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BREASTFEEDING FOR A SUSTAINABLE WORLD

AUGUST 2020



The interconnected nature of people and the planet requires that we find sustainable solutions that benefit both. Breastfeeding is a sustainable solution that is good for the planet and its people. The [#WBW2020](#) campaign presented a framework for understanding the links between breastfeeding and planetary health. Any crisis presents an opportunity for positive, sustainable change and coordinated involvement of all. The COVID-19 pandemic has taught us that we are all affected and an immediate coordinated societal response is required.

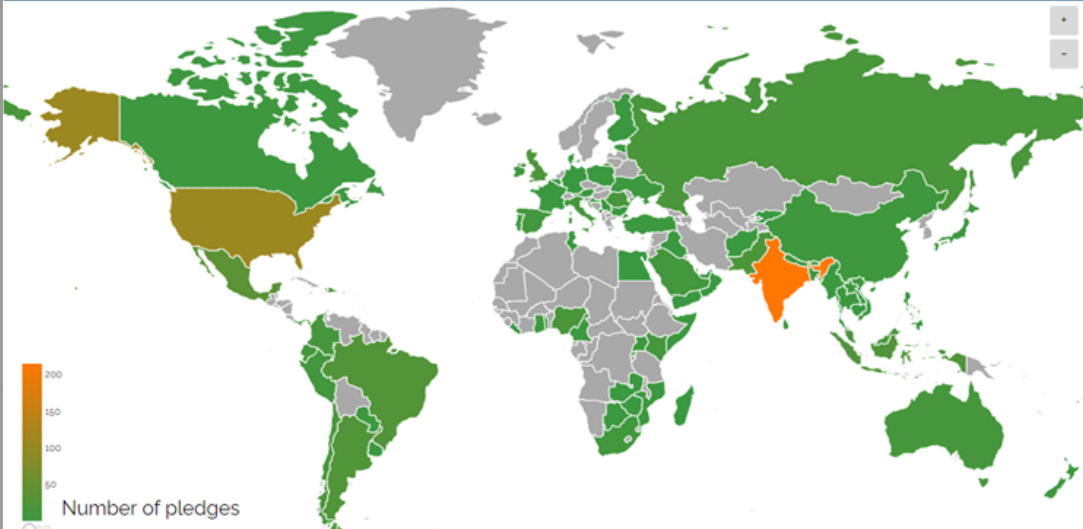
We thank all of you for celebrating [#WBW2020](#) in creative ways and by using different platforms. Don't forget to continue sending us your [pledges](#) and [reports](#). Together, we need to support breastfeeding for a healthier planet!

PLEDGE MAP

Pledge to participate in the #WBW2020 celebrations by sending us details of your virtual/physical activities and we will pin your information to our Pledge Map!

[PLEDGE FORM](#)

View events and activities planned for #WBW2020:



Number of pledges

MESSAGE FROM OUR EXECUTIVE DIRECTOR



World Breastfeeding Week 2020 was a resounding success. In spite of the **COVID-19 pandemic**, the breastfeeding movement is still alive and well. We have all been busy adapting to a changed world where **parents and families need our support** more than ever. We must continue the important work of **protecting, promoting and supporting breastfeeding** in all corners of our planet, leaving no one behind. Initiatives such as **Native Breastfeeding Week** and **Black Breastfeeding Week** are examples of campaigns that aim to revive and restore breastfeeding among indigenous and black communities. Reducing inequalities is an imperative. The Black Lives Matter movement is a stark reminder that we must reach out, listen and support breastfeeding and address the systemic barriers. Join WABA as an **affiliate and partner**. Together we can achieve so much more!

Stay safe!

WABA CAMPAIGN UPDATES

WORLD BREASTFEEDING WEEK 2020 #WBW2020



WABA | WORLD BREASTFEEDING WEEK 2020

The **World Breastfeeding Week 2020** campaign aims to support breastfeeding for a healthier planet. The outbreak of the COVID-19 pandemic posed a challenge for us to organise and participate in virtual events, and work with our partners to find creative methods of celebrating #WBW2020 globally.

To date, we have received almost 1000 **pledges** and 300 **reports**. Although the official week is over, a lot remains to be done. Send us your pledges for any virtual/physical activity you are organising, and we will feature this on our **Pledge Map**. Send us a report once your activity/event is over, and we will provide you with a **certificate of participation**.

