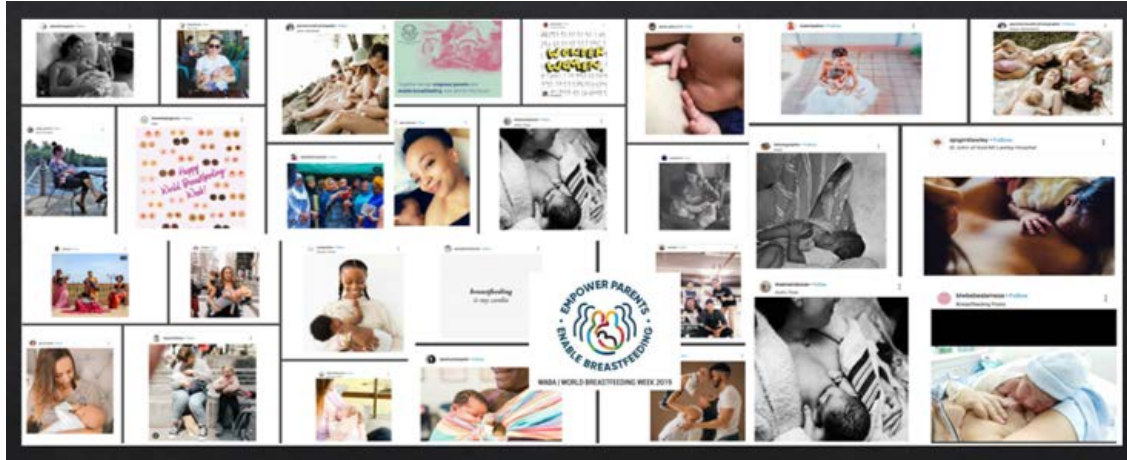


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BREASTFEEDING FOR A SUSTAINABLE WORLD

AUGUST 2019



Welcome to the second **WABA** newsletter of 2019!

The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding worldwide. Discover **our work** and engage with us by sharing 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

No parent should have to choose between earning an income and caring for their child. Breastfeeding is linked to all the **five components of nurturing care**. WABA is **committed** to empowering parents to breastfeed more optimally and care for their children. Join us in keeping up the momentum of **World Breastfeeding Week 2019** by continuing to advocate for improved **parental social protection** and **a warm chain of support** for all parents!



Dr Amal Omer-Salim
WABA Executive Director

TAKE ACTION

WORLD BREASTFEEDING WEEK 2019 #WBW2019



WABA | WORLD BREASTFEEDING WEEK 2019

We want to thank and congratulate all of you on a successful [#WBW2019](#) campaign. To date, we have received over 750 [pledges](#) and over 450 [reports](#) on WBW2019 events/activities – so keep pledging and reporting your events!

WABA and our partners produced:

- Campaign materials in various languages: [objectives](#), [logo](#), [poster](#), [banner](#), [infographic](#), and [action folder](#)
- [Social Media Kit](#): containing [creative assets](#) to amplify the celebration online
- [Media Kit](#): containing the [Press Release](#) and other information useful to the media
- [Multimedia assets](#): including a presentation on the theme and related videos

We **informed** people about the links between gender-equitable parental social protection and breastfeeding and **anchored** the importance of parent-friendly values and gender-equitable social norms. Although the official week is over, a lot remains to be done. We have to continue collaborating to amplify our efforts and to ensure that [decision-makers](#), [employers](#), [trade unions](#), [parents](#), [advocates](#) and [mothers](#) are empowered. Let's **engage** with individuals and organisations for greater impact and **galvanise** action on gender-equitable parental social protection to advance breastfeeding.

#WBW2019 Website

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



Each stakeholder, whether part of the healthcare system or in the community, can contribute to the **warm chain** through **supportive actions**. These actions need to be coordinated and connected to provide a continuum of care during the first 1000 days.

In addition, the role and support of fathers in the warm chain should not be dismissed. **This information card**, produced with **Family Initiative**, provides basic guidelines to fathers on how they can support their partners to breastfeed optimally. We encourage everyone to use this information card to engage fathers and highlight the vital role they play in supporting breastfeeding.

