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World Alliance for
Breastfeeding Action

December 2018

- December Newsletter -

BREASTFEEDING FOR A SUSTAINABLE WORLD



Welcome to the third **WABA** newsletter of 2018!

Concerted efforts at all levels are needed to reach the **2025 World Health Assembly (WHA) target** of increasing the rate of exclusive breastfeeding in the first 6 months up to at least 50%. Every voice and contribution counts, so let us together form a **warm chain of support** for every mother and baby.

MESSAGE FROM OUR EXECUTIVE DIRECTOR

World Breastfeeding Week 2018 was a huge



success due to collaboration and partnerships at all levels. The importance of working together was highlighted at the **WABA** Global Breastfeeding Partners' Meeting, which brought together over 20 organisations. Together, we aligned our efforts and planned for the next 100 years of parental social protection, beginning with the WBW2019 celebration. We are in the final stages of revamping the **WABA** website which will provide breastfeeding-related information and access to technical knowledge and expertise. Watch out for that in January.

Let's now work together to 'move the needle' on breastfeeding in 2019!

Dr Amal Omer-Salim
WABA Executive Director

OUR CAMPAIGNS

WORLD BREASTFEEDING WEEK (WBW)



#WBW2018 celebrated breastfeeding as the foundation of life. UNICEF/WHO released a **Joint Letter in Support of World Breastfeeding Week 2018**, calling for everyone to recommit to doing more to help every child and realize the lifesaving benefits of breastfeeding. To date, WABA received a total of 879 **pledges** and 291 **reports** for events/celebration - keep sending us your reports to receive an e-certificate!

The **WBW-SDGs** campaign was discussed at the recent 2018 WABA Global Breastfeeding Partners' Meeting, and preparations for the **#WBW2019** campaign has already begun.

We are proud to announce the **#WBW2019** theme, "Empowering Parents: Working towards the next 100 years of maternity/parental social protection" and our slogan:

EMPOWER PARENTS, ENABLE BREASTFEEDING!

Stay tuned for our **#WBW2019** Logo and Poster in January 2019.

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



WABA met with representatives from Beijing Stone Medical Technology Research Center, BFHI Fund of Chinese Red Cross Foundation and the Department of Maternal and Child Health, **National Health Commission of the People's Republic of China** to promote the **Warm Chain** in China. We visited several baby-friendly hospitals in Beijing and discussed the warm chain concept with the hospitals' management teams. The concept was well accepted and they were eager to start work on creating warm chain links within their hospitals.

EMPOWERING PARENTS CAMPAIGN



The EPC was highlighted during the 2018 WABA Global Breastfeeding Partners' Meeting to develop action plans with partners that include furthering the expansion of parental social protection policies and leveraging advocacy opportunities especially during important milestones such as the **ILO Centenary celebration in 2019**. Three key elements developed for the EPC include (i) promoting the use of tools to improve legislation and uptake of the International Labour Organisation (ILO) **C183 - Maternity Protection Convention, 2000 (No. 183)**, (ii) showcasing best practice models on enforcement of labour legislation and policies at the workplace around parental protection, and (iii) using communications strategies to promote and increase gender equitable social norms.

We encourage organisations/individuals who work and/or are interested to work in the areas/issues above to contact revathi@waba.org.my

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 8th **Breastfeeding: Advocacy and Practice (BAP)** course for doctors, midwives, senior health professionals and those involved in national or local infant feeding programmes was held in Penang, Malaysia from 9-23 September 2018. 25 participants attended the 2018 BAP course, fourteen were from Southeast Asia, eight from Africa and three from South Asia. We had groups of four participants from different countries, consisting of a doctor, midwife, nutritionist and a public health specialist to represent the necessary links needed to form the **Warm Chain of Support for Breastfeeding**.

SEED GRANTS PROJECT



A total of 20 seed grant projects were carried out by local organisations in 16 countries. The projects were linked to WABA's three main campaigns. The **Parent-Friendly Workplace (PFW)** seed grant projects, based on the **Empowering Parents Campaign (EPC)**, focussed on reforming laws to provide men with the necessary guarantees to support breastfeeding, establishing a multi-sectoral National Taskforce on Maternity Protection and Workplace Lactation Support Programme, and developing a sustainable partnership to ensure exclusive breastfeeding for the children of working women engaged as construction labourers. **The Warm Chain of Support for Breastfeeding** seed grant projects created awareness of the importance of linking mothers along the continuum of care and highlighted the importance of fathers and the community to support breastfeeding mothers. The **World Breastfeeding Week (WBW) seed grants** were used to celebrate the WBW2018 theme of Breastfeeding: Foundation of Life.

