

Mother Support Task Force (MS TF)

World Alliance for Breastfeeding Action

Volume 3 Number 3- Quarterly newsletter - Published in [English](#), Spanish and French
July/August/September 2005

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

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Breastfeeding with Community Support

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MOTHER SUPPORT TASK FORCE COMMENTS AND INFORMATION

1. It has a Life of its Own!: Rebecca Magalhães, Coordinator

Each time the Editors and I start working on the newsletter, it is intriguing to see how each issue evolves and develops as articles and items that have been submitted take their spot in the issue and we discuss what is lacking, what we have too much of, what is needed to complete an article, etc. It is as if each issue has its own personality – as if each issue has a “life of its own!” For example, in this issue, you will probably note how many father support items there are in the newsletter! At first that concerned me, but then I realized the newsletter is simply evolving in this way. I also remembered how mother support is described in the *Global Initiative for Mother Support (GIMS for Breastfeeding): ...mother support is any support provided to mothers for the purpose of improving breastfeeding practices for both mother and baby. The support needed varies from woman to woman.....* (For more information about GIMS, please go to <http://www.waba.org.my/gims/index.html>) So, I concluded that this issue’s “life” is leaning toward father support©. Actually, when I think about it, each breastfeeding experience also evolves and develops according to the baby and what is happening in the mother’s life at that time – it takes on a life of its own. A breastfeeding experience grows and develops, just like the MSTF E-Newsletter! Mother support is about listening to each mother and her unique experience. As you celebrate World Breastfeeding Week in your part of the world, we hope you enjoy the PERSONALITY and LIFE of this particular issue!

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

As Coordinator of the Mother Support Task Force and as an LLLI staff member who was involved in the planning and preparation of the 19th LLLI International Conference, I worked with WABA on identifying people to attend the event and helped pull together activities that could be carried out at the Conference that advanced WABA programs (GIMS, GIFS and Gender). We were fortunate that Ray Maseko, Swaziland could represent GIFS and father support at the Conference. There was a pre-conference Father Support Workshop and a Global Session on father support. It was also decided that a one day orientation/introduction to the issue of gender would take place following the Conference. Over 10 persons from 7 countries attended the orientation that was facilitated by Sarah Amin, Marta Trejos and Marcos Arana, WABA Gender Task Force. WABA and LLLI also planned and facilitated a very positive pre-conference Symposium “Breastfeeding and HIV and AIDS” that was attended by representatives from 13 organizations, plus a few individuals. Plans are now being made for the 4th WABA Core Partners Meeting (date and location in section below).

If you are interested in being a country contact for GIMS and the MS TF, please email Rebecca RMagalhaes@llli.org, Prashant psganganal@hotmail.com or Nair cepren@amauta.rcp.net.pe

MOTHER SUPPORT FROM DIFFERENT SOURCES

3. Young IBFANers-Future Support for Mothers: Ghada Al Tajir, United Arab Emirates

I am a pharmacologist by training. My interest in breastfeeding started with the birth of my son Mohammad. It started off with much reading and help from a member of a Mother-to-Mother organization. That inspired me to help out, initially as a volunteer and observer at the breastfeeding clinic. In May 2000 I went for a training to do the IMP III project in Geneva, Switzerland. In 2002 I certified as an IBCLC. Monitoring for code violations has become second nature to me. And now, it is second nature to my children!

My son, Mohammad Farid, 7 years old in 2nd grade, came home one day and said that in class they had a series of pictures which they had to mark with a tick/check (if what was in the picture was right) or a cross (for the contrary.) He had marked one of the pictures with a big thick cross. He said he was the only one who did that, and it was because the mother was bottle feeding. He actually argued with the teacher about it!!

My youngest, a 3 year old girl, does not actually know what bottles are supposed to be used for. She got a doll with a bottle as a present, and thinks the bottle is a jar with a top. She takes the top off and proceeds to feed the baby with a spoon!

My two children represent the new generation of young IBFANers!