During the official #WBW2020 week of August 1-7, we worked with our partners on several events to increase engagement and galvanise action on the theme. These include:

- Sharing **social media posts and creative assets**
- Organising the 48-hour **AskMeAnything (#AMA) session**
- Holding several **Twitter Storm** sessions
- Sharing an interview on the importance of **skilled mother support especially during crises/emergencies**

Our work is far from over! We need to continue to support breastfeeding for a healthier planet and leave no one behind. Use our resources below in your campaign for the rest of 2020:

- **Action Folder**
- **Logo**
- **Objectives**
- **Media Kit**
- **Social Media Kit**
- **Campaign presentation**
- **Poster & Banner**
- **Press Release**
- **Relevant Resources**
- **Partner Events & Publications page**
- **Message Boxes**
- **WBW Seed Grants**
- **Pledge Form & Pledge Map**
- **Report Form**
- **Information on previous WBW campaigns**

We will continue to share resources and organise activities that require YOUR participation. Check our website and social media channels for updates!



EMPOWERING PARENTS CAMPAIGN



Empowering Parents Campaign

The **ILO Centenary Declaration for the Future of Work** declares that in discharging its constitutional mandate, the ILO must direct its efforts to achieving gender equality at work through a transformative agenda, which:

- ensures equal opportunities, equal participation and equal treatment, including equal remuneration for women and men for work of equal value
- enables a more balanced sharing of family responsibilities
- provides scope for achieving better work–life balance by enabling worker and employers to agree on solutions, including on working time, that consider their respective needs and benefits
- promotes investment in the care economy.

WABA's **Parents at Work (PAW) advocacy tool** shows that only 47% of low-income countries, 43% of middle-income countries, and 77% of high-income countries meet the ILO standards. Join the EPC campaign to work across sectors to achieve genuine equality for all workers to balance work, breastfeeding and care responsibilities.

[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 1000 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 campaign will help ensure a coordinated response with consistent messages and referrals.

We developed a series of targeted Warm Chain information cards, which are available in the UN

languages. Use the cards to work together with different stakeholders and coordinate efforts at all levels to care for the mother-baby dyad. Visit [our website](#) to check out the two new information cards - [Environmentalist](#) and [Obstetrician and Gynaecologist](#).

I want to be part of the #WarmChain

SEED GRANT PROGRAM

WABA would like to congratulate the four organisations that received the World Breastfeeding Week 2020 Seed Grants:

1. [Nepal Public Health Research and Development Centre \(Nepal\)](#)
2. [BreastfeedLA \(USA\)](#)
3. [Lactica \(Lebanon\)](#)
4. [SortSmart \(Ukraine\)](#)

These organisations will carry out projects aligned with the #WBW2020 theme of “[Support breastfeeding for a healthier planet](#)”. The projects will take place between August to December 2020. We wish them the best of luck for a successful project and look forward to sharing outcomes and impacts with the world. WABA would also like to thank all other applicants and encourage them to continue protecting, promoting and supporting breastfeeding.

Seed Grant Program

NEWS FROM OUR PARTNERS

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



- ILCA contributed to the [Global Breastfeeding Collective's](#) (GBC) new policy brief on Skilled Breastfeeding Support.
- ILCA hosted the recent GBC webinar on Achieving Health Equity: Providing Skilled Breastfeeding Support Universally - the webinar recording (in multiple languages) can be accessed [here](#).
- ILCA provides guidance and connects the lactation community to resources on breastfeeding and COVID-19, which can be found [here](#).

More than 1600 people from 69 countries joined the recent ILCA virtual conference, which can still be accessed [here](#).

- The **Journal of Human Lactation** has continued to share articles on COVID and Infant and Young Child Feeding in Emergencies (IYCFE) content, many of which are available open source.

[International Baby Food Action Network](#)



- The Indian IBFAN group, Breastfeeding Promotion Network Of India (BPNI), has developed an **Action Folder** for WBW2020 which is being translated into other Indian languages.
- BPNI is also launching an Application (App) that will provide monitoring and counselling support to breastfeeding mothers.
- BPNI also organised a webinar on Counselling Women On Breastfeeding And Infant And Young Child Feeding: How, When And By Whom on 31st July 2020. More information about the webinar is available [here](#).

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



- Tap into LLL support via online meetings/social media [here](#). Videos developed by LLL Latin America can be found [here](#).
- LLL entities around the world **celebrated WBW through virtual events**. Britta Boutry served as part of the WABA #WBW2020 **Ask Me Anything session on Facebook**.
- LLL Leaders were actively involved in 2 new BFHI projects, the **Baby-friendly Hospital Initiative Training Course For Maternity Staff** and the **Competency Verification Toolkit**.
- LLLI participated in the preparation of a Global Breastfeeding Collective **Advocacy Brief On Skilled Lactation Care** and the organisation of the **webinar during WBW**.
- LLLI released the **Sweet Sleep audiobook**.

