

Mother Support Task Force (MS TF)

World Alliance for Breastfeeding Action

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MOTHER SUPPORT TASK FORCE COMMENTS AND INFORMATION

1. **Creating a small breastfeeding world that can expand to a BIG breastfeeding world!:**
Rebecca Magalhães, Coordinator

Just recently I was at a restaurant having breakfast with my daughter, Sônia, her husband, Jamie and their two daughters, Tatiana and Cara. Not long after we arrived and as we were preparing to order our food, we heard a baby crying nearby. I turned to Tatiana (the 8 year old) and asked her: What is the first thing you would do for a crying baby? Her immediate answer was: NURSE. You can imagine how my heart burst with pride and love! You might ask: Why was she able to give me this answer (and the right one) so quickly? My response would be because she has been raised in a "breastfeeding world." Granted it is a family "breastfeeding world" and not a societal breastfeeding world, but it has obviously influenced her in a very positive manner.

My mother only breastfed my siblings and me for a short period of time, as she had us during the time when bottle feeding was being advocated as the new and right way to feed an infant. However, as we grew up and began having our children and our children began having their children, to breastfeed was the decision that was made and she supported all of us in every way possible. Ultimately, when my extended family gets together (over 40 persons, from very young to elderly, at the Thanksgiving holiday in the USA), there is always at least one or more mothers breastfeeding a baby or a young child. It is a normal, natural activity. Is it not possible then, that, as these young children grow up and have their children, this "family" breastfeeding world will continue to expand? The articles in this issue are a small demonstration of how a breastfeeding world is being constructed, slowly but surely. My hope is that any mother who breastfeeds anywhere in the world will be a member of a breastfeeding world, no matter how large or how small.

Rebecca Magalhães
Coordinator
WABA Mother Support Task Force
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2. MS TF update: Rebecca Magalhães, Coordinator

Rebecca Magalhães, Coordinator of the WABA Mother Support Task Force (MS TF), represented WABA, the MS TF and the Global Initiative for Mother Support (GIMS for Breastfeeding) at the Seminário sobre Saúde, Cultura e Políticas Públicas em Amamentação (Seminar on Health, Culture and Public Policy in Breastfeeding), that took place in Recife, Pernambuco Brasil on September 13, 2004. The Seminar was sponsored and organized by Grupo Origem, who was also celebrating its 15th Anniversary. At the Opening Ceremony Rebecca officially launched World Breastfeeding Week and during the course of the day, gave two presentations, one on WABA and GIMS and the other on Breastfeeding in the Context of HIV and AIDS. As a WABA representative, Rebecca also presented Grupo Origem with Golden Bow lapel pins and received a statue of a breastfeeding mother from Grupo Origem, presented to WABA at the Closing Ceremony. If you would like to receive a copy of the power point presentations (in Portuguese), please email Rebecca.

As follow-up to this meeting and trip to Brazil, the MS TF would like to make a request for persons who can translate from English to Portuguese, so that the GIMS materials can be accessible to the Portuguese speaking community. If you are interested in helping with this activity, please email Rebecca.

Rebecca Magalhães
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MOTHER SUPPORT FROM DIFFERENT SOURCES

3. Breastfeeding at Birth Centers in Japan: Akiko Yamaguchi, Japan

In Japan, there are approximately 200 natural childbirth centers. These centers are run by qualified midwives but when complications occur, the mother and baby are sent to the hospital. Under

Japanese regulations, birth centers must have a medical doctor they work with in case a complication during birth should arise. Otherwise the doctor's presence is not necessary. At the birth centers' Mothers' Club, expectant mothers learn about the importance, benefits and management of breastfeeding from midwives. Immediately after the birth, the newborn is placed on the mother's breast and the baby searches for the breast and begins to suck. There is no hurry to measure the baby and do further tests, as the need to be together with the family and to breastfeed is respected. The mother and baby are never separated, but are always together.

Many of the mothers think that they do not have sufficient milk for about the first 3 days. The midwives support these mothers psychologically as they explain and teach the correct breastfeeding techniques. Usually within 3 days of breastfeeding, the mother realizes she has enough milk. The midwives also do massage for her breast and nipple after birth to facilitate breastfeeding.