Ghada Al Tajir, Sharjah, United Arab Emirates

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4. Pre-Conference Fathers Workshop Session at the LLLI Conference : Ray Maseko, Swaziland

I attended the LLLI Conference in Washington DC, USA and facilitated and participated in various father support activities. This was my first time at an LLLI Conference and I found it to be quite amazing, with so many women, children and husbands in one conference. I was quite impressed with the organization of the whole event. With recruiting efforts, 13 fathers attended the three hour pre-conference workshop session for fathers. The fathers shared their experiences on supporting their partners to exclusively breastfeed. Some fathers shared that they had not been supportive of the breastfeeding idea when they had their first child, some due to "peer" pressure and others having been raised on bottles themselves. It was only the persistence and stubbornness of their wives that eventually converted them.

However, there were fathers who were supportive from the beginning. One father shared how exclusive breastfeeding benefited their baby even when the baby had to undergo an eye operation. He believes that breast milk, with all its nutrients, contributed to the fast recovery of the baby after surgery. Another shared how when their baby was born, a storm cut off electricity for a few days, but because their baby was on the breast, they had no worries.

These were some of the great stories about breastfeeding and its benefits for both the father and the mother. All fathers agreed on the great savings when a baby is breastfed. They felt that the monetary and emotional benefits were quite substantial.

Raynald (Ray) Maseko, Mbabane, Swaziland. Father to two grown up boys and two girls; 9 years old and in final year of University. Qualified in Business Administration and Human Resources Management. Administrator of IBFAN Africa since 1993, coordinates the International Code in the Region and Regional Coordinator for GIFS/ WABA.
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MOTHER SUPPORT - BREASTFEEDING MOTHERS RELATE THEIR EXPERIENCES

5. Breastfeeding Twins: Mandy Philipse, Australia

My girls were born at 30 weeks, premature, so the first 7 1/2 weeks were spent in the Newborn Intensive Care Unit (NICU) in Canberra Australia. Sam was born first at 1,510gms and Nicky at 1,170gms. Graham, my husband and I touched the girls very briefly before they were taken to the NICU. I first held Nicole when she was nearly 4 days old and Sam at 6 days old. This was unbelievably fantastic. We had a Kangaroo cuddle when the girls were 7 days old.

I expressed from day 2 through till about 9 months. The frequency reduced as the girls were able to breastfeed. From about 4 or 5 months till 9 months I was only expressing once or twice a day.

I found the whole experience just happened and you went from day to day. When the girls were in separate bays this was very difficult as we could only sit with one baby at a time. Leaving them in the hospital was also difficult. We were very lucky as we had a fantastic support network with family and close friends living in Canberra and often called on them especially over the first 12 months as we had numerous trips to the hospital with the prematurity situation, bronchiolitis, and 2 bouts of gastro.

Sam breastfed till she was 8 months after being a colic baby for about a month. Nicky nursed till she was 14 months and was a "happy chucker" (she spit up a lot). She was not distressed by the amount of washing she created at all. She was a long distance chucker at times. We used to call her that as when she was sick it was amazing how far it went. A few times it went the length of the table.

Jess, my second pregnancy, came along 3 1/2 years later and I felt like a first time mum. She was with me in the room; I could watch her, I could show her off in person instead of just being able to show photos. It was a very different experience.

Mandy Philipse, Mother to Samantha and Nicole, 3/99, Jessica, 8/02
Southern Cross Group, Education Class Coordinator
E-mail samnikjes@bigpond.com.au

6. Eduarda's story: Asuncion, Paraguay

I am 28 years old and I have 3 children: a 7 year old, a 5 year old and the youngest, Juan. My older 2 were breastfed for 10 months, but Juan is still breastfeeding at one year of age. He still wants to breastfeed a lot and I do not deny him. He started eating other foods when he was about 6 months. Until then I had only breastfed him, giving nothing else.

When he was born, at first I only nursed him on my left breast since my right breast was swollen and the nipple was cut and bleeding. My mother helped me a lot. She told me what to do and advised me to use a wet cloth. After the swelling went down, I started breastfeeding on both sides.

I started going to weekly classes given by a NGO, nongovernmental organization, called Parhupar (Parto Humanizado del Paraguay) when Juan was 4 months. I enjoy the classes because we learn a lot and I also have the chance to meet with other mothers who breastfeed their babies. I like that and it really helps. I am not embarrassed to nurse Juan anyway and really feel comfortable breastfeeding him. He is a healthy boy and started to walk at 8 months. He has started saying a lot of words, like mama, papa but says papa more often. Although my husband Pablo is unemployed, we have some income through video games which we rent. My children eat at school or at the Municipality kitchen here in the Pelopincho community. Even though there are times when we have nothing to eat, thankfully my Juan is healthy.

