all out there - Come join us and get your updates on WABA's Men's Initiatives at <http://www.waba.org.my/whatwedo/mensinitiative/publications.htm> and do check out on the Men's Initiatives current global info on fatherhood, and men's support for breastfeeding and more from Cameroon - <http://camlinknews.blogspot.com/2009/07/mens-initiative.html>

66th World Health Assembly Update

After years of selling burgers, fries and sugary breakfast cereal to children around the globe, Ronald McDonald and Tony the Tiger were in Geneva at the World Health Assembly to apologise for their past behaviour and to find new careers. On Monday, 20 May 2013, the pair, Ronald McDonald and Tony the Tiger were handed out their CVs to delegates of the World Health Assembly (WHA) as part of a campaign by Consumers International (CI) and its members; including IBFAN Africa, calling for a ban on junk food marketing to children. This year, WHO member states debated a new global action plan for the prevention and control of non-communicable diseases that include implementing the recommendations for limiting the marketing of food to children. In 2010 more than 42 million children younger than the age of five were overweight or obese and this figure is increasing every year. The marketing of energy dense, nutrient poor food and beverages to children are widely recognised to affect children's dietary preferences and tend to establish patterns of consumption that are fuelling the obesity pandemic. This is not a reporting year for infant feeding, but other issues that are related are also on the agenda of the Assembly and the Executive Board meeting, that will follow next week: the control of non-communicable diseases, WHO Financing and WHO Reforms. The issue of conflicts of Interest, regulation verses self-regulation, relations with 'non-state actors' are all cross-cutting issues. Read CI's statement on the WHO global action plan for the prevention and control of Non Communicable Diseases. Read the speech by Dr Chan, Director General of WHO http://www.who.int/dg/speeches/2013/mbly_20130520/en/index.html

The National Breastfeeding Month : World Breastfeeding Week Unofficial pre-party

The national breastfeeding month in America is the unofficial pre-party for World Breastfeeding Week. During the celebration, mothers meet with friends and lactation rock stars. It is also during the event that most mothers increase their breastfeeding knowledge, but also begin to see the relevance and potential of social media in breastfeeding advocacy and support. For others in the US and around the world, August 1 marks the first day of World Breastfeeding Week and the day that many of the breastfeeding provisions of the Affordable Care Act went into effect. For the rest of the month Noah and I celebrated by breastfeeding anywhere and everywhere! How did you Celebrate World Breastfeeding Week? Send us your stories and photos!

Jennie Bever Babendure, PhD, IBCLC

OUT OF 136 MILLION BABIES BORN EACH DAY, 92 MILLION ARE NOT BREASTFED EXCLUSIVELY FOR THE FIRST SIX MONTHS AS RECOMMENDED BY WHO.

Clean, Fed & Nurtured: Event Highlights



On May 2-3, 2013, Alive & Thrive, FHI 360, the Global Public-Private Partnership for Handwashing, Save the Children, USAID and WASH+, brought together experts from water, sanitation, and hygiene (WASH), nutrition, and early

childhood development (ECD) in an effort to join forces to promote child growth and development. Participants of the consultative meeting included representatives from various international development organizations, non-profit organizations, government entities, public and private sectors, universities, and research institutions. They discussed, debated and explored cross-sectorian collaboration opportunities that would ultimately contribute to thriving children that are clean, fed & nurtured. This consultative meeting was designed to spark a larger and richer dialogue among these sectors. The Clean, Fed & Nurtured consultative meeting addressed the science and practice, focusing on children from birth to 3 years. The meeting sought to develop a shared understanding of the impacts on child growth and development of WASH, nutrition and ECD, alone or in synergy; reflect on existing and potential programs that integrate the sectors; and begin a global conversation that will identify future concrete actions that promote practical guidance to support child growth and development. The agenda included a panel on evidence, presentations of field program examples, and discussions on shared indicators, priority household practices, and future actions. END

News from WABA Secretariat

Labour Day Statement

On the International Labour day WABA in its statement emphasised that *"Countries need to improve their national laws on maternity protection and should aim to ratify ILO Convention C183 for all working women!"*

To read the full statement click

<http://www.waba.org.my/pdf/statement-ild2013.pdf>

Father's Day Statement

WABA issued Father's Day statement on 16 June 2013 to appreciate and pay tribute to fathers for their positive and substantial roles played in the lives of their children.

Click here to read the statement.