The mother often stays 5~6 days after birth to learn how to take care of her baby and to gain self-confidence. If the mother has any problems in breastfeeding or caring for the baby after leaving the center, she can consult with the midwives.

Akiko Yamaguchi, a midwife, has worked at different birth centers in Japan.
Email: akikoyamaguchi1971@yahoo.co.jp

4. Novice to 'Not Enough Milk' Camp: Dr. Shama Jagadish Kulkarni, India

I am a pediatrician from Nasik (a city 200km from Mumbai, India), practicing since 1986. Post graduate pediatric programmes in India do not provide desired training in Lactation Management. My interest in pediatric nutrition prompted me to read the book 'BREAST IS BEST'(Stanway, P and A) which motivated me to read further on this important subject, devoting relatively more time to help mothers breastfeed successfully.

In 2002, I started activities for breastfeeding promotion under the Breastfeeding Promotion Network of India(BPNI), Maharashtra State Branch. In May 2003 I was fortunate to attend a 15 day 'WHO Trainers Counseling Course in Breastfeeding' conducted by Dr. Felicity Savage. This course perfected my counseling techniques.

This course motivated me to conduct a camp during World Breastfeeding Week for mothers who thought that they had less milk. 34 mothers attended the camp, of whom eight had totally stopped breastfeeding due to reasons such as cracked nipple, engorgement, twins, working, worry about milk, stress and lack of family support. However the desire to breastfeed made them attend the camp. Stopping bottle feeding, positioning techniques and counseling of mother and family over multiple follow up sessions helped seven mothers to switch to exclusive breastfeeding.

I have also started practicing as a Lactation Consultant to help as many mothers as possible. I get to see mother-infant pairs with a wide variety of breastfeeding problems and I am thoroughly enjoying my work.

Dr. Shama Jagadish Kulkarni, Jagadisha Child Guidance Clinic
Email: kulkarnishamaj@rediffmail.com

5. The Pucón Declaration: Dr. Fernando Pinto Laso, Chile

The Chilean Society of Pediatrics wishes to foment and stimulate the "humanization of perinatal pediatrics". This means to put emphasis on the care of the newborn and preterm infant together with the mother, protecting the rights of breastfeeding, mother-child bonding and the way in which they are attended in every circumstance, including in intensive care units.

The members of the Society recognize the extreme value and the positive consequences that the initiative " Baby Friendly Hospital Initiative" has produced and we thank the OPS/WHO,UNICEF and other international organizations and agencies that work in the diffusion of these ideas, which have been planted in our country and other nations.

Our commitment goes beyond that of protecting breastfeeding for a minimum of six months and trying to consider the mother, but to include her as an active protagonist in the care of her child, permitting the maximum contact between mother and child, if possible during the 24 hours of the day and not to delegate only a passive role to the mother.

Furthermore, it tries to rationalize need for laboratory tests and treatments in order to diminish or eliminate the physical and psychological pain, and foment and support physical contact between mother and child.

In accordance with the above statement and in terms of the XLI Chilean Paediatric Congress in Pucón, Chile, this Society and all its members, in the presence of Professor Adik Levin, subscribe and endorse the methodology used at the Tallinn Hospital, Estonia, " The Human Neonatal Care Initiative " in all of its 11 points in the humanized care of the newborn child and mother and invite all the Pediatrics Societies and the International Organizations of the world to subscribe to this declaration.

Pucón,Chile, November 28 , 2001. Dr. Fernando Pinto Laso, President of Chilean Paediatric Society

MOTHER SUPPORT - BREASTFEEDING MOTHERS RELATE THEIR EXPERIENCES

6. A mother of twins tells her story, as narrated to Shaheen Sultana, Bangladesh Breastfeeding Foundation, Bangladesh

After eight years of prolonged treatment for conceiving a baby, I became a proud mother of twins, a son and a daughter. They were born one-month premature and weighed 2.2 kg each. The doctor gave them formula for the first three days, then I breastfed them for two months. They were growing satisfactorily.

