



WABA CAMPAIGNS & TOOLS TO ENSURE GREATER FATHER & COMMUNITY INVOLVEMENT IN CARE & BREASTFEEDING

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Empowering Parents
Campaign





INTRODUCTION

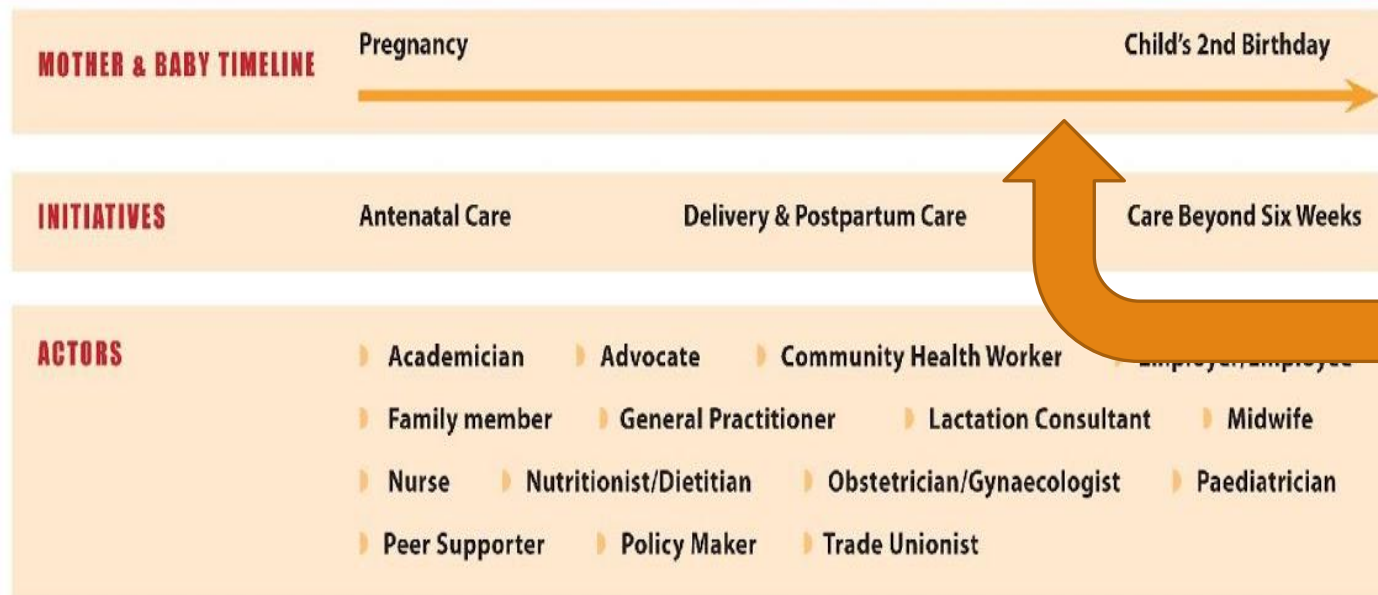
- Breastfeeding is a **team effort**.
- It also requires evidence-based unbiased information and a **warm chain of support** to create an enabling environment that **empowers mothers to breastfeed optimally**.
- Although breastfeeding is the mother's domain, with close support from fathers,
- partners, families, workplaces and communities, breastfeeding improves.
- A **gender-equitable parental social protection** that includes measures such as **paid leave and workplace support** can help create the enabling environment for breastfeeding in the context of both **formal and informal work sectors**.





WARM CHAIN CAMPAIGN

The continuum of care during the **FIRST 1,000 DAYS**



The Warm Chain campaign places the mother-baby dyad at the core. It strives to **link different actors across the health, community and workplace** sectors to provide a continuum of care during the first 1000 days.

Paid leave for parents
workplace support



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EMPOWERING PARENTS CAMPAIGN (EPC)

The **Empowering Parents Campaign** promotes social protection that will facilitate the integration of parents' productive and reproductive work in both formal and informal settings.