This story was told orally to Pushpa Panadam, LLL Leader, LLL of Paraguay and member of Parhupar. For further information on Parhupar, please contact Pili Peña: vapena@pla.net.py

FATHER SUPPORT

7. Introducing the Global Initiative for Father Support (GIFS) at the LLLI Conference and other matters: Ray Maseko, Swaziland

When the fathers discussed the Global Initiative for Father Support (GIFS) at the Fathers Session, although they agreed to the benefits of such an initiative, they also pointed out that the culture in the USA of "dealing with issues yourself" would need to be changed first. They said that men in the USA who are particularly "macho" might not want to be seen as not succeeding at raising their children well, so they tend to keep problems to themselves. Men would rather talk about sports than talk or ask advice on how to raise their children. However, there are also men in the USA who feel comfortable talking about this topic. There are several organizations in the USA that address such issues. One of them is the Daddy University Inc.

The Chief Executive Officer of Daddy University Inc. was an exhibitor at the LLLI Conference and one of the strategies he suggested in the session was creating a Blog for GIFS where fathers could post their questions or comments and have someone respond.

Dr. Marcos Arana, from Mexico, helped me in facilitating the different sessions for fathers. He also developed a Draft "Father's Rights Declaration", which will be circulated as soon as possible for comments to get fathers to think about supporting their partners and each other in raising their children. One father from the Dominican Republic will explore forming a GIFS group there.

I would like to thank WABA for making it possible for me to attend the LLLI Conference and Rebecca (Magalhães) and other LLL Ladies for making me feel welcome.

Ray Maseko, Swaziland, GIFS coordinator for Africa.

E-mail: rmaseko@realnet.co.sz

For more information about GIFS, the FS workshop, or to find out how you can be involved, please contact Ray Maseko rmaseko@realnet.co.sz; Arun Kumar Thakur arun_thakur@rediffmail.com or go to <http://www.waba.org.my/fathers/index.html>

Editors' Note: *We are doing a GIFS survey on Father support. The questionnaire is now available from the MSTF Newsletter editors and is also on the WABA website. Please take a few minutes to answer the questions and e-mail us your answers at ppanadam@telesurf.com.py or vapena@pla.net.py or to waba: waba@streamxy.com*

8. Global Initiative For Father Support: One Father's Involvement- Bill Hicks, USA

In July, La Leche League International held its 19th Biennial Conference in Washington DC. While the hallways of the Hilton Washington hotel were swarming with mothers and children, there were more than a few fathers present, too. One father, Bill Hicks, from Minnesota, USA attended the Conference and managed to make it to a session on the Global Initiative for Father Support (GIFS)—with his two young sons in tow! We had a talk with Bill about his experience. An excerpt from the interview is below:

Q: So what's it like being a man at a La Leche League Conference?

A: It's terrific. It is my second conference, and I am always inspired by seeing families—moms, dads, and children there together. The sessions always give my wife and me something important to think about, and talk about. Family meetings, for instance, evolved out of a session we attended; so far they're working well.

Q: Are you used to assuming the role of "full-time" caretaker as you did during the day while your wife attended sessions?

A: Yes and no. I take the boys a lot during my days off, while my wife works from home. Doing this consistently, several long days in a row, however, was a new experience for me. The boys are energetic, especially in new surroundings. They really wore me out, especially when I took them to a session with me!

Q: Such as the session that dealt with the Global Initiative for Father Support? How was that session, what did you learn?

A: I'm not even sure where to start. First of all, it was a great experience making 'fathering' an issue important enough to convene a round-table discussion. Fathering is defined differently depending on where you're at in the world. A dad's involvement in his child's life, particularly as it relates to breastfeeding, is heavily dependent on cultural norms. Of course, regardless of geography, we discussed that a child is going to benefit from having an involved father and one who helps encourage the breastfeeding relationship.

Q: So, what conclusions did your session reach about involving fathers?

A: We talked about ways to incorporate technology: blogging, Webpages, etc. It's not my forte, but it is certainly the way the world is going. I think we can't afford to ignore technology if we want to be fathering-advocates and breastfeeding advocates. A lot of men spend their time at the computer.

Q: And you had your children with you during the session? How did the fathering go, while talking about fathering?!