Most of my neighboring women and relatives told me, "The twin babies are growing, and you cannot feed them at the optimum level. You would become sick and the children will remain hungry all the time". This type of repeated advice corrupted my mind and I started to give them formula. Within a week, my daughter had severe diarrhea and I had to transfer her to a hospital where she had intravenous (IV) saline. After three days my son also had the same symptoms. Only the sufferers know how painful it is to insert IV saline to infants. I stayed at the hospital for eight days and suffered a lot. I realized these sufferings and pains were due to giving them infant formula. My once healthy babies looked skinny and lanky within a week in the hospital. Instantly I promised I would feed them only breast milk, nothing else, up to six months. I increased my food intake a little and took lots of fluid. I had so much breast milk that the twins could not finish it. They became healthy once again and looked like beautiful flowers blooming in a heavenly garden.

As told to Shaheen Sultana, Coordinator, Bangladesh Breastfeeding Foundation
Email: bbfd@bd.drik.net

7. Wet Nursing in times of Crisis: Dra. Liduvina Rios, Paraguay

On August 1st. 2004, a huge supermarket caught fire in Asunción Paraguay and more than 400 people died, while hundreds were hurt. As a dental surgeon, I was sent by the Police Hospital to bring medical supplies and identify the corpses through dental examinations.

During those times, I was dizzy with all that had happened - the needs of the people, the families that had disintegrated or were left with injured members. I wondered deep within me, how I could help. Shortly after, on a TV program, help for an infant was requested, basically for milk or for a mother who could breastfeed the baby. The baby's mother was one of the victims of the tragedy and was hospitalized. When the baby's name was mentioned, it was the same as my son, Matias, for whom I was grateful to have beside me. I decided to help this other Matias, so small and defenseless.

When I met Matias, he was thin, suffering from colic and crying a lot. He had been given various formulas which did not agree with him. His home was very sad, as his mother was in intensive care, fighting for her life. On seeing Matias, barely one month old, so fragile and without his mother, I decided to nurse him.

At first, he almost never sucked and it was like he knew I was not his mother. I felt strange and sad so I spent time cuddling and snuggling him. On the third day, he sucked well on both sides and it gave me the impression that he recognized my smell and cuddles. A sense of love towards Matias started to grow. These were breastfeeding's sacred moments, the unique indescribable union through breastfeeding that transmits not only defenses and nutrition but also feelings.

When Matias' mother came out of intensive care, she could not believe that she had survived the tragedy and she repeatedly said that it was the image of her baby that kept her going.

I visited Matias for 15 days. Later, due to the stress of my work, the medical attention needed by my son and the two hours' journey involved to visit Matias, I was not able to continue. Still I managed to express my milk and send it through my husband. On September 5th, my son became ill and I did too. It was because of this that I had to quit breastfeeding little Matias in spite of my desires. When I informed the mother, she insisted that I continue visiting and asked me to be Matias' godmother at his baptism which I accepted readily.

Dra. Liduvina Rios , Mother of 12 month old Matias, Dental Surgeon at the Asuncion Police Hospital and the Community Health Center of San Lorenzo, Paraguay.

For a full report or letters to Liduvina, please email the editors.

NEWS FROM THE BREASTFEEDING WORLD

8. Overview of Breastfeeding Status in the Kingdom of Saudi Arabia: Anne Schaerer-Batterjee, Saudi Arabia

The Kingdom of Saudi Arabia is a relatively young country that grew explosively during the oil boom in the 1970's and 1980's. The massive oil wealth brought about dramatic changes in less than a generation. We were a country ripe to be taken over and conquered by formula companies, fast food restaurants and the belief that "a couch potato mentality" was a model modern lifestyle. The end result has been severe increases of diabetes, hypertension, cancer, chronic allergy and almost a total loss of the belief in the importance of breastfeeding. It is estimated that at present, less than 20% of Saudi women breastfeed at all for any length of time. Only one half of one percent of the hospitals are Baby Friendly.

As health professionals and concerned citizens who had taken courses, we came together to form "Friends of Breastfeeding". Our goal is to motivate an awakening of the importance of returning to a Breastfeeding Culture.

The good news is that the Saudi Parliament released a Saudi version of the International Code of Marketing Breastmilk Substitutes last June. The announcement states that within months this code would become a national law. At the same time an outline was drafted for a National Breastfeeding

Committee. Those of us chosen to sit on this committee were notified and hope to start meeting in September, 2004.

