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World Alliance for
Breastfeeding Action

August 2018

- August Newsletter -

BREASTFEEDING FOR A SUSTAINABLE WORLD



Welcome to the second **WABA** newsletter of 2018.

Although the benefits of breastfeeding are apparent to advocates, a lot remains to be done to create enabling environments and overcome barriers to breastfeeding. To achieve this, we collaborated more with our allies and incentivised innovative and sustainable projects. Read more about what we have been up to!

MESSAGE FROM OUR ED

According to **UNICEF**, only 2 in 5 babies are put to the breast within the first hour of life. We can change this by creating a **warm chain of support**



for every mother and baby, all around the world. We know why breastfeeding is **important** and **how to** do it. There is no stopping us now!

Dr Amal Omer-Salim
WABA Executive Director

OUR CAMPAIGNS

WORLD BREASTFEEDING WEEK (WBW)



#WBW2018 was an exciting chance to collaborate with our allies in producing materials and assets to be used in the global celebration. Some highlights:

- Produced the **Logo**, **Announcement**, **Poster** & **Action Folder** in the 6 official languages of the UN
- Created a video on the **Foundation of Life** theme
- Recorded a message from our **Executive Director** & **Chairperson Emeritus**
- Created the **#WBW2018 presentation**
- Produced a **Media Kit** and **Social Media Kit**
- Created the **Message Box** function for celebrants to share innovative ideas
- Received over 800 **pledges** and almost 100 **reports** of events around the world
- Organised activities via **Facebook** and **Twitter** such as Throwback Tuesday (#TBT) photos, Photo Frames, emoji stories and polls
- Shared assets from our allies such as **UNICEF**, **WHO**, **WHA**, **LLLI**, **ILCA** and **Every Woman Every Child**
- Co-organised the **Thunderclap** campaign with **ILCA** with a social reach of over 3 million
- Collaborated with representatives of 12 organisations in the **#AskMeAnything**

session

Together, we can inform, anchor, engage and galvanise on breastfeeding as the foundation of life. How will you celebrate #WBW2018 the rest of this year?

WBW 2018 Website

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



The Warm Chain of Support for Breastfeeding campaign emphasises the importance of working together with different stakeholders and coordinating efforts at all levels to care for the mother-baby dyad. Some highlights and updates on this campaign:

- Created 2 new postcards - for [Academics](#) and [Paediatricians](#)
- Promoted the Warm Chain concept at the [7th Academy of Breastfeeding Medicine European Regional Meeting](#), the [International Lactation Consultant Association Conference](#) and the [AIDS 2018 Conference](#)

A Warm Chain leads to a Sustainable World

Participate in the Warm Chain survey

EMPOWERING PARENTS CAMPAIGN

The Empowering Parents Campaign (EPC) aims to empower parents with information and social protection measures that will enable them to make the best choice in infant feeding. Some highlights and updates on this campaign:

- EPC now focuses on Parent-Friendly Workplaces by providing incentives through the Seed Grant Project.
- The [ILO's](#) Centenary in 2019 will serve as an opportunity to promote activities and commitment towards the EPC among WABA and our allies.

EPC Concept Note

BE EMPOWERED

BREASTFEEDING ADVOCACY & PRACTICE (BAP) COURSE



Breastfeeding: Advocacy & Practice

Eighth course for doctors, midwives & other senior health professionals

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

ORGANISED BY

 Infant Feeding Consortium (IFC),
United Kingdom

 World Alliance for Breastfeeding Action
(WABA), Penang

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

The poster features a central image of a woman and child made of woven straw, set against a dark purple background with a subtle grid pattern. The text is arranged in a clean, professional layout with a mix of white and yellow colors.

WABA is collaborating with **Alive & Thrive** and **UNICEF** to support Warm Chain teams from Malaysia, China, Vietnam and Myanmar. WABA will be providing scholarships to support teams of midwives affiliated to the **International Confederation of Midwives (ICM)** from the African region such as Ethiopia, Rwanda, Tanzania, Uganda and South Sudan.