A: Yes, I did. My boys are 5 and 2 years old, and very active. I am sure my contributions to the round table were sporadic at times. My wife told me she was proud that they were able to see me in a "think-tank" setting with a group that was working toward such a great end. I agree. Who knows how such things may affect their view of parenting when they are grown men.

Q: Did you personally make any changes as a result of the session?

A: As a matter of fact, I may have. I am a pediatrician, and after the session I was seeing a couple with their new baby in the clinic. Usually, I ask the mother how breastfeeding is going. I remind her to drink to thirst, to wake the new baby every so often if he's sleeping through the

night, etc. I've realized with this latest couple that I was including the father in the discussion, too. I directed the discussion to him pointedly and reminded him that he has a huge role to play in achieving a successful breastfeeding relationship. He seemed pleased to be included. I think it's an accurate guess that if this father succeeds at being an integral part of breastfeeding, he'll be more likely to involve himself in future parenting roles down the road. I sure hope so, anyway.

9. Breastfeeding also Concerns Fathers: Peter Breife and Per Gunnar Engblom, Sweden

The Swedish National Board of Health and Welfare recommends six months of exclusive breastfeeding plus continued breastfeeding until the child is two years old (although Swedish mothers usually stop before the child has reached that age). In his supportive role it is essential that the father learns how breastfeeding affects both mother and child. Studies show that the father's attitudes and knowledge concerning breastfeeding are very influential regarding the mother's own point of view.

Fathers, however, need support to be supportive. It is a matter of teamwork and reciprocity. A father who views himself to be subordinate as a parent and does his part mostly out of expectation and duty, is not likely to give support of a high quality. It is important for the mother to trust her partner and to show that trust by inviting him to jointly take care of the little child. The father can also be motivated by understanding the advantages of spending time with the baby, for example that spending this time with the child will benefit the well-being of the whole family.

The supportive role of the father is also dependent on signals from society in general. Among other things, a modern and thoroughly accomplished preparatory course would give parents the tools they need for creating a family situation with communication, support and satisfaction, which is favorable to everyone concerned, including the child.

Peter Breife, Göteborg, Sweden, Father of 2 boys, 12 and 7 years old who have been breastfed for nearly 2 1/2 years, Musician and psychologist. Since 1994, he has been working in various organisations and activities supporting men and fathers, such as The Crisis & Emergency Activities of Gothenburg, The Regional Healthcare of Västra Götaland, The Social Services of Partille, and with the University of Gothenburg for research on aspects of parenthood.

E-mail: peter.breife@comhem.se

Per Gunnar Engblom, Sundbyberg, Sweden. Father to Maria (born 1982), Hanna (1995), Lisa (1998) and grandfather to Louise (2003). Economist. Since 1996, he has worked on projects and with organisations that support and facilitate men in their parental and other roles.

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Manliga nätverket www.man-net.nu

Editors' Note: *If you are a father supporting breastfeeding, or know of someone working with a father support group, please submit your story.*

10. REENCONTRO: The Youth Group from Mozambique: Diogo Mboa

In Mozambique, the youth group REENCONTRO, works hard on promoting various issues: breastfeeding and the consequences of not breastfeeding, infant feeding within the HIV context, maternity protection, gender equality, reproductive and sexual health; preventing unwanted pregnancies, drugs and sexually transmitted diseases. This is carried out among the

adolescents/youth through debates, sharing experiences and ideas at schools, churches and in the community. We also disseminate information on the importance of good health to be able to play football during shows at football openings.

Breastfeeding is promoted as a natural and safe way for the baby by discussing the benefits of breastfeeding and disadvantages of not breastfeeding.

Music and films are used to discuss HIV/AIDS issues. Groups of married couples are invited to watch films lasting 15-20 minutes on HIV and then issues are discussed.

Gender equality in the communities is promoted through discussions on gender issues with different people in order to find the better ways of understanding and working with gender issues at home, work and school as well as respecting human rights.

The father support group also works hard to make other people understand gender so that they can change their behaviors by putting gender issues in their minds and putting them into practice.

Our youth group now has two counseling rooms given by the School Directors at different schools to hold discussion on the above issues.