Breastfeeding Week is celebrated mostly in government hospitals during the 15th -21st of September. Friends of Breastfeeding works hard to unify the theme in line with WABA. Representing IBFAN Arab World, we monitor and edit information and ads. We are in the final stages of translating and adapting the LLLI Peer Counselor Program. As the new school year starts we are hopeful and feel that recent events will help us to reach our goal.

Anne Schaerer-Batterjee, Friends of Breastfeeding, Member of the IBFAN Arab World (IAW) Advisory Board, Member of the Saudi National Breastfeeding Committee
Email: subianne@ambatterjee.com

9. Thoughts on Dietary Requirements: Pregnancy and Lactation: Dr. Prashant Gangal, India

It is recommended that the mother should eat a balanced diet drawn from a wide variety of foods and should eat frequently. Special attention should be paid to intake of iron and folic acid during pregnancy and to Vitamin C during lactation.

Many Indian women are vegetarian. However supplementing nutrients is not a very big problem because many traditional food items can meet extra demands. Milk and milk products are very popular in India. Mothers following a strict vegetarian(no milk) diet, need to pay careful attention to protein, Vitamin B12 and calcium intake. In India both pregnant and lactating mothers get a better share of the food. Fat rich sweets are prepared after delivery. These customs benefit the average Indian woman but adversely affect the health of middle and upper income class mothers by adding to their obesity. Some items like potato, brinjals(eggplants), bananas and some pulses/lentils are a taboo for nursing mothers. This can prevent mothers having a balanced diet.

The nutrition of future mothers (girls below the age of 3 and during adolescence) is compromised partly due to gender bias. This plays a critical role in women with malnutrition entering their reproductive cycle.

Dr.Prashant Gangal, M.D., D.C.H., Co-coordinator, Mother Support Task Force, Coordinator BPNI Maharashtra, Practicing Pediatrician at Malad (Mumbai, India)
Trainer for WHO Counselling Course in Breastfeeding, Dr N.B. Kumta 2004 award for innovative social project in breastfeeding
E-mail: psgangal@hotmail.com , Website: bpnimaharashtra.org

Editors' note: For detailed information, please contact Dr. Prashant.

10. About the Humane Neonatal Care Initiative: Prof. Adik Levin, Estonia

As a pediatrician-neonatologist, I find the BFHI movement to be on the whole positive for babies in the maternity wards. However, I am worried about the fate of sick and premature babies particularly in neonatal intensive care units which do not have to meet the BFHI requirements. These babies are sometimes deprived of ongoing contact with their mothers and are not breastfed, at best, or fed on their mother's breastmilk or from a milk bank, giving rise to a paradoxical situation.

At the St Petersburg's seminar in August/September 1993 this issue of breastfeeding being possible for low birth weight infants and sick newborns in the best health interest for them was raised. However, since then little has changed. In some cases, companies producing formulas support pseudoscientific research, attempting to prove that breast-milk substitutes are better than breast milk.

The present concept of the BFHI is limiting in such situations. Our experience in Tallinn, Estonia, working with mothers for the past 20 years, has led to the 11 steps for the HUMANE NEONATAL CARE INITIATIVE(HNCI) in intensive and special neonatal units.

1. The mother should be able to stay with her sick baby for 24 h a day.
2. Every staff member should care for the mother and infant and be able to cope with psychological aspects.
3. The staff should promote breastfeeding to every mother and learn the techniques of expressing breast milk.
4. The psychological stress of the mothers should be decreased during the whole treatment period.
5. Unless medically indicated, newborns should not be given anything other than breast milk.
6. If the infant cannot suckle, breast milk should be given by tube and preferably by the mother.
7. The number of tests and examinations should be reduced to a minimum.
8. Mother-and-child skin-to-skin and air-to-air contact should be used as much as possible, and the use of technical equipment in child care should be reduced.
9. Aggressive therapy should be reduced to a minimum.
10. The mother and infant should be considered as a closed psychosomatic system. Everyday ward rounds should focus not only on the infant but also on the needs of the mothers.
11. Healthy family members should be allowed to visit the mother and baby during a prolonged stay at the hospital.