[Read more about the BAP course](#)

SEED GRANTS PROJECT



Three Seed Grant Projects were planned for the year 2018 namely, the [Parent-Friendly Workplace Seed Grant](#), [Warm Chain of Support for Breastfeeding Seed Grant](#) and [World Breastfeeding Week Seed Grant](#). Each selected organisation was awarded with between USD 1000.00 to 3000.00 to either start a new programme or to strengthen an existing effort that protects, promotes and supports breastfeeding. Four organisations were awarded the grant under the Warm Chain of Support for Breastfeeding Seed Grant and 17 organisations were selected to link breastfeeding to good nutrition, food security and poverty reduction under the World Breastfeeding Week Seed Grant.

[Read more about the Seed Grants](#)

[NEWS FROM OUR CORE PARTNERS](#)

[International Lactation Consultant Association \(ILCA\)](#)



- Highlighted WABA's Warm Chain Campaign through our blog ([Lactation Matters](#)) and on social media.
- Provided support to the key resolution on [IYCF](#) at the [71st WHA](#). Find ILCA's [one-minute statement on the IYCF resolution](#). ILCA also [released a statement](#) and signed on to [a letter calling on formula companies to support the Code](#).
- Stood together in opposition to policies that [unnecessarily separate a parent from their infant or young child](#).
- More than 1,000 on-site and virtual attendees gathered at [\(ILCA\) Conference](#) in Oregon, United States where we shared the latest tools in clinical care, learned about successful strategies for supporting worldwide health through lactation, and connected with breastfeeding advocates from around the globe. We also welcomed our new president, Mudiwah Kadeshe ([View her Presidential Address](#)).

[La Leche League International \(LLL\)](#)



- Recently joined [NetCode](#) and the [Global Breastfeeding Collective](#).
- Collaborated with WABA to reach 51,214 people during WBW
- Begun a series of informative [webinars](#) for LLL Leaders and others, each available for about a month

[International Baby Food Action Network \(IBFAN\)](#)



- Used the [World Breastfeeding Trends Initiative \(WBTi\)](#) as a vehicle to galvanize action to achieve [World Health Assembly](#) and [Global Breastfeeding Collective](#) targets to increase exclusive and continued breastfeeding
- [IBFAN-ICDC](#) releases [fact sheet](#) for [BFHI](#) and [The Code](#) to celebrate August – the month of World Breastfeeding Week

[Academy Of Breastfeeding Medicine \(ABM\)](#)



- Held the **7th European Regional Meeting** for physicians, May 18-20, Rotterdam, Netherlands
- Held the Australia/New Zealand Regional Conference for physicians, July 21-21, Queensland, Australia
- The 23rd International Annual Meeting will take place from November 14-17 in San Francisco, USA.
- Released "**ABM Clinical Protocol #29: Iron, Zinc, and Vitamin D Supplementation During Breastfeeding**" and has revised the "**Clinical Protocol #9: Use of Galactagogues in Initiating or Augmenting Maternal Milk Production.**"

HIGHLIGHTS OF OUR ACTIVITIES



- Produced the Labour Day Statement on **Advancing Parental Social Protection for All**
- Produced the Mother's Day Message on **Supporting Breastfeeding: Let's Make It Happen**
- Advocated for the **Infant and Young Child Feeding resolution** at the World Health Assembly 2018
- Participated in the **Global Breastfeeding Collective** meeting in Canada



- Produced the World Environment Day Message on **Yes to Breastfeeding, No to Plastic Pollution!**
- Collaborated with Family Initiative to produce a joint Father's Day Message on **Fathers – Team Players in Family Life!**

Produced the **Breastfeeding Mother Support E-Newsletter** in French and Arabic



- Launched the **Understanding International Policy on HIV and Breastfeeding: A Comprehensive Resource Kit** (endorsed by ABM) in July and promoted the Kit at AIDS 2018 and ILCA conference
- **Shared the Breastfeeding Mother Support E-Newsletter**
- Produced the " **A Wall Of Support For Breastfeeding – Achieving The New Normal**" statement.



- Launched the multi stakeholder initiative **"Making Penang Breastfeeding-Friendly"** in conjunction with the State of Penang World Breastfeeding Week 2018 celebration.



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



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