

BREASTFEEDING FOR A SUSTAINABLE WORLD

APRIL 2021



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](#).

On Valentine's Day in 1991, WABA was formed as a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding. As we celebrated our 30th birthday in the midst of a global pandemic, we reflected on lessons learned on how to protect and support breastfeeding to improve survival, health and wellbeing.

View some highlights of what we have achieved together over the three decades [here](#).

[JOIN US NOW](#)

MESSAGE FROM OUR EXECUTIVE DIRECTOR

The first quarter of 2021 has left many countries still battling the COVID-19 pandemic and its aftermath. As vaccination programs roll out slowly there is finally a light at the end of the tunnel. Breastfeeding has suffered due to the pandemic with widespread



promotion and unethical marketing practices by the breastmilk substitute industry. 2021 is the **40th anniversary of the Code** and we must emphasise its implementation and the importance of regular monitoring in all countries of the world. **World Breastfeeding Week** highlights the different roles of all segments of society in protecting and supporting the vital caring act of breastfeeding. Let's join forces to take action for the sake of our children and coming generations. Stay safe!

WABA CAMPAIGN UPDATES

WORLD BREASTFEEDING WEEK 2021 #WBW2021



The COVID-19 pandemic poses enormous challenges for the global community. Ensuring survival, health and wellbeing for all is more important than ever. Breastfeeding is the foundation of life and contributes to **short- and long-term health, good nutrition and food security** in non-emergency and emergency situations. Breastfeeding is also a **human right** that needs to be respected, protected and fulfilled. A **public health approach to breastfeeding**, where governments and other stakeholders work together to create a breastfeeding-friendly environment, is a vital part of protecting and supporting breastfeeding.

This **World Breastfeeding Week 2021**, we are reminded that protecting breastfeeding is a shared responsibility. It is time for all of us to inform, anchor, engage and galvanise action to protect and support breastfeeding. This will help ensure survival, health and wellbeing for children and their families, and is key to achieving the **Sustainable Development Goals**, leaving no-one behind.

View our [website](#) for more information on the #WBW2021 campaign, as well as to access assets

such as the [logo](#), [objectives](#) and [relevant resources](#). [Pledge](#) to participate in the #WBW2021 celebration by sending us details of your planned activities (virtual/physical) and we will feature your event on our Pledge Map. Look out for our action folder and social media assets & activity schedule coming soon!

I want to be celebrate #WBW2021

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



Mother support groups have an important role in the continuation of breastfeeding support for families in the community. They can provide women and their families with timely and accurate information as well as practical and emotional support to promote optimal breastfeeding.

WABA was proud to collaborate with [La Leche League International \(LLLI\)](#) to develop a card for mother support groups, with suggestions on how they can support breastfeeding mothers. View [this card](#) to find out more.

I want to be part of the #WarmChain

EMPOWERING PARENTS CAMPAIGN



**Empowering Parents
Campaign**

The Empowering Parents Campaign focuses on ensuring parental social protection in line with international labour standards, promoting enabling workplace conditions and sharing of care

and domestic responsibilities and normalising supportive behaviours and attitudes at the home and the workplace.

As part of realising the goal for workplace support, the Breastfeeding Friendly Workplace (BFW) accreditation initiative is pioneered in the state of Penang, Malaysia. This initiative is coordinated by WABA in collaboration with other [Making Penang Breastfeeding Friendly \(MPBF\)](#) members. The Penang State government endorses this accreditation.

The first phase of the initiative will be a Focus Group Discussion with a few multinational corporations that have nursing rooms/facilities at the workplace. The initiative aims to accredit many workplaces in Penang and eventually in Malaysia.

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

SEED GRANT PROGRAM

The WBW Seed Grant Program, established in 2018, has supported 20 grassroots projects in 15 countries.

In 2021, WABA will be offering several #WBW2021 seed grants to encourage innovative activities by grassroots organisations to protect, promote and support breastfeeding based on the action points in the #WBW2021 Action Folder.

Look out for updates in May 2021.

NEWS FROM OUR PARTNERS

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



ILCA continues to provide updates to the lactation community on the care of breastfeeding families during the COVID pandemic, including updates on vaccines. Learn more [here](#).