Parental social protection (PSP) includes **public-funded paid leave policies, legislation, and parent-friendly or family-friendly workplaces.**

To empower parents and ensure their rights, we advocate for :

- (a) parental social protection policies and legislation,
- (b) parent-friendly workplaces in both formal and informal sectors,
- (c) parent-friendly values and gender-equitable social norms.





CAMPAIGN TOOLS

Parents At Work Advocacy Tool

This tool summarises the nationally mandated leave (maternity, paternity and parental), breastfeeding breaks, and the provider of these benefits in 195 countries

PARENTS AT WORK	MOTHERS' LEAVE										PROVIDER
	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	
AFRICA											
Algeria	16	16	16	16	16	16	16	16	16	16	Government
Angola	16	16	16	16	16	16	16	16	16	16	Government
Botswana	16	16	16	16	16	16	16	16	16	16	Government
Burkina Faso	16	16	16	16	16	16	16	16	16	16	Government
Burundi	16	16	16	16	16	16	16	16	16	16	Government
Cote d'Ivoire	16	16	16	16	16	16	16	16	16	16	Government
Egypt	16	16	16	16	16	16	16	16	16	16	Government
Ethiopia	16	16	16	16	16	16	16	16	16	16	Government
Ghana	16	16	16	16	16	16	16	16	16	16	Government
Guinea	16	16	16	16	16	16	16	16	16	16	Government
Kenya	16	16	16	16	16	16	16	16	16	16	Government
Madagascar	16	16	16	16	16	16	16	16	16	16	Government
Mali	16	16	16	16	16	16	16	16	16	16	Government
Morocco	16	16	16	16	16	16	16	16	16	16	Government
Mozambique	16	16	16	16	16	16	16	16	16	16	Government
Niger	16	16	16	16	16	16	16	16	16	16	Government
Nigeria	16	16	16	16	16	16	16	16	16	16	Government
Rwanda	16	16	16	16	16	16	16	16	16	16	Government
Senegal	16	16	16	16	16	16	16	16	16	16	Government
Sierra Leone	16	16	16	16	16	16	16	16	16	16	Government
Tanzania	16	16	16	16	16	16	16	16	16	16	Government
Togo	16	16	16	16	16	16	16	16	16	16	Government
Zambia	16	16	16	16	16	16	16	16	16	16	Government
Zimbabwe	16	16	16	16	16	16	16	16	16	16	Government

PARENTS AT WORK	FATHERS' LEAVE										PROVIDER
	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	Maternity	
ARAB STATES											
Bahrain	16	16	16	16	16	16	16	16	16	16	Government
Kuwait	16	16	16	16	16	16	16	16	16	16	Government
Oman	16	16	16	16	16	16	16	16	16	16	Government
Qatar	16	16	16	16	16	16	16	16	16	16	Government
Saudi Arabia	16	16	16	16	16	16	16	16	16	16	Government
UAE	16	16	16	16	16	16	16	16	16	16	Government

PARENTS AT WORK
Leave & Breastfeeding Breaks by Country

Parents At Work is a report that provides information on the nationally mandated leave (maternity, paternity and parental), breastfeeding breaks, and the provider of these benefits in 195 countries.

Warm Chain Information cards

Use the cards to work together with different stakeholders and coordinate efforts at all levels to care for the mother-baby dyad