Diogo Mboa, married to Ermelinda Mboa and father to Dias Diogo Mboa, 4 years old and Dillon Diogo Mboa, 1 year 9 months. He is an English teacher, the Youth Coordinator and Programme Assistant with REENCONTRO (The Mozambican Association for Support and Development of Orphaned Children whose parents have died from HIV/AIDS) and with Young IBFANERS, Mozambique

E-mail: diogomboah@hotmail.com

NEWS FROM THE BREASTFEEDING WORLD

11. Meeting Judy Canahuati-- A Mover and a Shaker!: Pushpa Panadam and Rebecca Magalhães

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- Judy Canahuati, USA.

Pushpa: I first met Judy Canahuati in April 2001 in Washington DC as part of the LLL Renewal Initiative (RI) team. The RI was a journey that took two years and went to many parts of the world, yet the most important thing was getting to know the other team members. Each team member was special but Judy, well she is a starter and has been one for a very long time. She founded LLL Honduras in 1973, was a member of the LLLI Board of Directors in 1986, starting the LLLI Board Action Committee. Her consulting work with breastfeeding has included technical assistance to CALMA (a breastfeeding project) in El Salvador, the PROALMA project in Honduras and working with UNICEF in China. She was the Country Project Director for the LLLI USAID funded Child Survival Project in the late 1980s, creating La Liga de la Lactancia Materna de Honduras as a non-governmental organization (NGO). In the early nineties, she was on the staff of the USAID funded Wellstart International "Expanded Promotion of Breastfeeding" Project. She has published articles and writings on much of her work and also edited the 1999 WABA Action Folder.

When I met Judy, I was at a crossroads, wanting to reach the poor women in my community, but not knowing how. She told me if they cannot come to you, go to them. Together, we explored possibilities and she told me that if it feels right, go ahead and do it; then things will

happen. Well things did happen with time and I learned that I was only one of the many beneficiaries whom she has helped through the years and continues to guide.

Judy, who is so filled with love and energy, has a way of looking at things from all angles, guiding, exploring possibilities to provide the most adequate information and support tailored to the person, situation and country. No matter where she is, she helps to create a breastfeeding friendly environment. I now see how things can happen from a small action. Thank you Judy, for the gift of being you.

Rebecca: My first meeting with Judy was in Montego Bay, in the warm and hospitable island of Jamaica, in November, 1982 where we were both attending the International Conference of Community-Based Support Groups for Breastfeeding Mothers. Judy was representing Honduras and I was there representing the Brazilian government. I still remember the small session that she and I were in where she presented the PROALMA Project and her work with breastfeeding in hospitals. I was so impressed! Of course, at the time, I returned to Brasil and she went back to Honduras, but that meeting started a friendship rooted in our common passion for breastfeeding and La Leche League. Although we never lived in the same city and sometimes not in the same country, we stayed in touch through the ensuing 23 years. I value Judy as a friend who has gone through rough times and sorrow but has never lost her spirit and her love for helping humanity. She is a dedicated and very knowledgeable advocate for breastfeeding and mother-to-mother support. I wish her all the best as she continues to carve out her place on this planet, as a "mover and a shaker!"

For those of you who communicate with Judy, you have read the saying that follows her E-signature. For those of you who haven't seen this saying, here it is:

"The future is not some place we are going to, but one we are creating. The paths to it are not found but made, and the activity of making them changes both the maker and the destination." John Schaar

Judy, who currently works at USAID in Washington DC USA as MCHN & HIV Advisor, has two children, Pedro and Emily (recently married).

E-mail: jwc@theansible.net

Pushpa Panadam: ppanadam@telesurf.com.py Rebecca Magalhaes: RMagalhaes@Illi.org

12. Breastfeeding Survey : Shaheen Sultana, Bangladesh

From December 28, 2004 to January 21, 2005, the Bangladesh Breastfeeding Foundation (BBF) conducted a survey with 220 persons, of whom 182 were women; 38 were men, and 26 were illiterate. The survey was carried out in homes, offices, and workplaces in the urban suburb of Dhaka, the capital of Bangladesh. The socio economic level of the interviewees was varied: poor, mid level and upper mid level, from low paid garment workers to highly educated doctors.

From the results we have prepared a draft report and hope to arrange a dissemination seminar with country policy makers. Some of the survey respondents would also be invited to the seminar. One problem we are facing is that many working women do not know that there is a provision of 17 weeks maternity leave for government employees. Many organizations, specially the private banks, do not give maternity leave for more than 12 to 13 weeks. The dissemination seminar would give workers information on their rights.