NEWS FROM OUR CORE PARTNERS

International Lactation Consultant Association (ILCA)



- ILCA is thrilled to announce that Michele Griswold, PhD, MPH, RN, IBCLC is [our new advocacy advisor](#)
- At the recent Codex meeting, ILCA's representative joined country representatives and NGOs in advocating for appropriate classification of "follow up milks" under the [Code](#)
- We look forward to welcoming lactation consultants and advocates from around the world at our [upcoming conference in Atlanta, Georgia, United States in July 2019](#). Learn about our equity committee's work at our [previous conference here](#)
- This fall, our board met with local lactation consultants in Liverpool, England, following our board meeting
- We were also honored to participate in WABA's Global Breastfeeding Partners' Meeting in Penang, Malaysia

La Leche League International (LLLI)



- Continued monthly participation in the [Global Breastfeeding Collective](#)
 - Continued [webinars](#) for LLL Leaders and others, each available for about a month
 - Established LLLI [Instagram](#) account
 - Organised a [Global LLLI Leadership Summit](#) in October 2018 in Raleigh NC, USA
 - Carried on monthly collaborative consultations with WHO, UNICEF, ILCA, IBFAN, WABA, and the BFHI Network of Industrialised Countries regarding [2018 BFHI Implementation Guidance](#)
 - Participated in WABA's Global Breastfeeding Partners' Meeting in September 2018
 - Held several national LLL conferences, including LLL New Zealand, Great Britain and Israel
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International Baby Food Action Network (IBFAN)



- International Baby Food Action Network (IBFAN) is organising the 3rd **World Breastfeeding Conference** and the 1st World Complementary Feeding Conference on 11-15 November 2019 in Rio De Janeiro
- IBFAN participated in the **40th Session** of the **Codex Committee on Nutrition and Foods for Dietary Uses (CCNFSDU)** held in Berlin, Germany on 26-30 November, 2018. IBFAN contributed during the discussion on important agenda items concerning infant and young child feeding e.g. the revision of the standard for **Follow-up Formula**, the Guidelines for the Use of **Ready to Use Therapeutic Foods (RUTFs)** for malnourished children, and the Definition of Biofortification.
- IBFAN participated in the **CFS-CSM** Food Systems and Nutrition Working Group meeting in Rome on 3-5 December, 2018 and contributed by preparing the group for the CFS process to develop guidelines on food systems and nutrition

Academy Of Breastfeeding Medicine (ABM)



- At the Annual International Meeting (15-17 November 2018) in San Francisco, multiple topics were discussed among physicians and health care workers from around the world. Abstracts can be found in the **Journal of the ABM**
- The **24th Annual International Meeting** of the Academy of Breastfeeding Medicine will be held at the University of Central Lancashire, United Kingdom, from 16-19 October 2019.
- The revised **ABM #7 Protocol, "Model Maternity Policy Supportive of Breastfeeding"** (Maria-Teresa Hernández-Aguilar, Melissa Bartick, Paula Schreck et.al.) was published and Dr. Hernández-Aguilar, a physician at the Dr Peset Breastfeeding Unit, Valencia, Spain and National Coordinator of the Baby-Friendly Initiative in Spain (IHAN), wrote a **blog post** about it.
- Dr. Alison Stuebe, the President Elect of the Academy, wrote another blog about the **importance of a community of physicians who care deeply about breastfeeding**.

HIGHLIGHTS OF OUR ACTIVITIES



- Organised the 8th **Breastfeeding: Advocacy and Practice** (BAP) Course in Penang, Malaysia
- Held a 3-day WABA Global Breastfeeding Partners Meeting (GBPM) in Penang, Malaysia, involving partners from all over the world. Some of the highlights of this meeting include Dr Laurence Grummer-Strawn's (WHO) presentation on the 2018 updated implementation guidance of the **Breastfeeding-Friendly Hospital Initiative**, Dr Amal Omer-Salim's (WABA) discussion of the **Warm Chain concept**, the panel discussion on **father and community support**, as well as a presentation on the **WBW-SDGs campaign**. Don't forget to check out videos of other interesting sessions on our **Facebook page**



- Contributed to the "People's Health Movement: A Call to Action on Nutrition, Food Security and Food Sovereignty", a background discussion document prepared by the **People's Health Movement** for the **Fourth People's Health Assembly** in Savar, Bangladesh, between 15-19 November 2018
- Compiled and finalised the WABA Global Breastfeeding Partners' Meeting Report, with a follow up on action plans



- Released a Joint Statement with the Academy of Breastfeeding Medicine (ABM) on **World AIDS Day**



- Promoted the concept of [Warm Chain](#) in China



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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