WABA

GLOBAL BREASTFEEDING PARTNERS FORUM 2016

Turning Silver into Gold – Sustaining Breastfeeding Campaigns for a Generation

2-5 October 2016
Penang

WABA

World Alliance for Breastfeeding Action

WORLD ALLIANCE FOR BREASTFEEDING ACTION

Protects, Promotes and Supports Breastfeeding Worldwide

This year marks the 25th anniversary of the World Alliance for Breastfeeding Action. WABA will use the occasion of its 25th anniversary to celebrate some of the key achievements, bringing new partners to the movement and move towards more innovative and impactful ways of working to achieve the overall goal and objectives.

OBJECTIVES OF THE FORUM:

1. To celebrate WABA's main achievements over the 25 years.
2. To further refine the campaign elements of the two main technical issues (EPC and Warm Chain):
   a. Empowering Parents Campaign – to promote the three pronged approach to gender equitable parental protection (parental leave; family friendly workplaces / breastfeeding breaks; facilities; supportive norms).
   b. Warm chain – to promote access to support across community and healthcare.
3. To engage existing and new partners in WABA programmes including youth, men and academia.
4. To explore innovative ways to achieve positive impact on breastfeeding rates at national and local levels.

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PROGRAMME

DAY 1 – Sunday, 2 October 2016	
12.00-16.30	Registration
17.00-17.20	**Welcome Address** Felicity Savage (Chairperson, WABA Steering Committee)
17.20-17.40	**Forum Theme** Turning Silver into Gold – Sustaining Breastfeeding Campaigns for a Generation, Amal Omer-Salim (Co-Executive Director, WABA Secretariat)
17.40-18.00	**Beyond WBW 2016** Jay Sharma (Co-Executive Director, WABA Secretariat)
18.00-18.20	**Keynote Address** Anwar Fazal (Chairperson Emeritus, WABA)
18.20-18.30	**Video Messages**
18.30-18.50	**Tribute to WABA Heroes**
18.50-19.00	**Launching of the WABA 25th Anniversary Book**
19.30-22.00	**WELCOME DINNER** Presentation by Mother to Mother Peer Support, Penang Plus performances: • Michelle Quah • Anniversary Celebration • Penang General Hospital • Aida Redza

DAY 2 – Monday, 3 October 2016	
08.30	Briefing
09.00-10.30	**PLENARY 1** (Panel discussion – 1 hour) **EMPOWERING PARENTS CAMPAIGN (EPC)** **Objective:** To share key elements of successful regional/national level programmes on Maternity/Parental Protection and Breastfeeding **Panellists:** • Roger Mathisen (Alive and Thrive Southeast Asia, Vietnam) • Lorna Ferer (IndustriAll Global Union, Philippines) • Rufaro Charity Madzima (Nutri@ctive Zimbabwe, Zimbabwe) • A. Karuna (National Union of Bank Employees, Malaysia) • Nadrah Arifin (Malaysian Breastfeeding Peer Counsellor Association, Malaysia) • J.P. Dadhich (IBFAN-Asia, India) **Moderator:** Rukhsana Haider (WABA Steering Committee, Bangladesh) **Co-facilitator:** Revathi Ramachandran (Coordinator Maternity/ Parental Protection Campaign & Gender, WABA Secretariat) **Q&A:** 20 minutes
10.30-11.00	Healthy break
11.00-13.00	**PLENARY 2** (Panel discussion – 1 hour) **WARM CHAIN OF SUPPORT** **Objective:** To conceptually link support for mothers within and across the healthcare system and the community **Introduction by Felicity Savage** (15 minutes) **Panellists:** • Janet Lewis (International Confederation of Midwives, USA) • Michelle Griswold (International Lactation Consultant Association, USA) • Anne Batterjee (La Leche League International, Saudi Arabia)

	• Elizabeth Zehner (Helen Keller International, USA) • Laurence Grummer-Strawn (World Health Organisation, Geneva) • Farhana Ahmad (White Ribbon Alliance, Bangladesh) **Moderator:** Felicity Savage (WABA Steering Committee, UK) **Co-facilitator:** Mimi Maza (WABA Steering Committee, Guatemala) **Q&A:** 20 minutes
13.00-14.00	Lunch break
14.00-15.20	**PLENARY 3** (Panel Discussion – 1 hour) **MAINSTREAMING GENDER** **Objectives:** To position gender equity at the centre of the EPC and warm chain campaigns. **Introduction by Paige Hall-Smith** (10 minutes) **Panellists:** • Kathy Parry (Carolina Global Breastfeeding Institute, USA) • Nana Kuo (Every Woman Every Child, USA) • Sushma Malik (Breastfeeding Promotion Network of India, India) • Joseph Kitokoo Mulwa (International Confederation of Midwives, Kenya) • Camille Selleger (IBFAN-GIFA, Switzerland) **Moderator:** Paige Hall Smith (University of North Carolina at Greensboro, USA) **Co-facilitator:** Maryse Arendt (WABA Steering Committee, IBCLC, Initiativ Liewensufank, Luxemburg) **Q&A:** 20 minutes
15.20-16.35	**Interactive Break-out session** (75 minutes including briefing and tea break) **Objectives:** To discuss how to increase gender equity in Empowering Parents Campaign and Warm Chain Campaign across the spaces (Healthcare, Community and Workplace)

