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)

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!
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.

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
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 LLLI 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)**
- World Breastfeeding Week celebration in Morocco between 15-21 April

**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
April edition: BREASTFEEDING FOR A SUSTAINABLE WORLD

- 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

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The World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations dedicated to the 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 (LLLI), 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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