

BREASTFEEDING FOR A SUSTAINABLE WORLD

APRIL 2020



Happy Labour Day 2020!

The **World Alliance for Breastfeeding Action** (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding. Discover **our work** and engage with us, **donate** to our cause, **subscribe** to our mailing list, use our **resources**, get in touch with an **expert** or find out specific ways of protecting, promoting and supporting breastfeeding **relevant to your work**.

The COVID-19 pandemic has affected the world and we must all do our part to curb the spread and minimise suffering. WABA has compiled useful resources related to **COVID-19 and breastfeeding**. The COVID-19 pandemic is also threatening the wellbeing, livelihoods and economic conditions of millions of workers and their families worldwide. Protecting, promoting and supporting breastfeeding in the context of work and the ongoing emergency will save lives, improve health and wellbeing as well as generate cost savings for families and nations.

On this Labour Day, join us in promoting paid leave and social protection to celebrate workers worldwide! Read the **Labour Day statement** to find out how you can advocate and mobilise to support parents/families to balance their paid work and care responsibilities.

[Labour Day 2020 Statement](#)

MESSAGE FROM OUR EXECUTIVE DIRECTOR



COVID-19 has changed everything and we must now adapt. On this **International Labour Day**, let us salute all the health workers along with other frontline workers who are bearing an enormous burden. How do we continue to protect, promote and support the **life-saving** act of breastfeeding? We need to take a public health approach and ensure that the **WHO guidance on COVID-19 and breastfeeding** is implemented.

We have evidence, policies, knowledge, skills, campaigns and tools to support breastfeeding in all populations. Implementation is the challenge. We can all step up and **invest in breastfeeding** for the health of our planet and its people. Do read the **#WBW2020 Action Folder** for more ideas.

Stay safe!

Dr. Amal Omer-Salim
WABA Executive Director

WORLD BREASTFEEDING WEEK 2020
#WBW2020



WABA | WORLD BREASTFEEDING WEEK 2020

WABA coordinates the **global World Breastfeeding Week (WBW)** campaign every year. The slogan for #WBW2020 is “**Support breastfeeding for a healthier planet**” and focuses on the need to support breastfeeding in light of the challenges facing our planet and its people.

WABA aims to increase online engagement over the year in light of the COVID-19 outbreak. Look out for information and resources relevant to the #WBW2020 campaign. **Pledge** your physical/virtual events now!

WABA will also be offering a few #WBW2020 seed grants to encourage local innovative activities - look out for updates in May 2020.

Use our **Action Folder** to understand the links between breastfeeding and the environment as well as advocate for a healthier planet by supporting breastfeeding!



[Download the Action Folder](#)

EMPOWERING PARENTS CAMPAIGN



Empowering Parents Campaign

Millions of workers are affected by the current COVID-19 pandemic. Workers are facing major economic and employment impacts as well as an increased burden in care work. Families/parents need to be supported during this pandemic and this is highlighted in the **ILO and UNICEF guidelines**. The EPC campaign emphasises the need for governments, employers, trade unions and workers to work in solidarity during these times. Informal sector workers must also be included in all policies to ensure they also receive adequate social protection.

Join the [EPC campaign](#) to advocate for effective measures to ensure that all parents/families can balance their paid work and care responsibilities. We can strengthen the ability of all workers to withstand the effects of the COVID-19 pandemic by working together across sectors.

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

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



The [Warm Chain of Support for Breastfeeding](#) campaign places the breastfeeding dyad at the core and follows the first 1,000 days timeline. The need for collaboration between the healthcare, workplace and community sectors is all the more important during the ongoing COVID-19 crisis. This will help ensure a coordinated response with consistent messages and referrals. Download our targeted [Warm Chain information cards](#). These cards will be available in the UN languages soon!

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. WABA is exploring how to best support warm chain country teams through training and targeted communication messages. More information on the next [Breastfeeding Advocacy and Practice \(BAP\) Course](#) will be available in June 2020.

I want to be part of the [#WarmChain](#)

NEWS FROM OUR PARTNERS

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



Please join us in welcoming ILCA's new Global Advocacy Adviser, Lisa Mandell, MBA, IBCLC. Many of ILCA's recent efforts have focused on [providing resources for skilled lactation providers providing care during the COVID-19 pandemic](#). Additionally, President-elect Sabeen Adil, MD, IBCLC, attended the recent NETCODE meeting, affirming ILCA's deep commitment to the International Code of Marketing of Breast-Milk Substitutes. Lisa Mandell virtually participated in the CSW/NY meeting, with the goal of elevating the role of lactation and skilled lactation care in supporting the rights of women. We also look forward to participating in the upcoming Breastfeeding Collective partner meeting. While we miss meeting you all face-to-face, please watch for [an expanded #ILCA2020 virtual conference](#), which will include numerous opportunities for skilled lactation providers to deepen skills.

