

SITI NORJINAH ABDUL MOIN OBITUARY



IN LOVING MEMORY OF

SITI NORJINAH ABDUL MOIN

WHO PASSED AWAY LAST FRIDAY, 30 OCT 2020

The World Alliance for Breastfeeding Action (WABA) is truly sad today to announce the passing away of our dear friend and ardent breastfeeding advocate, Siti Norjinah Abdul Moin, the pioneer of the breastfeeding movement in Malaysia who co-founded the Malaysian Breastfeeding Association in 1974. Wearing many hats at both national and international levels on breastfeeding matters, Norjinah was a name to be reckoned with. Her work in promoting, protecting, and supporting breastfeeding over the years has been outstandingly commendable.

As President of the Malaysian Breastfeeding Association, she dedicated her work towards promoting and advocating breastfeeding and has been responsible for initiating the Baby-Friendly Hospital Initiative, Maternity Protection at Work, World Breastfeeding Week, and Global Initiatives on Mother Support (GIMS). She is the founder and Director of the Breastfeeding Information Bureau (BIB) and as a training educator, she was actively involved in developing the Lactation Management Training, the WHO/UNICEF BFHI counselling program, and the Childbirth Educator and Trainer Program.

For more than forty years, she has travelled far to attend training and counselling programs on breastfeeding, childcare, and BFHI conducted by WHO/UNICEF, International Baby Food Action Network (IBFAN), National

Population & Family Development Board (LPPKN), Malaysian Council and Child Welfare (MCCW), and Nursing Mothers Association of Australia (NMAA) to name a few. While acting as Executive Committee Member to organizations such as the MCCW, Malaysian Childcare Association, Task Force on Women and Work – Ministry of Women and Family Development, National Breastfeeding Committee, National Food, and Dietary Guidelines, Code of Ethics for the Marketing of Infant Formula Products – at the Malaysian Ministry of Health. She has participated and represented UNICEF, ILO, IBFAN, WABA and Ministry of Health as a speaker at various international breastfeeding meetings, seminars and conferences and organised a number of international meetings in Malaysia among them, the IBFAN One Asia Regional Conference in 2015. Together with WABA, the Malaysian Breastfeeding Charter, an iconic document was developed which we hope will serve as the clarion call for the national campaigns and a model for other countries.

Nominated by NONA TV 3 for Women Personality Achiever (Voluntary Work), Siti Norjinah is also busy as the author of articles on breastfeeding in Malay and English. Her book Program for Breastfeeding and Working was published in 1987. She was the Coordinator of WABA's Local Governance Task Force/Council and resigned just last month due to her poor health condition.

WABA and the global breastfeeding fraternity will miss her dearly. She has inspired, trained, and educated many people who will continue her good work. Siti Norjinah Abdul Moin leaves behind her 5 breastfed children and grandchildren. WABA sends its deepest condolences to her family during these times.

May her soul rest in peace.

Amal Omer-Salim

Executive Director