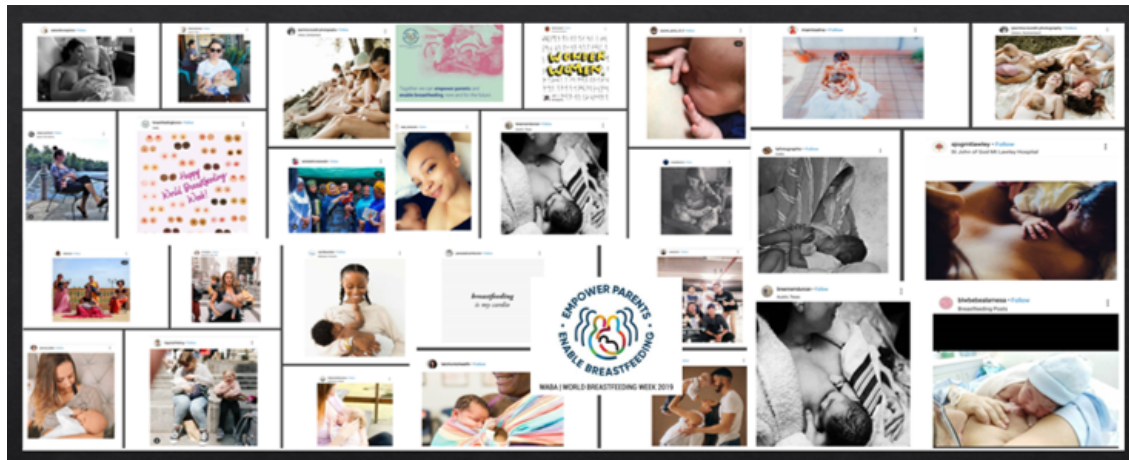


BREASTFEEDING FOR A SUSTAINABLE WORLD

DECEMBER 2019



Welcome to the third 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



This time of the year reminds us of the importance of caring. Caring for people and our planet. Breastfeeding does both. The WBW 2019 slogan 'Empower parents, enable breastfeeding' put people at the centre and engagement was high. There is so much energy in the breastfeeding movement. Let's tap into it, together, for even more significant impact on breastfeeding in 2020.

Wishing you all happy holidays!

Dr Amal Omer-Salim
WABA Executive Director

WABA CAMPAIGN UPDATES

WORLD BREASTFEEDING WEEK 2020
#WBW2020



WABA | WORLD BREASTFEEDING WEEK 2019

#WBW2019 was celebrated in all regions of the world and included governments, UN agencies, civil society, media and the public at large. UNICEF/WHO released a joint message in support of World Breastfeeding Week 2019 highlighting the importance of family-friendly policies and greater investment in comprehensive breastfeeding programmes. WABA received many action **pledges** and country reports from around the world. Social media reach increased and engagement was high. For more details read the **WBW 2019 summary report**. Please do send your **WBW 2019 report** to get a certificate.

The **2030 Agenda for Sustainable Development** is a plan of action for people, planet and prosperity. Breastfeeding is a prime example of the deep connections between human health and

nature's ecosystems. **Breastmilk** is a natural, renewable food that is environmentally safe and **green** because it is produced and delivered to the consumer with **minimal pollution, packaging, or waste**.

#WBW2020 will focus on the impact of infant feeding on the environment, climate change and the urgent need to protect, promote and support breastfeeding for the health of the planet and its people. The slogan for #WBW2020 is **Support breastfeeding for a healthier planet**. Join us to inform, anchor, engage and galvanise action during #WBW2020!

[#WBW Website](#)

EMPOWERING PARENTS CAMPAIGN



**Empowering Parents
Campaign**

The **Parents at Work (PAW) advocacy tool** has been widely disseminated and used among the WABA network.

WABA was part of the roundtable discussion on "Women, work, gender and equity: Challenges to support and protect breastfeeding" at the 3rd World Breastfeeding Conference held in Brazil. WABA presented on the topic of 'Breastfeeding and Informal Work' which was well-received and participants agreed that it is imperative to support breastfeeding women in the informal sector.

Join WABA to raise awareness of the specific challenges and outreach to organisations working with the informal sector. Work to advocate for the inclusion of informal sector workers in trade unions and collective bargaining agreements. Support the establishment of creches, train and deploy breastfeeding peer counsellors in the informal sector.