<http://www.waba.org.my/pdf/statement-fd2013.pdf>

Ocean 2013 Google Group

By Beena Bhatt, IBFAN Asia

The IBFAN Ocean Google Group has been created to harmonise and share information from all regions of the world. The International Baby Food Action Network (IBFAN) is a worldwide network, in more than 168 countries with almost 256 groups and thousands of its members and believers. The diversity of cultures and socio-economic contexts is coupled with a variety of IBFAN contacts at national level, ranging from historical strong NGOs linked to wider social movements to professional organizations or new IBFAN groups or individual contacts from governments or people's organizations. All the groups are working from different trenches to protect and improve mother and infant's health. The network is armed with very clear principles and they make sure IBFAN understands and transforms them into concrete action. IBFAN Asia decided to create the Ocean Google Group with the aim of planning regularly that their principles are widely distributed, discussed and signed by members. As a network, each region, country or group has its own field of action and have developed special skills. Some are concentrated in lobbying, training and providing technical support to governments, while others are fighting with governments to change their policies. Some are working in developing the programs, etc .

The Google Group assists all affiliated members to know what is happening in the network and whether there is a need to participate in the development of position papers and Statements or not. Members comprehend such statements , have them translated and make them available for wider distribution to their allies and public. For this to happen there is a need to develop agile mechanisms of communication and distribution of information. With this group IBFAN work is shared and enriched with its varied views and contexts. The group is trying to improve the knowledge concerning different regional and national perspectives, their goals and trends, difficulties and opportunities. It is trying to share the daily policy work done at UN bodies and developments of policies worldwide. In the above pursuit, a decision was taken in the IBCoCo, (IBFAN Coordination Council) that met in December 2012 at New Delhi, to develop an E-group with every country's focal point for IBFAN on it. Further, the five-member IBFAN Global Council (G5) was entrusted with the work to set the Google Group. The group is meant for rapidly communicating decisions, arising from IB-CoCo or G5 and spread information. G5 is also developing various actions such as a new website www.ibfan.org, called LAKE. The OCEAN 2013 Google Group aims at involving all national coordinators depending how active they will be participating in sharing feedback. All members will receive emails from the Google Group (the-ocean-2013@googlegroups.com). Keep checking your spam folders as they might end up there. So be Vigilant!

Breastfeeding Mothers March

Simone Manigo-Truell dos Santos of Washington D.C. was barred from breastfeeding her child while waiting for a Department of Motor Vehicle hearing. Penny Laurel Schlanser in Tomball, Texas was asked not to breastfeed her child in an all women's fitness facility. Michelle Hickman in Friendswood, Texas who was shopping at a local Target was humiliated for breastfeeding.

Breastfeeding Mothers organised a Million Mothers March on July 18 at the State Capitol in Lansing, MI, USA. The purpose of the March was to push recommendation for Federal laws protecting a mother's right to breastfeed her baby in any place where she and her baby are legally permitted, providing every baby with the very basic human right to access her mother and her milk. There is a need to have more awareness against the disrespectful behaviour of telling mothers not to breastfeed in stores, court rooms, fitness facilities, buses, restaurants or any other place a mother is able to. These are just a few examples of the denial of child right to food. According to the organisers of the protest, on July 18, 2012 at 10am they are marching to get a law in place to stop the harassment. The only way to make a change will be that breastfeeding mothers and their supporters must join together.

Update from Zambia

The past five years have seen an increase in IYCF programmes in Zambia, particularly by the Ministry of Health. The other line ministries have not come in significantly though in very recent past five Ministries have signed the strategy for 1000 Most Critical Days. These are Ministry of Health, Ministry of Education, Ministry of Agriculture, Ministry of Community Development, Mother and Child Health and Ministry of Finance. Statistically, Exclusive Breastfeeding figures have improved though mixed feeding is very rampant and the EB figures may not be as portrayed. Govt. has endorsed the B+ line of PMTCT and this is coming after we disseminated information about BF for upto one year in case of HIV. It will need serious implementation strategies. The other very critical issue in Zambia is the Code Marking of BMS implementation. Since the suspension of the Statutory Instrument (SI) almost two years ago, organizations and Environmental Health Officers can only monitor and take up issues with violators in their own capacity because government has suspended the SI. One can be sued in an individual capacity. Due to this manufacturers & distributors have come in full force to promote BMS with disregard even to the International Code. **IBFAN Penang** through **Annelise** and **Joo Keen** has advised a re-look at the SI because it has lacunas. **Grace Mushibwe**, mushibwe@yaho.com