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



- The 25th Annual International Meeting of the Academy of Breastfeeding Medicine will take place online on November 5-7, 2020. Earn up to 30 hours of CE and access the educational sessions for one year. Register before September 30 to save on your registration fee. [Sign up here](#).
- Find the latest ABM Clinical Protocols:
 - [Lactation Care For Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Plus Patients](#).
 - [Breast Cancer And Breastfeeding](#).

[Global Breastfeeding Collective](#)



- WHO/UNICEF/IBFAN published a [report](#) on the legislative status of the Code of Marketing of Breastmilk Substitutes, focusing on Code provisions for health workers and health systems. WHO simultaneously released an [information sheet](#) for health workers describing their responsibilities under the Code.
- Additional tools for breastfeeding and COVID-19 include:
 - [FAQ document](#) including patient flow charts to assist with decision-making.
 - [Short video](#).
 - [Community IYCF counseling cards](#).
 - [Clinical app](#) for healthcare worker training.
- During World Breastfeeding Week, the WHO Director General and UNICEF Executive Director issued a [joint letter](#) on skilled breastfeeding counselling.
- WHO and UNICEF published new materials for capacity building on BFHI:
 - [BFHI For Small, Sick, And Preterm Newborns](#).
 - [Competency Verification Toolkit](#): Ensuring Competency Of Direct Care Providers To Implement The Baby-friendly Hospital Initiative.
 - BFHI training course for maternity staff.
- The Global Breastfeeding Collective, under the leadership of UNICEF and WHO released:
 - [Advocacy Brief](#) on Skilled Breastfeeding Support.
 - [Global Breastfeeding Scorecard](#).
- The Collective also sponsored a Global Advocacy Event on Global Breastfeeding Support, featuring the First Ladies of Pakistan and Ghana. [Recordings of the webinar](#) are available in English, French, Spanish, Arabic and Russian.

[Alive & Thrive](#)



- Conducted **a review of COVID-19 guidance documents highlighting inconsistencies**. The study was also presented during a **webinar** on COVID-19: Ensuring Safe Breastfeeding And Newborn Care: Lessons From Countries, organised by the Early Childhood Development Action Network.
- Celebrated, with partners, news that **Lao PDR has adopted the Marketing of Breastmilk Substitutes Decree to protect and promote breastfeeding**.
- Collaborated with the government of Burkina Faso and UNICEF to launch the **Stronger With Breastmilk Only** regional campaign on exclusive breastfeeding in June.
- For World Breastfeeding Week, Alive & Thrive moderated a regional learning cafe with UNICEF regarding the campaign, which can be viewed **here**.
- Published regional Cost of Not Breastfeeding briefs for **Southeast Asia** and **West Africa** (also available in **French**).
- Supported publication of the following research articles:
 - **The Role Of The Opinion Leader Research Process In Informing Policy-making For Improved Nutrition: Experience And Lessons Learned In Southeast Asia.**
 - **National Nutrition Strategies That Focus On Maternal, Infant, And Young Child Nutrition In Southeast Asia Did Not Align Consistently With Regional Framework And International Recommendations.**
 - **Breastfeeding Practices And Associated Factors At The Individual, Family, Health Facility And Environmental Levels In China.**
 - **Health Staffs' Experiences With The Implementation Of Early Essential Newborn Care Guidelines In Da Nang Municipality And Quang Nam Province In Viet Nam.**
 - **Mistakes From The Hiv Pandemic Should Inform The COVID-19 Response For Maternal And Newborn Care.**
- Upcoming event: **Delivering For Nutrition In India: Insights From Implementation Research** (September 15-18, 2020). This virtual conference co-sponsored by Alive & Thrive will bring together evidence to inform the implementation of current policy and program initiatives that contribute to achieving the goals of POSHAN Abhiyaan (National Nutrition Mission) in India.