The future of neonatal medicine must not only be highly technological but also humane. It is the humane and individual right of a hospitalized baby to be cared for by highly qualified medical staff, excellent apparatus and his/her parents.

Prof. Adik Levin, Coordinator of WABA's Humane Neonatal Care Initiative
Email: adik@stv.ee Website: www.HNCI.ee

11. Meeting Norjinh Moin, Breastfeeding Advocate, Malaysia

Many individuals around the world are working faithfully and with dedication to support mothers in their breastfeeding experiences. In this issue, the Editors and the MS TF would like to highlight one of these persons – Norjinh Moin, Malaysia.

Siti Norjinh Moin, mother of 5 breastfed children and 2 grandchildren, has been a breastfeeding advocate, counselor and trainer for the past 30 years. She founded the Malaysian Breastfeeding Association (MBA), a self sustaining organization with minimum donor assistance.

Norjinh is a childbirth educator with an educational and professional background in Hospitality and Communications. In 1992 she helped to initiate the Baby Friendly Hospital Initiative (BFHI) in Malaysia. MBA carries out training courses on Breastfeeding management, BFHI courses, and on updating and improving counseling skills for health workers.

At the national level, Norjinh is the National Chairperson for WBW since 1998, Chairperson and Initiator of the Maternity Protection at Work since 2000, committee member of the Ministry of Health on Code of Ethics for Infant Formula Products, National Coordinator and Trainer for the International Code of Marketing of Breastmilk Substitutes as well as for Codex Alimentarius. Norjinh represented Malaysia at the 2000 International Labor Organization (ILO) Convention in Geneva.

Norjinh is a co-founder of the Global Initiative for Mother Support (GIMS). Internationally Norjinh is a member of LLLI, the Coalition for Improving Maternity Services (CIMS), Australian Breastfeeding Association (ABA), and Australian Lactation Association (ALCA). At these

organizations, she is a familiar face and a speaker/workshop facilitator at their seminars and conferences. She has authored books on breastfeeding.

Her current involvement includes: consultant for UNICEF on BFHI in Brunei and East Timor, the Rectification of the ILO Convention in Malaysia, initiating and motivating Breastfeeding Mother Support Groups in urban and rural areas, Course Director for the Basic, Advanced and On going Counselling Training.

Wearing many hats at both national and international levels on breastfeeding matters, Norjinhah has a wealth of experience in promoting, protecting and supporting breastfeeding over the years.

Submitted by Sai Jyothi Racherla, Resource person, Malaysian Breastfeeding Association

E-mail: rsaijyothi@yahoo.com

Norjinhah Moin: E-mail: norjinhah@hotmail.com, norjinhah@susuibu.net.my

Website: www.susuibu.net.my

Editors' Note: *If you know of a breastfeeding advocate who works with mother support that you would like to see featured in this newsletter, please submit an article describing the person and his/her work.*

12. My first International Children's Conference: Lisa Gayatri Velázquez Panadam

From the 19th to the 23rd of July, I went with my mother (Pushpa) to Connecticut, USA for an International Conference for Children on the Environment. The United Nations Environment Programme (UNEP) sponsored our attendance. My project was on: Breastfeeding: An Energy Saving Natural Resource.

More than 400 children, 10 to 13 years of age, from 50 countries, participated in this Conference. Everyday, we had Action Circle meetings. I was in the Bactrian Camel group and we discussed different themes: Day 1: Extinction of plants and animals, Day 2: Indigenous populations, Day 3: Water and Day 4: Energy.

Every morning the children presented their projects. I presented mine on the first night of the exhibition. I was the only one presenting this topic. I prepared a mural poster and also a power point of my project with photos, including one when I was a baby and of animals breastfeeding their babies.

The participants were very interested in my project, as they had never thought that breastfeeding had anything to do with environment. Many came to see my project and ask questions.

After my return, I decided to continue with my project because the topic is very important and interesting. I feel that people should know that when babies breastfeed, we can reduce the amount of waste like plastics that we are using and fewer trees will be destroyed. Therefore, with my friends we formed the ekokids club to help our environment. I was also interviewed on my project and my experiences by a local newspaper and a television channel.

Lisa Gayatri Velázquez Panadam
Asunción, Paraguay.