Breastfeeding Promotion Strategies

Fatherhood ROLE in Finland

This story might just be the same everywhere, but the differences are very clear in some parts of the world and very particular in some countries. In Finland, to father a child might not be a day's job, but with the assistance from the social system put in place by government, parents are getting it going, to see that their children grow up with their full rights to livelihood. Eventually, fathers are regarded only as breadwinners who fulfilled their paternal duties by providing for the family. In Finland, children who perform better in school are very often those that their fathers or guardians show interest in their upbringing and especially in the area of education. A bit more is invested on children to achieve this, because they are the future leaders of Finland. It has been observed in Helsinki, that children have more confidence when their fathers spend time with them and show attachment and affection. Kids learn from watching their fathers take decisions and by listening to their logical explanations when questioned by the child. This may explain why Finland Social System of Government guarantees and sees to it that single mothers send their children to stay with their father if not every weekend, at least once a week. Work pressures and other commitments may make it easy for some men to feel they don't have the time. However, workplace research conducted in Finland has proven that men ranked higher in balancing work and home life than their female colleagues. Involved fathers find the time to participate by attending children's games and recitals events in person to encourage the kids. They pull themselves away from the TV to show their children how to change a vehicle tyre and balance a checkbook. They set firm limits and encourage their kids to do their best— even when they fail. Finland's paternity holiday leave system changed from January 1, 2013 allowing fathers up to 54 paid days—or nine weeks—to care for their baby. Eighteen of these days can be taken while the mother is at home on maternity leave, according to Finland's social security provider Kela. This is really special compared to other countries, where paternity leave is only three days like in Cameroon. The remaining paternity allowance days can be used once the mother returns to work. If fathers wish, they can postpone their full entitlement of 54 days until after their partner returns to work life. The changes aim at encouraging fathers to take more family leaves.

Fathers' paid paternity allowance are no longer deducted from the mother's entitlement like before. Seventy-three percent of first-time dads in Finland take 18 days of paternity leave after the birth of their child.



Paternity leave must be used before the child turns two months. After the busy moments and tired days, come and see them on a weekend, not to talk of a public holiday. A father can drink 24 bottles of beer within a few hours due to excitement. Some fathers finally look drunk, but they are not. It is just a way of expressing the fact that they are happy because their economy is good. Education in Finland is free for all. Children go to school tuition free to whatever level they wish to attain. There is no headaches about buying school uniforms because schools in Finland do not put on uniforms. Another advantage in Finland is that the country is very peaceful and has adopted very non-aggressive policies to guarantee better livelihood and wellbeing. This has made fatherhood in Finland a dream for every boy child. There seems to be no challenges in

fatherhood action, as they do not fear to see a baby cry or a shy away from a smiling baby. **Chris Abila in Helsinki, Finland**

Men Care

A GLOBAL FATHERHOOD CAMPAIGN

MenCare is a global fatherhood campaign. Our mission is to promote men's involvement as equitable, non-violent fathers and caregivers in order to achieve family well-being and gender equality. For more info click <http://www.men-care.org/>

Breastfeeding Research Testimony



*I am IBCLC mother to 2 active boys and an Assistant Research Professor in the College of Nursing and Health Innovation at Arizona State University. As breastfeeding researcher, I am constantly scanning the literature for articles that guide me in research and inform me on clinical practices. One of my goals is to increase the evidence base of our profession as lactation consultants. I feel it is important for lactation professionals to be aware of and contribute to breastfeeding research, especially when so much of it is fascinating! As an ongoing contributor to Lactation Matters, it is my hope that you will find the articles I highlight as interesting and informative as I do, and that you will use them to guide you in the important work of lactation professionals and breastfeeding advocates. **Jennie Bever Babendure, PhD***

Cameroon Community Radios Promote Breastfeeding

Cameroon Link trained managers and producers of 12 rural community radio stations in Cameroon to engage in



the promotion of mother and child health care support, and particularly breastfeeding. The radio stations are located in the west and south west regions of Cameroon. This falls in line with a story design programming initiative supported by the Commonwealth of Learning since 2010. Radio remains the medium through which educators and broadcasters can reach a mass audience, simultaneously and at low cost. It has not eclipsed as a useful and potentially powerful medium for non-formal education, despite the introduction of modern media. The project aims at mobilizing station managers, broadcasters, health experts, community development leaders, to inform, educate and train existing health sector support organisations, and youth support group leaders on workable strategies for the promotion of breastfeeding. Community development leaders targeted some from health NGOs/CBOs/Faith based-Organisations and media groups. Cameroon Link also aims at increasing the channels of support available to mothers and children within the community through health NGOs and media networks. It aims at sustaining durability of the initiatives through exchanges during monitoring and evaluation of activities. The training focused on components including formative research, audience profiles, behaviour change communication, conception of program matrix, program production, Interview techniques and audience feedback. This initiative will increase monitoring on code violations and denounce by calling the attention of the population to the negative practices of companies that show disrespect to the national and international code marketing ethics.