One interesting thing is that the surveyors were young girls, post graduates from colleges of home economics. The only male surveyor visited the tea stall, bus station and many other peri-urban areas. All the surveyors acknowledged that their experience on this issue has inspired them to protect, promote and support breastfeeding.

Below are the Survey responses:

WOMEN'S RESPONSE and REASONS FOR SUCCESS/FAILURE Status of woman:

serial #	Status of woman	Number of persons	Percentage
1	Pregnant woman	11	5
2	Mother with 1 child	98	44.55
3	Mother with 2 children	85	38.64
4	Mother with 3 children	17	7.73
5	Mother with 4 children	10	4.55
6	Mother with more than 4 children	2	0.9

How mother and father know the advantage of breastfeeding:

Serial #	Mother and father know the advantages of breastfeeding	No. of interviewees	Percentage
1	Electronic & print media	75	34.09
2	From doctor or health worker	41	18.64
3	From family members	25	11.36
4	From all the above sources	70	31.82
5	Do not know anything on breastfeeding	9	4.09

Shaheen Sultana, Coordinator Bangladesh Breastfeeding Foundation.

E-mail: bbfd@bd.drik.net

13. International Breastfeeding Journal

The International Breastfeeding Journal will not be launched until some articles are published. This should happen in the next couple of months. There is no need to subscribe to the journal as it will be online. At the moment there is an information page on the website:

www.internationalbreastfeedingjournal.com. For free access to journals please visit:

www.biomedcentral.com

Lisa Amir, Editor-in-Chief

International Breastfeeding Journal

E-mail: ibj-editor@unimelb.edu.au

14. Australian Breastfeeding Association 2005 International Breastfeeding Conference

The culmination of two years work will be realized when the Australian Breastfeeding Association (ABA) presents their 2005 International Breastfeeding Conference from the 28th to the 30th. September, 2005. I extend a warm welcome to all of you with a passion, an interest or

a desire for more knowledge about breastfeeding to come to Hobart, Tasmania. Spring in Tasmania, Australia, is a beautiful time and a perfect backdrop to our **Breastfeeding – the natural state** theme. The quality of papers, workshops and posters being offered is magnificent. Dr. James McKenna, USA, Dr. Brian Palmer, USA, Dr. Peter Hartmann, Sue Cox and Dr. Heather Jeffery are the keynote and invited speakers. The interactive art table will give you a chance to escape the mental drain and the 'Wild Woman' dinner is shaping up as a night not to miss. There are three workshops with set numbers (see website for details) and the concurrent sessions on the day, with the first in getting the best seat. Come with friends, bring your family for a holiday or just come along and enjoy the company of like-minded people.

Pre-conference Workshop will be held on the 27th. September- "Traditional Breastfeeding Practices." The website: www.cdesign.com.au/aba2005 will provide the latest information on the conference details and registration.

Registrations are now being received via the website. Full Registration Early (before 19 August 2005) is \$575. Full Registration Standard (after 19 August 2005) is \$625.

Dianne Haworth RN, BN, RM, IBCLC, ABA Counsellor,
Convenor, ABA International Conference
Hobart, Tasmania, Australia
E-mail: dianneh@bigpond.net.au

15. World Breastfeeding Week 2005 Activities:

This year's World Breastfeeding Week 2005 theme is: **Breastfeeding and Family Food: Loving and Healthy**". Countries around the world are planning different activities to celebrate the week. We share with you some of these planned activities and will be happy to include your WBW activities in our next issue. You may also submit your experience to WABA, Penang, Malaysia, E-mail: waba@streamyx.com.

- **Bangladesh Breastfeeding Foundation (BBF):**

Shaheen Sultana, the Coordinator of BBF writes:

BBF has organized a week long programme from the 1st. August to the 7th. August to celebrate the theme: **"Breastfeeding and Family Food: Loving and Healthy"**. Our tentative programme includes: National seminar, rallies in districts and sub districts, Round table discussion (RTD). Institutional seminars in different NGOs and at different medical colleges, Rallies, discussion in the mother support groups in 41 community nutrition centers, publication of souvenirs with BF write up, Radio and TV programs and cultural programs.