13. Global Initiative for Father Support (GIFS) Seedgrant

We are pleased to inform you that the Global Initiative for Father Support (GIFS) Seedgrant for 2004 is now available. The application for seedgrant is open from now till 30 October 2004. The application will be processed in November 2004 and funds will be disbursed in early December 2004. The activities will have to be commenced end of the year 2004 itself.

The application package consist of:

- 1) Cover letter from WABA Chairperson Emeritus/Director, Dato'(Dr.) Anwar Fazal;
- 2) Statement on Father Support from WABA Global Forum II;
- 3) Seedgrant Application form; and
- 4) Seedgrant guidelines

You may download the application package from WABA's website at

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

Or write to Satnam Kaur, Administration Coordinator, WABA: waba@streamyx.com

Satnam Kaur

Coordinator, Administration

14. VI Latin American Workshop, Chapala, Jalisco, Mexico: **Yanet Olivares de Saiz, Director International Division of LLLI**

Every two years, LLLeaders and LLLLeader applicants meet in a Latin American country, an activity that has become a tradition. A total of 70 Leaders and applicants together with 30 husbands and 75 children from Argentina, Chile, Colombia, Peru, Paraguay, Puerto Rico, Costa Rica, Guatemala, Dominican Republic, and of course México were present at the 2004 Workshop.

At this workshop, 2 new concepts were used: Appreciative Inquiry and Open Space Technology. The first focused on discovering the best in each person, in the organization and in the world relevant to them. The second was on a participative methodology: the participants present decided on the important themes and the facilitators for each session.

The first morning of work focused on an Appreciative Inquiry exercise. The afternoon and the following morning the sessions were in groups using open space technology. There were 4 sessions on 26 themes. Later, the whole group reunited to share the most important points arrived at in each session. The proposed themes on breastfeeding that were discussed ranged from post partum depression to home education, the role of fathers or on how to help a mother during her grieving period. The following afternoon, participants shared on: creativity in the communication media led by a Leader's husband, an expert in this area. The last morning was for LLL administrative business, culminating with a ceremony where newly accredited LLL Leaders received a certificate as a new Leader.

Everyone was satisfied with the talent, cooperation, communication and respect within the group. It was a privilege to be a part of it all.

Yanet Olivares de Saiz, LLL Dominican Republic, Director, LLLI International Division,
Email: m.saiz@verizon.net.do

15. World Breastfeeding Week 2004 Celebrations in different countries

Since 1992, World Breastfeeding Week(WBW) has been celebrated, usually during the first week in August. This year more than 120 countries throughout the world participated in WBW to take measures to call attention to the theme: "Exclusive breastfeeding: the Golden Rule". For further information visit: www.waba.org.my

We would like to share with you some of the wonderful and inspiring activities that were held in the different Latin American countries and in the USA. We will be happy to include your WBW activities in the next issue. Also, please be sure to submit your experience to WABA, Penang, Malaysia,
Email: waba@streamyx.com.

Argentina:

Capital and the Greater Buenos Aires: LLL was invited to give a series of talks on the radio program: "Embarazadas"(Pregnant Women) which is broadcast on Mondays by Radio FM Palermo (94.7 FM de Capital Federal). During the month of August a series of talks were also offered at the Health Center. The topics of the talks were: " I want to breastfeed my baby. What should I know", " My baby is born! What now?"," I return to work, how do I breastfeed?" and " My baby comes to the table".

Bariloche: During WBW there were radio programs to disseminate GIMS Bariloche, every Saturday of the month. Various newspapers and magazines carried breastfeeding articles and there were interviews on the local TV channels. Presentation of the Golden Bow and parades also took place. The meaning of the Golden Bow was explained at a nursery and also appeared in all the local press.

Costa Rica: In Costa Rica, LLL participated for the first time in a sponsored activity in a well known supermarket chain during WBW. LLL was invited to give 5 talks on breastfeeding at the different locations of this supermarket chain. The organizers printed 20,000 leaflets with information on breastfeeding and distributed the leaflet to all its branches.