A new video for families about the role of the IBCLC is now available. It was released as a part of IBCLC Day celebrations in March and can be found [here](#).

Watch for events in coming months in partnership with the Global Breastfeeding Collective, including one celebrating the 40th Anniversary of the International Code of Marketing of Breastmilk Substitutes in May and another highlighting the need for skilled lactation support in June.

We hope you will join us, either in person or virtually, at the upcoming ILCA annual conference. We will cover critical topics in lactation, including clinical care, advocacy, and promotion of breastfeeding and the profession. Learn more [here](#).

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



- We have established international LLLI Breastfeeding Support Facebook Groups in [English](#) and [Spanish](#).
- LLLI-WABA released a [joint statement](#) on World Health Day 2021 in April, translations [here](#).
- We added more translations to resources on [cup feeding](#), [drip-drop feeding](#), [increasing breastmilk supply](#), [relactation](#), and [skin-to-skin contact](#).
- Read the latest edition of Breastfeeding Today [here](#).
- LLLI webinars can be accessed at any time through the [LLL webinar library](#).
- Upcoming LLL International Area Network (IAN) communication skills workshops for lactation support can be found [here](#).
- For those interested in becoming an LLL Leader, visit [here](#).
- Other LLL online support resources are [here](#).

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



- Save the Date: The [26th Annual International Meeting](#) of the Academy of Breastfeeding Medicine will be held in Illinois, USA on November 3-6, 2021. A virtual attendee experience will also be made available.
- [ABM Leadership Academy](#) welcomes its inaugural class in February of 2021. Applications for 2021-2022 will be available mid-2021.
- ABM memberships are now on an anniversary basis, so [join](#) anytime throughout the year

to take advantage of twelve full months of member benefits in 2021.

- **MyABM** (members-only) is the place to network with other breastfeeding medicine physicians and get your questions answered. Join the conversation!
- ABM will be launching a new Education Center in late Q2 of 2021. The ABM Education Center will serve as the hub for all current and future resources, online learning sessions, and CME activities for the association.

[Global Breastfeeding Collective](#)

**GLOBAL BREASTFEEDING
COLLECTIVE**



- WHO is preparing for the UN Food Systems Summit events in July and September. Breastfeeding is included as a game-changing proposition and WHO will be supporting the framing of breastfeeding as a key food systems issue.
- UNICEF and WHO are planning social media and online events to celebrate the 40th anniversary of the International Code of Marketing of Breast-milk Substitutes and advocate for stronger Code implementation.
- WHO and UNICEF are planning the release of a series of advocacy and implementation tools to scale up breastfeeding counselling programmes within countries.

[Alive & Thrive](#)



- A new Alive & Thrive video provides a recap of a series of workshops on [creating MIYCN-friendly health systems](#) in Southeast Asia, which involved more than 100 stakeholders from nation's across the region.
- The Alive & Thrive West Africa office, in collaboration with UNICEF, launched a WhatsApp group for stakeholders that shares resources and news of activities of the [Stronger With Breastmilk Only initiative](#). Membership of the group is open, join by going to: <https://chat.whatsapp.com/CWHA3QpXQsJAUs2aYo8MJY>.
- Alive & Thrive produced videos on two particular articles of interest: [Breastmilk Substitutes Industry Capitalizing on COVID-19 Pandemic](#) and [The financing need for paid maternity leave in Indonesia's informal sector](#).

Alive & Thrive-supported research was featured in leading journals listed below.

- ↳ [Misalignment of global COVID-19 breastfeeding and newborn care guidelines with World Health Organization recommendations.](#)
 - ↳ [Advice to use infant formula and free samples are common in both urban and rural areas in China: A cross-sectional survey.](#)
 - ↳ [The yearly financing need of providing paid maternity leave in the informal sector in Indonesia.](#)
 - ↳ [Old Tricks, New Opportunities: How Companies Violate the International Code of Marketing of Breast-Milk Substitutes and Undermine Maternal and Child Health during the COVID-19 Pandemic.](#)
 - ↳ [Human milk banks in the response to COVID-19: a statement of the regional human milk bank network for Southeast Asia and beyond.](#)
- Follow Alive & Thrive on [Twitter](#) and [Facebook](#) for frequent updates on our activities. We also post new videos on [YouTube](#) regularly - join the community!

