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World Alliance for Breastfeeding Action

April 2019

BREASTFEEDING FOR A SUSTAINABLE WORLD

APRIL 2019



Welcome to the first [WABA](#) newsletter of 2019!

Breastfeeding is one of the best investments in saving lives and improving the health, social and economic development of individuals and nations. We invite you to engage with us whether by offering your opinions in our [polls](#), [donating](#) to our cause, [subscribing](#) to our mailing list, using our [resources](#), getting in touch with an [expert](#) or finding out specific ways of protecting, promoting and supporting breastfeeding [relevant to your work](#).

MESSAGE FROM OUR EXECUTIVE DIRECTOR

A century ago, the first International Labour



Organization (ILO) [maternity protection convention](#) came into force. More women participate in the workforce nowadays, but often with little or no social protection. They are forced to choose between paid work and care responsibilities, including breastfeeding. Return to work is still the largest barrier to optimal breastfeeding. In 2019, WABA and our partners highlight the need to work for better [parental social protection](#) in the form of [paid parental leave](#), [parent-friendly workplaces](#) and [positive social norms](#) that support exclusive and continued breastfeeding. Join us in our campaigns to make the next 100 years more enabling for parents and for breastfeeding!

Dr Amal Omer-Salim
WABA Executive Director

OUR CAMPAIGNS

WORLD BREASTFEEDING WEEK (WBW)



WABA | WORLD BREASTFEEDING WEEK 2019

The countdown to the World Breastfeeding Week 2019 ([#WBW2019](#)) has now begun! WABA is proud to announce the slogan and logo this year: Empower parents, enable breastfeeding.

The [#WBW2019 website](#) is now available, containing the campaign [objectives](#), [poster](#), [infographics](#), [Action Folder and Insert](#), [resources](#), [frequently asked questions](#) (FAQs) as well as links to previous WBW campaigns. Look out for our Media and Social Media Kits containing creative assets as well as online forms to pledge and report your event.

WABA will be providing seed grants to selected organisations to conduct innovative activities that promote gender-equitable parental social protection, parent-friendly workplaces in both formal and informal sector, and parent-friendly values and gender-equitable social norms to advance breastfeeding.

Let us empower parents and enable breastfeeding, now and for the future!

[#WBW2019 Website](#)

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



The Warm Chain campaign emphasises the importance of working together with different stakeholders and coordinating efforts at all levels to care for the mother-baby dyad.

In Phase 1, we developed information cards containing action points for each stakeholder involved in the warm chain. Do join our [survey](#) designed to assist stakeholders in identifying their roles along the warm chain.

We are now preparing for Phase 2, which will bring stakeholders together to create a warm chain in their country or community.

Stay tuned and visit our website for more updates.

I want to be part of the #WarmChain

EMPOWERING PARENTS CAMPAIGN



**Empowering Parents
Campaign**

The Empowering Parents Campaign is highlighted in the WBW2019. To empower parents and ensure their rights, we advocate for the provision of parental social protection (PSP) policies and legislation, gender-equitable social norms and community support.

PSP includes public-funded paid leave policies, legislation, and parent-friendly or family-friendly workplaces. These policies promote optimal breastfeeding, health and well-being while protecting against discrimination at work.

Tell us how parents in the formal economy and women in the informal economy can be supported to breastfeed in your country.

Contact: revathi@waba.org.my

I want to join the #EmpoweringParentsCampaign

NEWS FROM OUR PARTNERS

International Lactation Consultant Association (ILCA)



- Join ILCA in Atlanta, Georgia, US for [Engage - an annual conference](#)
- Since January, ILCA has been focusing on education and advocacy that supports breastfeeding/chestfeeding families and skilled lactation providers. They created and widely shared social media content [about when and how to seek skilled lactation care](#)
- In partnership with [IBLCE](#), ILCA is now recognising employers that hire skilled lactation care providers through their Care Award program
- ILCA continues to advocate for supportive policies through their involvement in the [Global Breastfeeding Collective](#), as well as their ongoing work with [NetCode](#), the [United Nations International Labour Organization](#), and, in partnership with WABA, the [United Nations Commission of the Status of Women](#)