For further information about WBW in Bangladesh, contact Shaheen by emailing her at: bbfbd@bd.drik.net

- **World Breastfeeding Week Celebration in the USA**

Join the USA in the celebration of World Breastfeeding Week, 2005. There is much information available at www.illusa.org/illusa/wbw.html that you can adapt for your own WBW 2005 fun and fundraising while raising breastfeeding awareness in your community. Look for new forms and new ideas. There are downloadable versions of the WBW logo, the theme, New WBW 2005 banner ads, merchandise choices <http://www.lesterfamilymusic.com/Downloads.html>
Join the WBW Discussion e-list to plan and share ideas by contacting Linda at LPARRYLLL@aol.com.

- **UNICEF:**

For World Breastfeeding Week: UNICEF invites you to visit website: http://www.unicef.org/nutrition/index_27817.html. Thank you for your support for the best start on life.

Dr. Miriam H. Labbok, UNICEF

- **Paraguay**

Breastfeeding has taken me far! I just met the First Lady of my country!
Maria (Pili)Peña

I have been working with the committee organizing activities for the WBW in Paraguay for some years now. This committee is composed basically of doctors and health workers of the Red Cross Hospital of Paraguay, the first Mother and Baby Friendly Hospital here (awarded in 1993). Annually this committee invites representatives from NGOs working with infants, the Health Ministry, the National Institute for Nutrition etc. to be part of the WBW celebration.

Each year we identify a female personality who could be a powerful visual role model and who would have an impact on the community on the benefits of breastfeeding. This year we thought of asking our First Lady who recently had her baby to be this person. Yesterday, after many attempts, a group composed of 2 doctors and me, representing LLL Paraguay, finally had an interview with her.

The meeting was pleasant and very cordial. The First Lady demonstrated her enthusiasm about breastfeeding and many times mentioned the excellent health of her baby, the affectionate bonding that breastfeeding brings and the unique fact that nobody but she can breastfeed her baby which she does when she finishes her work at the First Lady's office and returns home.

The First Lady will be giving the opening speech at the inauguration ceremony at the World Breastfeeding Week Celebrations in Paraguay. The committee feels that her maternal image and her words of support will serve as an inspiration to many women who want to breastfeed or continue breastfeeding their babies.

Maria (Pili) Peña, mother to 5 breastfed children, ages 16, 14, 10, 5, 3; LLL Leader Paraguay, General Coordinator of Parhupar (Parto Humanizado del Paraguay).

E-mail: vapena@pla.net.py

16. Breast Feeding Law in Pakistan: Ayyaz Kiani, Pakistan

Pakistan is a country where 51% of infants suffer from malnutrition and only 16% are exclusively breastfed. Infant mortality rates are among the highest in the region. Thus during this year's WBW, we have launched a campaign to energize the implementation of the law: Breast Feeding Ordinance, enacted in 2002. The campaign comprises of letter writing to parliamentarians, especially the members of the Standing Committees on Health in the Parliament, provincial government and line agencies, international agencies, professional medical associations, NGO partners, policy makers and other decisions makers. We are also lobbying with these groups and individuals and moving the media to take a pro-consumer position on the issue.

A campaign brochure is available upon request on the update of the implementation of the Law. Any feed back or questions are welcome.

Ayyaz Kiani
Advocacy Head
The Network for Consumer Protection
Islamabad, Pakistan
E-mail: ayyaz@thenetwork.org.pk

NEWSLETTER INFORMATION

17. Check out these Websites

www.lalecheleague.org/05conf/05conf.html LLLI Conference information
www.waba.org.my/wbw/wbw05/wbw2005.html for downloadable materials, letters of support from UNICEF, WHO and FAO
www.alertanutricional.org (Spanish) Has information regarding nutrition for babies and children
<http://www.drjacknewman.com/> Dr. Jack Newman's Visual Guide to Breastfeeding
<http://members.cox.net/jriordan/> Jan Riordan: On how to become a lactation consultant, breastfeeding courses on the internet
<http://www.pantley.com/elizabeth/> Elizabeth Pantley: Author and Parent Educator

18. Announcements

Events during August, September, October, November and December 2005

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

ibreastfeeding.com

1-7 August : World Breastfeeding Week, Theme: **Breastfeeding and Family Foods, Loving and Healthy**, Contact waba@streamxy.com for orders of action folders and posters. For latest information and downloadable materials visit: www.waba.org.my

1-3 September: WABA Core Partners Meeting, Penang, Malaysia

5-7 September: WABA Steering Committee Meeting, Penang, Malaysia

21-25 September: 10th. International Women and Health Meeting, New Delhi, India (www.10iwhmindia.org)

28-30 September: Breastfeeding Conference, Australian Breastfeeding Association, Hobart, Australia (www.cdesign.com.au/aba2005) See details above.