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



- Due to the COVID-19 pandemic, [meetings for mothers/parents](#) and meetings for administrators were held online, including the European Management Symposium and

- crisis intervention meetings.
- Zion Tankard and Juanita Jauer Steichen attended the 2020 NetCode meeting online; Linda Smith, Zion Tankard and Judy Canahuati attended Global Breastfeeding Collective meetings online.
- LLLI released [information on breastfeeding and COVID-19](#) in 22 languages, reaching over 2.5 million. View [the revised statement](#).
- The [WABA-LLLI joint statement on the World Health Day](#) was released on April 7.
- Check out the latest issues of [Breastfeeding Today](#) and [Leader Today](#).

[International Baby Food Action Network](#)



Publications

- [Protecting breastfeeding from conflicts of interest.](#)
- [Report of WBC3.](#)
- [Intervention and position paper at the UN Executive Board.](#)
- [GIFA news release.](#)
- [COVID-19 and breastfeeding.](#)
- [Counselling of women as a 'health service' to improve breastfeeding and IYCF practices.](#)
- [Comparison of India's breastfeeding promotion programme Mother's Absolute Affection and BFHI.](#)
- [Guidelines to provide counselling of women to improve breastfeeding and IYCF practices as a standard of care.](#)
- [Analytic note on infant feeding and infant mortality.](#)
- [IBFAN statement of support to WHO.](#)

May-August 2020

- Follow-up to the international survey on the implementation and monitoring of the FAO/WHO 2007 Guidelines.

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



- Breastfeeding and COVID-19 webinar was held on Wednesday, April 22. The recording will be available online. Visit www.bfmed.org for more details or contact abm@bfmed.org.
- [ABM Statement on Coronavirus \(COVID-19\).](#)
- President's column: [Should infants be separated from mothers with COVID-19? First, do no harm.](#)
- Save the date! The 25th Annual International Meeting of the Academy of Breastfeeding Medicine will be held in Schaumburg, Illinois, USA on October 21-24. Now accepting proposals for [abstracts](#) and [workshops](#).
- ABM Clinical Protocols:
 - [Bedsharing and Breastfeeding](#) (2019 revision)
 - [Management of Hyperlactation](#)
- ABM Blog Post: [Academy of Breastfeeding Medicine publishes new bedsharing guidelines.](#)

[Global Breastfeeding Collective](#)

**GLOBAL BREASTFEEDING
COLLECTIVE**



On World Obesity Day, the Collective released a new advocacy brief on **Breastfeeding and prevention of overweight in children**. The brief will soon be available in French and Spanish.

The Collective will hold its annual partner meeting virtually on the week of 11 May. Partners will identify strategic priorities for 2020-2021 and discuss key advocacy moments and opportunities to move forward support for skilled breastfeeding counselling and increase investment in breastfeeding.

In relation to the ongoing COVID-19 response, the following materials have been developed by UNICEF and/or WHO:

- **Clinical management of severe acute respiratory infection when COVID-19 is suspected.**
- **Home care for patients with suspected novel coronavirus (nCoV) infection presenting with mild symptoms and management of contacts.**
- **Q&A on COVID-19, pregnancy, childbirth and breastfeeding.**
- **Social media tiles on breastfeeding and COVID-19.**
- **Brief: Infant and Young Child Feeding in the context of COVID-19.**

Regional statements:

- **Joint note: Infant and Young Child Feeding in the context of the COVID-19 pandemic - Eastern, Central and Southern Africa.**
- **Joint statement on nutrition in the context of the COVID-19 pandemic in Asia and the Pacific.**
- **Breastfeeding advice during the COVID-19 outbreak.**
- **Position paper on breastfeeding and COVID-19.**

Additional tools for healthcare workers are being developed relating to breastfeeding and COVID-19, including community IYCF counselling cards with specific messages on COVID-19, flow charts to assist with decision making, clinical apps for training and FAQ documents.

WHO and UNICEF are also finalising the BFHI 20-hour training course and a manual for application of the Ten Steps to Successful Breastfeeding. A joint WHO/UNICEF/IBFAN publication on the status of the Code of Marketing of Breast-milk Substitutes will soon be published, with a focus on responsibilities of health workers under the Code.