Would you like to be part of the warm chain of support for breastfeeding? Take part in our **survey to identify your role** and link with those around you. Your responses will be used to connect you with appropriate stakeholders in your country or community.

I want to be part of the #WarmChain

EMPOWERING PARENTS CAMPAIGN



**Empowering Parents
Campaign**

The **Parents at Work (PAW)** advocacy tool was developed by WABA as part of the **Empowering Parents Campaign (EPC)** and launched in July. The EPC aims to promote social protection that will facilitate the integration of parents' productive and reproductive work in both formal and informal sectors. The tool summarises the nationally mandated leave (maternity, paternity and parental), breastfeeding breaks, and the provider of these benefits in 195 countries.

This tool is available in the **global version** that contains data for 195 countries, as well as regional packs for **Africa**, the **Americas**, the **Arab States**, **Asia and the Pacific**, as well as

Europe and Central Asia.

Use this tool to advocate for gender-equitable parental social protection that will empower parents and enable breastfeeding in the context of both formal and informal work sectors.

I want to join the [#EmpoweringParentsCampaign](#)

BE EMPOWERED

Breastfeeding Advocacy and Practice (BAP) Course

Past participants have integrated the knowledge and skills acquired from the [BAP course](#) to improve breastfeeding practices at all levels. This has led to improved capacity in the development of sound policies, strategic action plans, and technical documents including guidelines and training materials for each country. In Vietnam, BAP participants founded [Betibuti.com](#), a virtual community support group in Ho Chi Minh City, with over [135,000 followers on Facebook](#). In Hong Kong, two out of eight public hospitals with maternity services are designated [Baby-friendly Hospitals](#). The other six are all in different stages of designation. One out of 11 private hospitals with maternity services have started the designation process.

We are planning to organise a BAP course in the first half of 2020 that focuses on the training of Warm Chain country teams. This will include both community and healthcare professionals, and the goal is to create a warm chain in each country or community.

Seed Grants Project

The [World Breastfeeding Week 2019 Seed Grants](#) were offered to three organisations:

1. [Center for Health Equity, Education and Research International](#) (Greece)
2. [Sarvodaya Women's Movement](#) (Sri Lanka)
3. [Surabaya School of Health Sciences](#) (Indonesia)

The three organisations selected will be advocating for parental leave and engage parents, especially fathers, to be actively involved in breastfeeding using creative tools.

WABA would also like to thank all other applicants and urge them to keep protecting, promoting and supporting breastfeeding. Send us [reports](#) of your [#WBW2019](#) activities!

NEWS FROM OUR PARTNERS

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



Thank you to those who joined us in Atlanta, Georgia, US, for Engage, our annual conference. During World Breastfeeding Week, ILCA activated its worldwide membership to share content on the celebration's theme, resulting in more than 1,000 shares of key messages around **parental leave and support**. We continue to **provide education to skilled lactation providers in the form of webinars** on topics like a relactation program in the Philippines, partnerships that extend the Warm Chain, and weight loss in newborns. We also continue to advocate for supportive policies through our involvement in the **Global Breastfeeding Collective**.

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



- LLLI is continuing the development of **webinars**.
- LLLI's new article on **HIV and Breastfeeding** continues to be well-read globally.
- LLL South Africa used a grant from the Friends of La Leche League to donate **the Womanly Art of Breastfeeding** to municipal libraries throughout South Africa.
- LLLI Social Media Team shared a **multi-language Resource Set** (14 languages) and collaborated with WABA on the creation of memes for WBW, used extensively by LLL entities.
- Black Breastfeeding Week celebrations include: LLL USA hosting screenings of Chocolate Milk - The Documentary and LLL GB sponsoring the Breaking Barriers & Uplifting Education event.

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



- The 24th Annual International Meeting of the Academy of Breastfeeding Medicine will be held in Blackburn, United Kingdom, 16-19 October 2019. **Register now**.

- Pre-conference Workshop sponsored by ABM: [The Relunched UNICEF and WHO Baby Friendly Hospital Initiative \(BFHI\): Practical Applications for Clinicians](#) held at the University of Central Lancashire.
- Pre-conference Session: [“What Every Physician Needs to Know About Breastfeeding”](#).
- ABM blog posts: [Support for Lactating Medical Trainees](#) written by Dr. Sarah Shubeck, and Dr. Megan Pesch, and [First Droplets Website: Empower Parents Enable Breastfeeding #WBW2019](#) written by Dr. Jane Morton.
- ABM Protocol 31: [Radiology and Nuclear Medicine Studies in Lactating Women](#).