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

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



Each stakeholder in the healthcare system, workplace or 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.

WABA is promoting the warm chain among its partners and allies and the interest is high. At the **Breastfeeding and Feminism Conference 2019**, **ILCA 2019 Conference**, and at the Conference on Breastfeeding Friendly Community in Saudi Arabia. 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](#)

BE EMPOWERED

SEED GRANTS PROJECT

We are proud to announce that the World Breastfeeding Week 2019 Seed Grant projects were successfully conducted in three countries; Greece, Sri Lanka and Indonesia. Congratulations to **CHEERing Greece**, **STIKES Surabaya** and **Sarvodaya Women's Movement**. The seed grant recipients engaged parents and policymakers through various activities in their local context to empower parents and enable breastfeeding. To read more on the projects conducted, stay tuned for the upcoming Seed Grant Project report page on our website.

Are you planning an innovative new project that links to a WABA campaign? Look out for the World Breastfeeding Week 2020 Seed Grant call for application soon.

NEWS FROM OUR PARTNERS

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



In keeping with our efforts to serve our members, advocate for skilled lactation care and transform world health through breastfeeding, ILCA connected with members around the globe during the Listening Tour stops in [Brazil](#), [Singapore](#), and [Malaysia](#). We continued our advocacy efforts through our participation in the [Codex](#) meeting, the [Global Breastfeeding Collective](#), and the World Breastfeeding Conference. We look forward to connecting with the worldwide lactation community at our upcoming conference in Texas, US. We welcome your applications to speak at #ILCA2020 ([learn more here](#)). We also encourage healthcare facilities that employ IBCLCs to consider applying for the IBCLC Care Award ([learn more and apply here](#)).

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



- LLLI hired a new Executive Director, Zion Tankard, in September
- LLLI Area Network held [educational events](#) including a breastfeeding conference and Communication Skills Development workshop open to the public, the International Management Symposium for LLL administrators and leaders, and meetings between the Executive Director and Board of Directors with IAN Leaders. Close to 200 participated from 31 countries
- LLLI relaunched [Breastfeeding Today](#), the online breastfeeding magazine for families
- LLLI continues [its webinars](#)
- LLL Europe is planning the European Management Symposium for LLL administrators and Leaders in March 2020

[International Baby Food Action Network](#)



The Third World Breastfeeding Conference and the First World Complementary Feeding Conference was held in Rio de Janeiro, Brazil between 11- 15 November. The event kicked off with the "Thousand Mothers Breastfeeding" session, and the following updates:

1. Continuation of policies for the protection, promotion and support of breastfeeding and healthy complementary feeding
2. Protection of maternity at work
3. Protection against unethical marketing of products that replace breastfeeding
4. Support for humanized childbirth by strengthening the BFHI, human milk banks, kangaroo mother care and mother-to-mother support groups through counseling practices
5. In emergencies, breastfeeding should be the first resource, implementing international guidelines

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



- Save the Date! The 25th Annual International Meeting of the Academy of Breastfeeding Medicine will be held in Schaumburg, Illinois, USA, October 21-24, 2020

Recordings of the 24th Annual International Meeting will be available for purchase soon.

- Visit [GOLD Learning](#) for more details

ABM Blog Posts:

- [Towards Improved Support for Medical Trainees Who are Breastfeeding](#) by Dr.

Helen Johnson

Baby Friendly Increases Breastfeeding Rates— The Problem with the Fancy Graph Study by Melissa Bartick, MD, MSc, FABM

Team-based primary care breastfeeding support by Ann Witt, MD, IBCLC

[Global Breastfeeding Collective](#)



Publications

- [Advocacy Brief on Breastfeeding and Family-friendly Policies](#)
- [Maternity Leave Legislation in Support of Breastfeeding – Case Studies around the World](#)