Social media

Join our Fathers' Support for Breastfeeding Facebook group

Group by World Alliance for Breastfeeding Action - WABA

Fathers' support for breastfeeding





SNAPSHOT OF LEAVE IN SOUTH EAST ASIA

PARENTS AT WORK ASIA AND THE PACIFIC	NATIONALLY MANDATED												Details	
	LEAVE						BREASTFEEDING BREAKS *							
	MATERNITY *						PARENTAL *		PATERNITY *		BREASTFEEDING BREAKS *			
1-11 weeks	12 weeks	13 weeks	14 weeks	15 weeks	16 weeks	17 weeks	18-25 weeks	Provider of benefits *	Duration in weeks	Duration	Availability (Y/N/S)	Financing (Paid/Unpaid)		
Afghanistan							◆	N	<2 weeks	Y	P			60 min per day
Australia		✓					✓	◆	52 P ▲	14 days U	N	N	N	
Bangladesh				✓			◆	N	10 days	N	N	N	N	
Bhutan	MD						MD	MD	<2 weeks	Y	N/S			New mothers are guaranteed breastfeeding breaks until the child is 2.9 months old
Brunei Darussalam	✓						◆	N	N	N	N	N	N	
Cambodia		✓					◆	◆	N	10 days	Y	P		60 min per day for 12 months
Korea, Republic of		✓					◆	52 P ▲	3 days U	Y	P			60 min per day for 12 months
Lao People's Democratic Republic			✓				◆	◆	N	N	Y	P		60 min per day for 12 months
Malaysia	✓						◆	N	N	N	N	N	N	
Maldives	MD						MD	MD	<2 weeks	Y	P			New mothers are guaranteed breastfeeding breaks until the child is 12 months old
Marshall Islands	MD						MD	MD	N	N	N	N	N	
Micronesia, Federated States of	MD						MD	MD	N	N	N	N	N	
Mongolia				✓			◆	156 ▲	N	Y	P			120 min per day for 6 months
Myanmar		✓					◆	N	6 days	N	N	N	N	
Nauru	MD						MD	MD	N	N	N	N	N	
Nepal	✓						◆	4 U	N	Y ▲	P			New mothers are guaranteed breastfeeding breaks with no explicit limit on the age of the child
New Zealand					✓		◆	52 U ▲	14 days U	Y	U			New mothers are guaranteed breastfeeding breaks with no explicit limit on the age of the child
Niue	MD						MD	MD	MD	MD	MD	MD	MD	
Pakistan	✓						◆	N	N	N	N	N	N	

Country	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD
Pakistan	✓																	
Papua New Guinea	✓																	
Philippines	✓																	
Samoa	✓																	
Singapore																		
Solomon Islands	✓																	
Sri Lanka	✓																	
Taiwan	MD																	
Thailand		✓																
Timor-Leste, Democratic Republic of	✓																	
Tonga	MD																	
Tuvalu	MD																	
Vanuatu	✓																	
Viet Nam																		



Empowering Parents Campaign



EXAMPLES

- An initiative that reflects the concept of a warm chain is the “**Making Penang Breastfeeding Friendly**” (MPBF). The **Breastfeeding Friendly Workplace (BFW) Accreditation** spearheaded by the MPBF ensures that the space, time and support is in place for all employees to successfully combine breastfeeding and work.
- The Warm Chain seed grant projects created awareness and linked various stakeholders. In Mauritius, more **male and in-laws involvement**. **Slight increase** in the rate of **early initiation** to breast and **good progress** in exclusive breastfeeding observed.
- The Parent-Friendly Workplace (PFW) seed grant projects galvanised actions at country level in Africa, Asia, and Latin America Caribbean. In India, **sustainable partnership** was developed to ensure exclusive breastfeeding for the children of working women engaged as **construction labourers**.





KEY MESSAGES

- A warm chain of support for breastfeeding by **linking community peer groups and healthcare providers** will provide unbiased, consistent breastfeeding information and support throughout the 1000 days.
- **Improved national laws** that cover maternity and parental social protection will support optimal breastfeeding.
- **Workplace support** on issues such as breastfeeding facilities, paid breastfeeding breaks, and flexible working arrangements is critical to ensure that breastfeeding continues when parents resume work.
- Various **tool for engaging parents** (e.g. a resource website, PAW chart, warm chain cards) can be adapted and used globally in breastfeeding programmes.





CONCLUSION

An **enabling environment** for breastfeeding requires an essential package of interventions: **maternity/parental protection** as recommended in **ILO C183 and R191**, **training** of health professionals and community workers, the Baby-Friendly Hospital Initiative (**BFHI**), access to **breastfeeding counselling** as well as **implementation** and **monitoring** of the **International Code of Marketing of Breastmilk Substitutes** and relevant **World Health Assembly (WHA) resolutions**.