16.35-17.30	**PLENARY 4** (Reporting back from break-out groups – 45 minutes)
	Objectives: To report recommendations on how to increase gender equity in Empowering Parents Campaign and Warm Chain Campaign across the spaces (Healthcare, Community and Workplace) **Moderator:** Paige Hall Smith (University of North Carolina at Greensboro, USA) **Co-facilitator:** Amal Omer Salim (Co-Executive Director, WABA Secretariat)
DAY 3 – Tuesday, 4 October 2016	
08.30-10.30	Briefing
	PLENARY 5 (Panel discussion – 1 hour)
	WARM CHAIN OF SUPPORT **Objective:** To understand barriers and find solutions to support mothers, parents or carers at different levels of the warm chain. **Panellists:** • Tomoko Seo (Academy of Breastfeeding Medicine, Japan) • Regina da Silva (International Consultant, Brazil) • Nor Kamariah Mohamed Alwi (Malaysian Breastfeeding Peer Counsellor Association, Malaysia) • Genevieve Becker (BEST Services, Ireland) • Serena de Debonnet (International Confederation of Midwives, Belgium) • Hussein Tarimo (WABA Steering Committee, Botswana) **Moderator:** Decalie Brown (International Lactation Consultant Association, Australia) **Co-facilitator:** Chuah Pei Ching (Programme Coordinator, Health and Information, WABA Secretariat) **Q&A:** 20 minutes
10.30-11.00	Healthy break

11.00-13.00	**PLENARY 6** (Panel discussion – 1 hour)
	EMPOWERING PARENTS CAMPAIGN (EPC) **Objective:** To understand barriers and find solutions towards universal and inclusive parental social protection. **Panellists:** • Truong Quoc Hung (Institute of Legislative Studies, Vietnam) • Lorna Ferer (IndustriAll Global Union, Philippines) • Duncan Fisher (The Family Initiative, UK) • Prashant Gangal (Breastfeeding Promotion Network of India, India) • Vimaleswari Ramasamy (IHS Markit Center of Excellence, Malaysia) • Viana Maza (Maternal Intuicion, Mexico) **Moderator:** Amal Omer Salim (Co- Executive Director, WABA Secretariat) **Co-facilitator:** Revathi Ramachandran (Coordinator Maternity/ Parental Protection Campaign & Gender, WABA Secretariat) **Q&A:** 20 minutes
13.00-14.00	Lunch break
14.00-15.30	**PLENARY 7** (Panel discussion – 1 hour)
	EVIDENCE BASED ADVOCACY **Objectives:** To identify research gaps for evidence based advocacy in IYCF programmes. **Panellists:** • Jacqueline Ho (Penang Medical College, Malaysia) • Michelle Griswold (International Lactation Consultant Association, USA) • Bianca Stumbitz (University of Middlesex, UK) • Erin Strumpf (McGill University, Canada) • Dian Nurcahyati Hadihardjono Basuki (Helen Keller International, Indonesia)

	Moderator: Zaharah Sulaiman (Universiti Sains of Malaysia, Malaysia) **Co-facilitator:** Amal Omer Salim (Co-Executive Director, WABA Secretariat) **Q&A:** 20 minutes
15.30-16.00	Healthy break
16.00-17.30	**PLENARY 8** (Panel discussion – 1 hour) **THE NEXT GENERATION** **Objectives:** To gain insights on the WBW-SDG campaign and identify young leaders' perspectives on EPC and Warm Chain. **Panellists:** • Women Deliver Young Leaders • STIKes Surabaya, Indonesia • Doctors For You • International Confederation of Midwives • Girls' Globe • Media Focus on Africa • Metropolitan University College, Copenhagen • Artist & Designer **Moderator:** Jay Sharma (Co-Executive Director, WABA Secretariat) **Co-facilitator:** Nisha Kumaravel (Special Project Consultant, WABA Secretariat) **Q&A:** 20 minutes
19.30-22.00	**FAREWELL DINNER** Plus performances: • EUPHORIA • Sweet Memories Band • Flash Mob • Open stage for participants

DAY 4 – Wednesday, 5 October 2016	
08.45-09.00	Briefing
09.00-12.00	**WORLD CAFÉ** – Linking organisations, people and ideas
12.00-13.00	Closing: Felicity Savage and Anwar Fazal
13.00	Lunch

25 Anniversary WABA 1991 ~ 2016

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WABA thanks the various organisations, agencies and individuals who participated in the WABA Global Breastfeeding Partners Forum 2016.

Our gratitude goes to:

* * *

Swedish International Development Cooperation Agency (Sida) for supporting our work

* * *

All those who continue to contribute to the protection, promotion and support of breastfeeding worldwide.

* * *

Thank you

“We asked for strength,
and we were given difficulties
to make us strong.
We asked for wisdom,
and we were given problems
to learn to solve.
We asked for prosperity,
and we were given brains and brawns
to work.
We asked for courage,
and we were given dangers
to overcome.
We asked for love,
and we were given people
to help.
We asked for favours,
and we were given
opportunities.
We received nothing we wanted,
but we received everything
we needed.”

– Dato’ (Dr) Anwar Fazal,
Chairperson Emeritus, WABA

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

P.O. Box 1200, 10850 Penang, Malaysia
Tel: +60-4-658 4816
Fax: +60-4-657 2655
Email: waba@waba.org.my
Website: www.waba.org.my