Waleska Porras, LLLCosta Rica
Email: lakeka@racsaco.cr

Guatemala: Prior to WBW a press conference was held at the National Palace. At this press conference WBW was officially opened as well as the National Publicity Campaign for breastfeeding was launched. The theme was: "Love has no substitute...mother's milk neither". Some of the highlights of the celebrations were: TV and radio spots in 4 Mayan languages for several weeks and a walkathon participated by over 150 people accompanied by a theater group.

More than 100 persons also participated in a scientific meeting at the Nutrition Institute of Central America and Panama INCAP on " Breastfeeding-the basis of human development". Several presentations and a workshop were held for the medical residents and nursing students at the Hospital Roosevelt and Hospital San Juan de Dios. Also a mural competition was held at the Hospital Roosevelt.

Mimi de Maza, winner of Women of Peace Award, 2004, Email: lll@guate.net.gt

Peru: The Breastfeeding Network of Peru presents the World Breastfeeding Week in Peru on Line! The celebration was led by the Ministry of Health which for many years has promoted a multisectorial work plan in which public and private institutions have actively supported the promotion, protection and support of breastfeeding in Peru.

Please visit the page www.lactared.com.pe where you will read about and see the WBW activities in Peru. You will find many novelties; be able to share our information and can send your comments and suggestions which will be part of WBW 2004!!!!

Nair Carrasco, Executive Director of CEPREN/ Peruvian Network for Breastfeeding. Co Coordinator/ WABA Mother Support Task Force
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"Tales of the Milk Spirit". This activity was part of the WBW activities in Peru and was coordinated by La Leche League of Peru, the Breastfeeding Network of Peru and the Ministry of Health.

It was narrated by François Vallaëys, my husband, a believer in breastfeeding, in August. François, from France, is a well known narrator in Peru. He tells popular and very traditional tales from around the world.

More than 3,000 people attended the show. Each program carried a leaflet on breastfeeding information. A cable TV channel recorded it to be transmitted in September. LLL together with the Breastfeeding Network of Peru had information on the actual situation of breastfeeding and the activities of LLL with a photo exhibition of mothers breastfeeding.

Fanny Mora, Email: mora.fe@pucp.edu.pe

Paraguay: In March 2004, a team consisting of the Breastfeeding Committee of the Red Cross Hospital, Pediatric Society of Paraguay and LLL Paraguay started working intensively on planning different events to celebrate WBW. During the process members from NGOs and government entities, doctors and nurses from Baby Friendly Hospitals participated at the various meetings brainstorming together to decide on activities that would best reach mothers and professionals to raise awareness on exclusive breastfeeding. The promotion of the events through various communication media was carried out by the National Secretary of Childhood (Secretaria de Niñez).

Prior to the celebrations, various press conferences were held. Many newspapers carried a full page of the coming events. The whole week of events included: activities for mothers and family at a shopping mall, a painting session for children, mother support meetings at the various Baby Friendly Hospitals, conferences regarding the current situation at these hospitals and Kangaroo Mother Care for health staff and a discussion panel on the International and National Marketing Code for Breast Milk Substitutes.

Sadly, because of the national tragedy on August 1, some of the WBW events at the public hospitals were cancelled. All the activities lost their luster and energy plus the support that had been expected. For next year, instead of a breastfeeding week, a breastfeeding month will be declared, since August 1 will always remain a mourning day.

Pushpa Panadam, Consejera de la LLL Paraguay, Correo electrónico: ppanadam@telesurf.com.py

United States of America: More than 370 La Leche League Groups, Chapters, Areas and other entities in the USA held exciting activities to celebrate World Breastfeeding Week, ranging from walks to baby fairs to picnics and concerts. Additional activities will be held well into September! The links below will explain more:

<http://www.llusa.org/llusa/wbw.html>, list of participating LLL Groups and entities,

<http://www.llusa.org/llusa/wbw.html> and details on celebrations:

<http://www.llusa.org/llusa/wbw.html>

From The OnLLLine Chronicle #24, August 2004

NEWSLETTER INFORMATION

16. Check out these Websites

For information on Maternity Security:

<http://www.ilo.org/public/english/protection/condtrav/publ/wf-jp-04.htm>

Photos on breastfeeding:

<http://www.breastfeeding.org.nz/staging/copyright.htm>

The growth table for breastfeeding babies can be found in:

<http://www.cdc.gov/nchs/data/nhanes/growthcharts/Spanishpdf97/co06i026.pdf>

Information on natural weaning:

http://www.kellymom.com/bf/weaning/how_weaning_happens.html

17. Announcements

Events during October, November, December, 2004

For information on conferences/workshops/seminars in the USA, please access

ibreastfeeding.com

October 11 to 22, USA

La Leche League International Lactation Specialist Workshop Series XIX Website:

<http://www.lalecheleague.org/>

Contact: Carol Kolar RN, CKolar@lilli.org for further information

Website: <http://ibreastfeeding.com/html/conference.html>

October 6 to 17, Costa Rica

October 6 – 11, Meeting of IBFAN and International Network of Groups for Infant Nutrition.

October 12, 25th. Anniversary of IBFAN.

October 13, Breastfeeding-Challenges & Opportunities - Open Forum, WABA and CEFEMINA,

October 14, WABA Global Breastfeeding Partners Meeting 3

October 16-17, WABA Steering Committee Meeting

Contact: Marta Trejos / CEFEMINA, E-mail: cefemina@racsa.co.cr

Nov. 8-9 ILCA Conference, Denver, USA

Nov. 16-20, Mexico City - Forum 8 - Global Forum for Health Research. Focus: The health research necessary to achieve the Millennium Development Goals

Nov. 25 ASEAN Pediatric Federation Conference, Pattaya, Thailand

Nov. 29-Dec. 3, Penang Malaysia Gender Training Workshop and Meeting, WABA, Gender Working Group waba@streamyx.com

18. Submission of Articles and Next Issue

We would like to receive articles of interest for this newsletter. The themes of interest should refer to any actions taken, specific work done, investigations and projects carried out from different perspectives and from different parts of the world which have provided support to women in their role as breastfeeding mothers. In particular, please send articles that support GIMS for Breastfeeding.

The guidelines for contributing an article are as follows:

- Up to, but not exceeding 250 words.
- Name, Title, Address, Telephone, fax and e-mail of the author
- Affiliation
- Brief biography (5-10 lines)
- Web site (if available)
- Please be specific in including details where relevant: names of places, persons and exact dates.
- To be received by the date specified in each issue.

If there is a lot of information, please write a summary of 250 words or less, provide a website url for readers to access the full report or article or send the full report/article and the MS TF will send it to WABA to place on the WABA website.

The date for submitting articles for consideration for the January/February/March 2005 issue is **December 10, 2004**.

If you submitted an article and it didn't appear in this issue, it is being reserved for a future issue. To those of you who have submitted articles, a big THANK YOU!

Volume 3, Number 1, will be sent on January 6, 2004

19. How to Subscribe/ Unsubscribe to the Newsletter

To subscribe to the Mother Support Task Force Newsletter:

Send an email message MSTFNewsletter-request@braesgate.com with "subscribe" in the Subject field. The email can be blank.

To unsubscribe from the Mother Support Task Force Newsletter:

Send an email message MSTFNewsletter-request@braesgate.com with "unsubscribe" in the Subject field. The email can be blank.

Please share this newsletter with your friends and colleagues. For more information about this newsletter write to the Editors: Pushpa Panadam, ppanadam@telesurf.com.py, Pili Peña, vapena@pla.net.py

The opinions and information expressed in the articles of this issue do not necessarily reflect the views and policies of WABA, the Mother Support Task Force and the Newsletter Editors. For further information or topic discussion, please email the authors directly.

WABA is a global alliance of individuals, networks and organizations that protect, promote and support breastfeeding based on the Innocenti Declaration and the WHO/UNICEF Global Strategy on Infant and Young Child Feeding.

WABA is in consultative status with the United Nations Children's Fund (UNICEF).

Its core partners are:

International Baby Food Action Network (IBFAN),
La Leche League International (LLLI),
International Lactation Consultant Association (ILCA),
Wellstart International,
The Academy of Breastfeeding Medicine,
LINKAGES

WABA, PO Box 1200, 10850 Penang, Malaysia

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Email: waba@streamyx.com, Website: www.waba.org.my

The MS TF is one of eight task forces that support the work of the World Alliance for Breastfeeding Action