Odette Behn, Media Liaison Officer

WABA MEN'S WORKING GROUP

The Global Initiative for Father Support (GIFS) was launched at the Global Forum II, Arusha Tanzania, 2002 to support Fathers of breastfeeding children. In October 2006, in Penang, Malaysia, the WABA Men's Initiative was born.

WABA MWG Core Group Members

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The Men's Initiative Newsletter is designed to share news, plans and actions of men's involvement and roles in the breastfeeding movement, mother support, gender justice and other areas of interest. If you are a father supporting breastfeeding, or know of someone working with a father support group, send us a report of your activities.

The views expressed in the articles, supplements and inserts, do not necessarily reflect the views or policies of WABA or its Core Partners.

World Alliance for Breastfeeding Action

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 (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).

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Read , Share & Send Us Your Feedback!

ILCA Annual Conference

July 25-28 2013, Melbourne

The theme of the ILCA 2013 Annual Conference & Meeting scheduled at Convention & Exhibition Centre in Melbourne, Australia is “Born to Breastfeed: A Global Public Health Imperative”. The objectives of the conference are:

- Facilitate networking among lactation professionals
- Promote breastfeeding as the expected method of infant feeding
- Explore the cultural and social context of breastfeeding
- Disseminate research in human lactation and integrate it in clinical practice
- Increase health professionals’ knowledge and skills in supporting women in complex breastfeeding situations
- Enhance health care policies and clinical practice to sustain breastfeeding and protect the health of mothers and babies
- Increase awareness of the role of breastfeeding and IBCLC® in public health

The ILCA Annual Conference takes place from July 25-28, 2013 and it is the premier lactation education and professional development event of the year. The Conference provides a rich learning environment for lactation professionals, midwives, child and family health nurses, general practitioners, physicians, dieticians and nutritionists, breastfeeding counsellors, researchers, pharmacist, nurses, doulas, policy makers and other advocates who assist mothers and babies with breastfeeding. The conference will offer information on cutting-edge, evidence-based practice and research in optimal breastfeeding care and support for mothers and babies. Conference participants are expected to experience a breathtaking traditional welcome by the indigenous land owners – a unique attraction for visitors to Australia. The International Lactation Consultant Association (ILCA) is the professional association for the IBCLC® and other health care professionals who care for breastfeeding families. For more, click on the following link. http://www.ilca.org/files/events/ilca_conference/2013_Conference/

ACTIVITIES WITH SUPPORT FROM IBFAN

The Regional Coordinator of IBFAN Africa and Veronica Gomes, the focal point for West Africa region undertook advocacy visits to Liberia, Sierra Leone and Nigeria late last year. The visit enabled them to reestablish contacts with the infant feeding promotion groups whose contacts were lost due to the wars. Training on the code and drafting of national code regulations by ICDC Trainers and IBFAN Africa resource persons constituted a major activity during the working visit to West Africa. These countries had no national code regulations. UNICEF supported IBFAN to organize a TOT in lactation Management for MOH in Sierra Leone for 13 health districts. Action plans were conceived to roll out BFHI in the country. Ghana and Gambia have already done the WBTi training and undertaken assessment of breastfeeding trends

Breastfeeding Nurse-ins

By Monica Beyer

You may have heard of a nurse-in, but what are they really all about? We talked to a few mothers who have participated in breastfeeding nurse-ins as well as some who have orchestrated them. Nurse-ins is a form of peaceful protest that breastfeeding women and their supporters undertake to raise awareness of breastfeeding, and often breastfeed in public. They usually follow an incident where a breastfeeding mother is told by employees or an employer of a company to cover up, go to a bathroom, or that she simply can't breastfeed wherever she is trying to nurse her baby. Rachele, mother of two, helped stage a nurse-in earlier this year at an Ohio water park after another mother was asked to stop nursing her baby — even though Ohio law states that mothers may nurse their babies wherever they're legally allowed to. Rachele insisted that their rights to nurse anywhere are protected in most states of the USA. She told a breastfeeding counsellor that nurse-ins often follow attempts to notify the business in question of the state laws. “They are a good tool to use when there isn't a good response to complaints of harassment. Rachele shared, that It should never be the first step, but it is great to show people that mothers have to be listened to and their rights to nurse anywhere are protected. To spreading the word, an organization, “Target” became the host of a nationwide nurse-in after a customer was asked to move while nursing her infant son, even though state law and store policy guaranteed that she could breastfeed her baby where ever she was. Stores across the nation became the stopping point for mothers to gather peacefully to prove a point, that breastfeeding in public is not and has never been illegal. As more mothers breastfeed their children, it is hoped that in the future, breastfeeding in public will again become a non-issue like it was when our grandmothers and great-grandmothers were having babies.

Nursing mothers



The importance of breastfeeding in child survival and health has been known for several decades.