La Leche League International (LLLI)



- LLLI supports the call by ILCA and WABA on the [Statement for the Commission of the Status of Women](#) in March
- LLLI released the [LLLI-WABA joint statement for the World Health Day 2019](#) in April
- LLLI is continuing [webinars](#) for LLL Leaders and others, each available for about a month
- An LLLI representative attended the Netcode meeting on 10-12 April 2019
- An LLLI representative attended the Global Breastfeeding Collective meeting on 24-25 April 2019
- The Italian edition of the LLLI book [Sweet Sleep](#) was published

International Baby Food Action Network (IBFAN)



- Participated in the Fourth Meeting of the Global Network on the International Code of Marketing of Breastmilk Substitutes (NetCode) between 10-12 April 2019
- World Breastfeeding Week celebration in Morocco between 15-21 April
- Shared publication of "[Protecting Infant Health: A Health Worker's Guide to the International Code of Marketing of Breastmilk Substitutes \(12th edition\)](#)", a handy guide on the International Code for health workers, updated with all recent WHA resolutions, the 2016 Guidance on Ending the Inappropriate Promotion of Foods for Infants and Young Children, and guidelines on HIV and emergencies

Academy Of Breastfeeding Medicine (ABM)



- The 24th Annual International Meeting of the Academy of Breastfeeding Medicine will be held near Manchester, United Kingdom, from 15-19 October 2019. This conference is open for all who are interested. Registration will start Mid-May
- Tuesday, 15 October 2019: Pre-Preconference Event: Workshop BFHI, with University of Lancashire
- Wednesday, 16 October 2019: Preconference Session: "What Every Physician Needs..."
- Thursday, 17 October 2019: Advanced Practice Day & Scientific Developments and Best Practice in Breastfeeding Medicine
- Friday, 18 October 2019: Full-day conference, including: General Sessions, Workshops and Research Presentations
- Saturday, 19 October 2019: Half-day conference with workshop opportunities
- A wonderful blog about co-sleeping was written by Dr. Ann Kellams: <https://bfmed.wordpress.com/2019/03/14/where-will-you-be-when-not-if-you-fall-asleep-while-feeding-your-baby/#more-2109>

LATEST NEWS



- Updated the [Healthy Documents website](#) with participation from the [People's Health Movement](#)



- Celebrated [WABA's 28th Birthday](#) on 14 Feb 2019
- Launched the revamped [WABA website](#)
- Launched the [WBW2019 website](#)
- WABA Executive Director Amal Omer-Salim attended the 1st [National Infant and Young Child Feeding \(IYCF\) Scientific Conference](#) in Kelantan, Malaysia
- WABA Chairperson Emeritus Dato' (Dr.) Anwar Fazal recorded a [speech](#) for the 1st IYCF Scientific Conference at Kota Bharu, Kelantan, Malaysia
- WABA Executive Director Amal Omer-Salim was invited to talk about [Malaysia's Breastfeeding Goal On BBC News](#)



- Published the 2019 [International Women's Day Statement](#)
- Published the [ILCA and WABA Joint Statement](#) for the Commission on the Status of Women (CSW63)
- WABA Executive Director Amal Omer-Salim attended the 14th [Breastfeeding & Feminism International Conference](#) in North Carolina, USA
- Launched the WBW2019 [Poster](#) and [Infographic](#)



- Published the [LLLI and WABA Joint Statement](#) in celebration of World Health Day 2019 - Universal Health Coverage
- Launched the WBW2019 [Action Folder and Insert](#)
- Published the Breastfeeding Mother Support newsletter - [V16N2](#)
- WABA Executive Director Amal Omer-Salim attended the Global Breastfeeding Collective meeting in Geneva
- WABA Steering Committee member Rukshana Haider attended the NetCode meeting in Geneva
- [WABA and PHM Joint Statement](#) for World Day for Safety and Health at Work to call for the safety and health of women in the informal economy

Latest News



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations dedicated to the protection, promotion & support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF 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) 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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