20-24 October: 10th. Annual International Meeting of the Academy of Breastfeeding Medicine, **Taking Breastfeeding to New Heights**, JWMarriot, Denver, Colorado, USA (www.bfmed.org)

20-24 October: 10th. AWID (The Association for Women's Rights in Development) International Forum on Women's Rights and Development, Bangkok, Thailand. The WABA Gender Working Group will be participating in this forum to network with other women's groups.

For details check website: http://www.awid.org/forum/about_the_forum.htm

AWID is an international membership organization that connects, informs, and mobilizes people and institutions committed to achieving gender equality, sustainable development, and women's human rights.

7-19 November: Public Health in Complex Emergencies Training Program in Kampala, Uganda- This is a two-week residential course implemented by Makerere University Institute of Public Health. Applications should be sent to: Mrs. Prima Nalubega Wasukira, Email: pnalubega@iph.ac.ug

21-25 November: 1st. International Conference on Childcare in Islam, Kuala Lumpur, Malaysia, www.susuibu.net.my

21-22 November: Celebration of the 15th Anniversary of the Innocenti Declaration, Innocenti Centre, Florence, Italy (More details in next newsletter)

27-30 November:4th. International Congress on Women's Health, New Delhi, India, www.etuc.org/tutb/uk/survey.html

December 13-14: "Countdown to 2015" Conference - The upcoming "Countdown to 2015" child survival conference will be held in London, England. Interested parties can apply to attend the event via the conference web site. For more information, go to the conference website <http://www.childsurvivalcountdown.com> or email info@childsurvivalcountdown.com.

To Remember:

Long time friend of La Leche League International, Dr. Hugh Desaix Riordan passed away on 7th. January, 2005. He was a fervent breastfeeding advocate, a former member of the LLLI Board of Directors and for over 30 years was a member of the LLLI Health Advisory Council. He was also a popular speaker at LLL Conferences. In 2001, he was the recipient of the LLLI Founder's Award, given by the seven Founders of LLLI to an individual who has made continuous, outstanding, and exemplary contributions to breastfeeding in the world. He will be dearly missed by the LLLI community and many others. For further information, please check: <http://www.lalecheleague.org/memorials/LVFebMar05p14.html>

19. Our Readers Share:

- Wonderful newsletter! Dr. Miriam H. Labbok, Senior Advisor, Infant and Young Child Feeding and Care, UNICEF/PD/Nutrition, New York, USA
- Saying sent by Annelies Allain:

Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michaelangelo, Mother Teresa, Leonardo Da Vinci, Thomas Jefferson, and Albert Einstein.

-H. Jackson Brown, Jr., writer

20. 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 and also articles that address father support.

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 October/November/December 2005 issue is **September 10, 2005**.

If you submitted an article and it didn't appear in this issue, it is being reserved for a future issue. **Volume 3, Number 4, will be sent on October 6, 2005**

21. How to Subscribe/ Unsubscribe to the Newsletter

If you would like to receive this newsletter:

Please send an email to the following email address: MSTFNewsletter-request@braesgate.com. In the section that says Subject, please write the word "subscribe". Then send.

To end your subscription to the Newsletter:

Please send an email to the following email address: MSTFNewsletter-request@braesgate.com. In the section that says Subject, please write the word "unsubscribe". Then send.

If you are having difficulty subscribing to the newsletter, please email Pushpa ppanadam@telesurf.com.py or Pili vapena@pla.net.py and we will help you.

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.

The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organizations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti 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 (LLLI), International Lactation Consultant Association (ILCA), Wellstart International, Academy of Breastfeeding Medicine (ABM) and LINKAGES.

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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The MS TF is one of eight task forces that support the work of the World Alliance for Breastfeeding Action. The slogans being used by the newsletter were created by participants at the GIMS Workshops, Global Forum II, Arusha Tanzania, 2002.

Breastfeeding with Community Support