Activities

- Presentation on the Global Breastfeeding Collective at the 3rd World Breastfeeding Conference in Rio de Janeiro (November 11-15) by France Bégin (UNICEF), Larry Grummer-Strawn (WHO) and Roger Mathisen (A&T). Advocacy tools and the Global Breastfeeding Scorecard were shared to assist countries with their advocacy efforts
- Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU). A number of Global Breastfeeding Collective members mobilized countries to participate in the committee meeting that was held in Dusseldorf, on November 24-29. The committee furthered the process of updating the Codex standard on follow-up formula
- Guiding Principles on Complementary Feeding. WHO held the first meeting of the Guidelines Development Group (December 2-4) to revise the 2003 and 2005 Guiding Principles documents. This first meeting scoped out the issues to be addressed and identified key systematic reviews to be conducted
- Training workshop on the application of NetCode tools for Code monitoring (December 8-13) in Johannesburg, South Africa. Sponsored by WHO and UNICEF, the training workshop built up the technical assistance capabilities of HKI, Save the Children, Alive & Thrive, and IBFAN along with regional representatives of WHO and UNICEF to apply the NetCode protocols for monitoring

[Alive & Thrive](#)



- Alive & Thrive (A&T) presented the [Cost of Not Breastfeeding](#) tool at the World Breastfeeding Conference in Rio de Janeiro in November
- With UNICEF, A&T supported the launch of “Stronger with Breastmilk Only,” a regional campaign in West and Central Africa. A&T published advocacy briefs for each of the 24 countries, in [English](#) and [French](#). A&T also published a research brief on exclusive breastfeeding in the region, in [English](#) and [French](#).
- A&T published [a guide](#) to the International Code on Breastmilk Substitutes for health workers
- 50 people have completed A&T’s [“Invest in Child Nutrition”](#) e-learning course, launched in August 2019; 937 people have signed up for the course

[Carolina Global Breastfeeding Institute](#)



Publications:

- Palmquist, AEL, Holdren S, and Fair C. “It was all taken away”: Lactation, embodiment, and resistance among mothers caring for their very-low-birth-weight preterm infants in the neonatal intensive care unit. *Social Science & Medicine*, 2019; DOI:10.1016/j.socscimed.2019.112648
- Palmquist AEL. Cooperative lactation and the mother-infant nexus. In: Halcrow S and Gowland R, editors. *The Mother-Infant Nexus in Anthropology: Small Beginnings, Significant Outcomes*. Springer, 2019. p. 125-142. doi:10.1007/978-3-030-27393-4_7
- Palmquist AEL, Perrin MT, Cassar-Uhl D, Gribble KD, Bond, AB and Cassidy, T. (2019) Current trends in research on human milk exchange and infant feeding. *Journal of Human Lactation*, doi: 10.1177/0890334419850820.
- UNICEF Policy Brief. Griswold, M. and Palmquist AEL, Lead co-contributors to the Breastfeeding Section in “Family-Friendly Policies: Designing the Workplace of the Future, A Policy Brief.” Released on July 19, 2019 for UNICEF Summit, Redesigning the Workplace

of the Future: Sharing Responsibility for Family-Friendly Policies. Geneva, Switzerland: UNICEF.

- Johnson JD, Stuebe AM, McKenzie CP, Tucker C, Tully KP, Bryant K, Verbiest S, Asiodu I. Using the electronic medical record to identify racial disparities in postpartum pain management. 2019. *Obstetrics & Gynecology* [e-pub ahead of print] doi: 10.1097/AOG.0000000000003505.
- Stuebe AM, Tully KP. In Press. Optimizing maternal-infant health care: A focus on the 4th Trimester. In J Shulkin and M Powers (Eds). *Integrating Evolutionary Biology into Medical Education: For Maternal and Child Healthcare Students, Clinicians, and Scientists*. Oxford University Press: Oxford. [Expected publication date December 2019]

[Helen Keller International](#)



Important progress in the revision of the Standard for Follow-up Formula was made at the Codex Committee on Nutrition and Foods for Special Dietary Uses this year, which included strengthening labelling requirements.

Our Research Advisor, Dr. Alissa Pries, and colleagues published two articles in *Nutrients* recently. The **first article** (published in November) highlights the prevalence at which junk food and commercial sugar-sweetened beverages are being consumed by children in West Africa. The **second article** explores how the nutritional quality of snacks relate to dietary adequacy for young children in Nepal.