[Alive & Thrive](#)



- Released versions of a video presenting the Cost of Not Breastfeeding tool in **Vietnamese, Spanish, Portuguese, Indonesian, Chinese, Cambodian/Khmer and French.**
- Updated the **Workplace Lactation toolkit.**
- Published Maternal Depression: The potential role of nutrition in prevention and treatment in **English and French.**
- Produced the video **Centers of Excellence for Breastfeeding: Dong Giang Hospital.**
- The **A&T 2019 Research Summary** included three papers on Breastfeeding.
- Published a comprehensive study of **maternity entitlements in Nigeria.**

[Carolina Global Breastfeeding Institute](#)



- CGBI's Lactation and Infant and Young Child Feeding in Emergencies (L.I.F.E.)™ Initiative hosts a **resource** with technical guidance on COVID-19 for health care providers supporting breastfeeding.
- CGBI updated their prenatal education curriculum, Ready Set Baby, with COVID-19 information. Graduate students enrolled in CGBI's lactation consultant training program are teaching live online classes daily in English and Spanish using the curriculum.
- CGBI co-stewards USBC's new COVID-19 Infant and Young Child Feeding Constellation to support US families.
- CGBI is represented by Dr. Palmquist in the ENN IFE Core Group, and has contributed to:
 - **UNICEF IYCF in COVID-19 brief.**
 - Global Nutrition Cluster **Template** to be adapted by countries or nutrition clusters.
- Dr. Palmquist has held two webinars **on COVID-19 and infant and young child feeding.**
- Launched the **COVID-19 and Infant Feeding Survey.**



India

- Collaborated with local state governments to strengthen maternal and newborn nutrition and care systems and human milk banks, through physical and virtual training workshops.
- Set up a Comprehensive Lactation Management Centre (CLMC) booth at the 64th Annual National Conference of Indian Public Health Association (IPHACON 2020).
- Supported facilities to leverage government funds to establish comprehensive lactation management centres or human milk banks.
- Developed an infographic on the occasion of World Women's Day focusing on quality of care for women by empowering families and building capacity of healthcare workers.

Kenya

- Completed an endline evaluation of the first human milk bank to be launched in East Africa.
- In preparation for sustainable transition to government-led ownership at the Nairobi County level, PATH conducted follow-on trainings, external audits and awareness meetings.

Global

- Led an assessment of global practices and status of Kangaroo Mother Care with key focus in Ethiopia, India, Malawi, Tanzania, Kenya, Burkina Faso and Nigeria.
- Serves on the Global Breastfeeding Collective, the US Breastfeeding Committee Donor Human Milk Constellation and the US Breastfeeding Committee IYCF in COVID-19 Advisory Council. In these roles, PATH provided input on separation policies impacting breastfeeding and provision of donor human milk.

International Confederation of Midwives (ICM)



International Confederation of Midwives

- ICM postponed its triennial congress in Bali scheduled for June 2020 until May 2021 due to the global pandemic.
- At the outset of the global pandemic, ICM developed two statements, now available on our ICM website:
 - One **advocating for midwives to receive adequate PPE to be able to continue providing care to mothers and their newborn babies.**
 - The second advocacy statement was to **highlight what ICM believes are human rights for women and their newborn during the Covid-19 pandemic.**
- ICM and all 144 member associations will establish how ICM can provide support and to hear how each region is responding to the pandemic.
- ICM has established a COVID-19 page on our [website](#) to share resources for midwives, women and midwives associations.
- May 5th is International Day of the Midwife – for many organisations, this event will need to become a social media and virtual celebration. The link outlines the **IDM 2020 toolkit.**
- 2020 is also the **UN Year of the Nurse and the Midwife.**
- The **toolkit ICM is using to celebrate the year of the midwife with the theme: Celebrate, demonstrate, mobilise, unite.**

HIGHLIGHTS

JANUARY

- Announced the #WBW2020 slogan

FEBRUARY

- WABA's 29th Birthday
- Launched the #WBW2020 website
- Launched the #WBW2020 logo

MARCH

- WABA Statement for International Women's Day 2020
- WABA-ILCA Joint Statement for CSW64
- Launched the #WBW2020 poster & banner
- Compiled relevant resources on breastfeeding in the context of COVID-19
- Shared the NetCode Toolkit for Ongoing Monitoring and Periodic Assessment of the Code

APRIL

- WABA-LLLi Joint Statement in Celebration of World Health Day – Supporting nurses and midwives to support breastfeeding
- Shared the 2020 Global Report on Food Crises
- Launched the #WBW2020 Action Folder

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