[People's Health Movement \(PHM\)](#)



Events:

- In May, the PHM Watch team attended [WHA 72](#) in Geneva and prepared policy briefs and statements on various issues discussed along with notes from meetings: [Global Health Watch website](#) and [WHO Tracker website](#).
- Early registration is now open for WPHN Congress 2020 in Brisbane, Australia 31 March - early bird registration closes on September 8th. More information [here](#). [Confirmed speakers](#): Carlos Monteiro and Marion Nestle.

Course Announcement:

- A short training course [“The Struggle for Health and Access to Affordable Medicines”](#) will commence in Cape Town, South Africa (2-9 November 2019). This will present a broad overview of the context of access to medicines.

Publications:

- [World Nutrition Journal Vol 10 No. 2](#).
- [PHM's Annual Report 2018](#).
- [PHM West and Central Africa Statement on Inaction of Continental Bodies against Ebola in the Democratic Republic of the Congo](#).
- [Experience from Western Uganda with CHWs and Performance-Based Incentives: Making Rural Women's Right to Contraception Real](#).
- [Building Health Through Community Health Workers And Communities: Challenges and Solutions](#).
- [PHM Uganda Bi-Annual Newsletter](#).



- Launched the Cost of Not Breastfeeding [video](#) and [tool](#).
- Launched the Infant and Young Child Feeding [learning hub](#).
- Initiated the “[6 months: Mother’s milk is all you need](#)” campaign in Myanmar.
- Worked with the Vietnamese Ministry of Health to expand the [#CenterofExcellence](#) for #breastfeeding approach nationwide.

[International Confederation of Midwives \(ICM\)](#)



- ICM created and disseminated a special edition [advocacy toolkit](#) and [newsletter](#) for World Breastfeeding Week 2019.
- The advocacy toolkit contained messages and images in English, French and Spanish based on WABA’s material.
- The special edition WBW newsletter was sent to all member associations and partners. The newsletter contained photos from members and the WABA Empowering Parents Campaign link.

[UNICEF/WHO](#)



- Launched the [Early Moments Matter](#) campaign.
- Produced the [Breastfeeding Masterclass](#) video.
- Created WBW2019 [campaign materials](#).
- Organised a [Q&A on breastfeeding](#) session.
- Created a “Protect breastfeeding in the workplace” [webinar](#).



- [International Labour Day Statement 2019: Decent work for all working parents. Let's move the needle on breastfeeding and gender equality](#)
- [WBW2019 Pledge Form launch](#)
- [Mother's Day 2019 message](#)
- [WBW2019 Seed Grant Projects commence](#)
- [International Day of Families 2019 statement](#)



- [Global Day of Parents 2019 statement](#)
- [WABA & Family Initiative Joint Statement on Father's Day 2019](#)



- [WBW2019 Social Media Kit launch](#)
- ["Parents at Work: Leave & Breastfeeding Breaks by Country" advocacy tool launch](#)



- [WBW2019 Press Release](#)
- [WBW2019 Media Kit launch](#)
- [UNICEF/WHO WBW2019 message](#)

- [WBW2019 global celebration](#)
- [Making Penang Breastfeeding Friendly 1st Anniversary Celebration in Penang](#)

Latest News

WHAT'S NEXT

- Look out for information and new resources for fathers/partners, mothers and family members on the [Get Involved](#) page.
- Check out the upcoming [Warm Chain](#) cards for youth and obstetricians-gynecologists to create a warm chain in your country/community.
- Explore the upcoming infographic based on data in the [Parents at Work](#) tool to advocate for gender-equitable parental social protection that will empower parents and enable breastfeeding.
- Look out for announcements and [plan](#) for activities for the October [#WBW2019](#) celebrations.
- Share your opinions on the new poll questions featured on our [website](#).
- Tune in to upcoming podcasts on the theme of "[Empowering parents and enabling breastfeeding](#)".



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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