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



Events

- IPHU on access to medicine in South Africa, 2 to 9 November, attended by 35 participants from Africa, Asia, Europe
- Beyond Aid Kampala Workshop 15 -16 November coordinated by Medicus Mundi International and PHM
- **A mini – IPHU on the Right to Health** successfully organised by PHM **Cameroon** (11-12 December)
- **Activities were held in Africa on UHC Day** to bring out PHM's analysis and action towards UHC
- PHM South Africa **protested to highlight the burden of malnutrition, undernutrition and obesity** facing South Africa

Upcoming:

- **IPHU on Health Equity** in Kathmandu, Nepal February 2020

Publications

- **PHM Uganda newsletter** – August to December 2019
- PHM Statements:
 - **East and Southern Africa Statement on Gender Based Violence**
 - **Supporting PHM Philippines and condemning repression on health workers and human rights defenders**

[PATH](#)



Global

- PATH, in partnership with the European Milk Banking Association (EMBA), convened a half-day workshop and training event for in-depth orientation to PATH's recently launched **"Strengthening Human Milk Banking: A Resource Toolkit for Integrating and Establishing Human Milk Bank Programs."**

India

- PATH has aided in establishing six human milk banks in four states and two centres of excellence
- PATH supported the government of Rajasthan in conducting an independent evaluation of 19 facility-based human milk banks.

- PATH's communication materials on breastfeeding and milk banking were launched by the Indian Health Minister and has been integrated into the National Breastfeeding Campaign.
- PATH advocated with the Indian Government to sign a cooperation to formulate **BRICS** network of **human milk banks**

Kenya

- Through continued mentorship and technical assistance to Pumwani Maternity Hospital, the first human milk bank of Kenya was launched

Publications

- **A Qualitative Analysis of the Barriers and Facilitators for Breastfeeding and Kangaroo Mother Care Among Service Providers, Mothers and Influencers of Neonates Admitted in Two Urban Hospitals in India**
- **Understanding Barriers and Facilitators for Human Milk Banking Among Service Providers, Mothers, and Influencers of Preterm and Sick Neonates Admitted at Two Health Facilities in a Metropolitan City in India**
- **A Landscape Analysis of Human Milk Banks in India**
- **Call to Action for Equitable Access to Human Milk for Vulnerable Infants**

Breastfeeding Advocacy Australia



Breastfeeding Advocacy Australia
PROTECT PROMOTE SUPPORT

Breastfeeding Advocacy Australia warmly invites you to attend our forthcoming International WHO Code training (3 days) & IYCF in Emergencies workshop (1 day) taking place at tranquil Coochiemudlo Island, Queensland in February, 2020. This workshop is for all those who have a role to play in infant feeding decisions at national, regional and local levels and will cover the major provisions of the Code, areas of responsibility, monitoring and enforcement, effective communication around the Code and resources. Don't miss out on the opportunity to attend this event. Your leadership on WHO Code implementation will help others to understand and meet their obligations as health workers.

HIGHLIGHTS



- Participated in the online consultation on the review of indicators for the **Sustainable Development Goals (SDGs)**. This is an opportunity to include an exclusive breastfeeding indicator under SDG 2



- Highlighted the need to support breastfeeding among **rural communities** during the International Day of Rural Women



- WABA participated in the 3rd World Breastfeeding Conference (WBC3) in Rio de Janeiro, Brazil
 - WBC3 brought together more than 2500 advocates, researchers and practitioners from around the world. IBFAN organised the Conference with several of its partners, including WABA. WABA participated with a presentation on supporting women working in the informal sector and a session on linking breastfeeding to several of the Sustainable Development Goals. Both sessions increased engagement and provided valuable feedback on how to further the EPC and WBW-SDG campaigns. Several of the sessions included the voices of women. Altogether it was a successful event in the World Breastfeeding Conferences series and culminated in the **Rio Declaration - A Call to Action**. IBFAN Arab World will host the WBC4 in Egypt in 2022.
- Advocacy at the **41st Session of the Codex Committee on Nutrition and Foods for Special Dietary Uses** in Dusseldorf, Germany
- WABA participated in the **First Conference Fostering Baby-Friendly Community (1st CFBC)** organised by the Ministry of Health, Kingdom of Saudi Arabia (KSA) in Jeddah, KSA.



- Highlighted the role of communities in supporting breastfeeding for HIV-free survival during World AIDS Day
- Updated the flyer **Breastfeeding in the context of HIV/AIDS: What you need to know**

Latest News



World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). WABA coordinates the annual World Breastfeeding Week campaign.

www.waba.org.my



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