[Carolina Global Breastfeeding Institute](#)



- The Carolina Global Breastfeeding Institute (CGBI) released their newsletter, the **Breastfeeding Exclusive**, during WBW2020 - view recent project updates and subscribe to future issues.
- Highlights from CGBI's Publications:
 - **The COVID-19 Liquid Gold Rush: Critical Perspectives On Human Milk And Sars-cov-2 Infection.**
 - **Maintaining Safety And Service Provision In Human Milk Banking: A Call To Action In Response To The COVID-19 Pandemic.**
 - **When Separation Is Not The Answer: Breastfeeding Mothers And Infants Affected By COVID-19.**

PATH



- Collaborated with the Human Milk Bank Association of India (HMBAI) and Indian Academy of Pediatrics (IAP) to develop **guidance** on effective use of human milk during COVID-19 pandemic. The guidance was published in the **Journal Of Indian Medico Legal And Ethics Association**.
- Developed and disseminated **multilingual information brochures** on maternal support and infant feeding and COVID-19 for pregnant and lactating mothers and families.
- Organised a **webinar** to discuss guidance, experiences, good practices and recommendations on maternal support and newborn nutrition during the pandemic.
- Supported the Virtual Communication Network of milk bank leaders (more than 95 members from 37 countries) to write a paper on the provision of milk banking services during the COVID-19 pandemic. The commentary has been published in the '**Lancet Child And Adolescent Health**' and the full paper will be published shortly in another peer reviewed journal.
- Our paper on facilitators and barriers witnessed by lactation management centers in India was published in **Indian Pediatrics**.
- On Human Milk Donation Day, we worked with facilities to collect messages and photos to contribute to the online photo mosaic which was released by GAMBA showcasing inspiring messages on milk donation from around the world.
- PATH and Pepal Foundation created a set of social media videos on leadership and breastfeeding guidance for health care workers in COVID-19, which was launched and disseminated during the World Breastfeeding Week:
 - ↳ Breastfeeding guidance for providers (**English** and **Hindi**)
 - ↳ Leadership for providers (**English** and **Hindi**)
- Featured an article on the organisation's role in ensuring newborn nutrition on its website. Further for the World Breastfeeding Week, we disseminated IEC/BCC material created under Mothers' Absolute Affection Initiative by the government of India to multiple stakeholders across country, conducted webinars and released a **poster** on universalising access to human milk along with partners at the seminar.

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



**International
Confederation
of Midwives**

- This Year of The Midwife and the Nurse (YOMN) has truly demonstrated the reliant and imperative nature of our professions, and we will continue to demonstrate these traits as we look towards our plans for the remainder of YOMN.
- September 2020: More Happy Birthday Project Launch - click **here** for more information about this three-year project with the Rwanda Midwives Association.

Marking the contributions of ICM's 2019-2020 **Young Midwife Leaders** - stay tuned to our website and social channels for a showcase of the leadership work carried out by our YMLs over the past year.

- Major campaign launches - before the end of the year, ICM will launch two major campaigns designed to continue the momentum of this YOMN, and support in achieving **Sustainable Development Goals**.
- Subscribe to **ICM's newsletter** to stay up to date on campaign announcements and the world of midwifery.

PEOPLE HEALTH MOVEMENT (PHM)



Health for All Now!

People's Health Movement

- Webinars were organised on issues around the pandemic such as the need for global solidarity, the threat towards WHO by the US, access to medical products and technologies, view [here](#) and [here](#).
- A number of **statements** were issued on concerns such as access to medicines, lockdowns, human rights violations, and US withdrawal of funding to WHO.
- A team attended the online WHA 2020 and reported the developments. Subsequently a **webinar** was organised on The COVID-19 World Health Assembly: A People's Assessment.
- PHM regional and country circles organised a number of **online meetings** such as on privatisation and role of private sector during COVID times (PHM Europe), discussion on the impact of COVID-19 in the Middle East and North America (PHM MENA), and access to health technologies (PHM South Africa).
- PHM participated in Town Hall meeting with the WHO-DG.
- Gender Justice and Health Thematic Group organised a meeting on Not In Lockdown: Voices And Struggles Against Gender, Racial And Social Injustices.

HIGHLIGHTS

MAY

- Breastfeeding For A Sustainable World: **April 2020 Edition**
- Joint **Labour Day Statement** with Alive & Thrive
- **International Day of the Midwife 2020 Statement**
- **Mother's Day message**

JUNE

- [Global Day of Parents 2020 Statement](#)
- [World Environment Day 2020 Statement](#)
- [Father's Day Statement](#)

JULY

- [WBW Social Media Kit](#)
- [WBW Press Release](#)

AUGUST

- Innocenti Declaration 30th Anniversary [social media post celebration](#)
- [World Breastfeeding Week](#) campaign
- [UNICEF Malaysia, in collaboration with WABA and the Malaysian Ministry of Health organised a WBW Webinar](#)
- Launch of [WABA Affiliate membership](#)

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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