[Carolina Global Breastfeeding Institute](#)



- CGBI continues to support implementation of the Ten Steps to Successful Breastfeeding in the United States through their ENRICH Carolinas project and the new EMPOWER Best Practices project.
- Dr. Aunchalee Palmquist continues to be a leader in the COVID-19 IYCF Constellation for the United States Breastfeeding Committee and has spoken this quarter about infant feeding in the pandemic and the related intersection of health inequities.
- Recent Publications:
 - ↳ [Achieving Breastfeeding Equity and Justice in Black Communities: Past, Present, and Future.](#) [Breastfeeding Medicine.](#)
 - ↳ [Experiences of menopause during incarceration.](#) *Menopause*, 2021, 28(7).

[PATH](#)



Updates for the period of January to March 2021:

- CHRI/PATH, in collaboration with Zonal Reference Centre JK Lon and the Government of Rajasthan conducted a two days virtual Lactation management training for community health officers and ANMs at Health and Wellness Centers (HWCs) in Rajasthan on 5th and 6th of January 2021. Over 300 participants from Rajasthan HWCs benefited from these training sessions.
- CHRI/PATH collaborated with NHM Rajasthan and ZRC JK Lon to facilitate and conduct a two-day on-site Hazard Analysis and Critical Control Point (HACCP) training-of-trainers workshop in Jaipur, on 27th and 28th of January 2021.
- Supported for two days CLMC Orientation training workshop which was held by ZRC, JK Lon and Government of Rajasthan. It was attended by 25 participants across 5 new functional CLMCs in Rajasthan.

Activities Planned from April to August 2021:

- CHRI/ PATH has created an e-flipbook, 'Stories of Change', showcasing stories of mothers, families and healthcare workers on breastfeeding and newborn nutrition and plans to launch it in May 2021.
- CHRI/PATH is developing a data management application with the Government Medical College (GMC) Chandigarh for collecting data from CLMCs/LMUs on critical infant feeding indicators and strengthening service provision through real-time monitoring and support.

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



**International
Confederation
of Midwives**

- International Day of the Midwife - 5 May 2021: Follow the data, invest in midwives - that's the theme of the 2021 International Day of the Midwife (IDM), and it is through this lens that ICM will lead the ongoing and growing efforts to centre midwives as fundamental to ending preventable maternal and newborn death and achieving SDG 3.1 (reduce the global maternal mortality ratio to less than 70 per 100,000 live births by 2030).
- This year's IDM will also coincide with the launch of the State of the World's Midwifery Report - an updated evidence base and detailed analysis of the midwifery workforce across the globe. Learn more about SoWMy here: <https://www.unfpa.org/sowmy> (please note that the report won't be available on this page until 5 May 2021).
- The 32nd ICM Virtual Triennial Congress - Every Wednesday in June 2021: ICM's signature Triennial Congress will be hosted online this year and is expected to be the largest virtual gather of midwives ever. Taking place across all global time zones, the Congress will provide midwives with opportunities to advance their careers, discover the latest midwifery research and establish new personal and professional relationships. Register here: <https://www.icmvirtualcongress.org/>

People Health Movement (PHM)



Health for All Now!
People's Health Movement

Events:

- [Statement](#) condemning the attack on Health Works Committee (HWC) in Palestine (one of our partner organisation) by the Israeli Occupation Forces.
- The PHM thematic group on Gender Justice and Health thematic with SAMA organised a [two part series](#) conversations on “Pandemics and Public Health: Learnings from the Past and Present”. The recordings of the first part can be found [here](#).

Research/articles/case studies:

- PHM thematic group on Nutrition and Food Sovereignty had invited case studies last year on the situation of Hunger and Food Security during Covid. Two case studies (Meso-American sub region and Bangladesh) can be found [here](#).
- The Road to Equity and Solidarity: <https://www.bmj.com/pmac-2021>.
- [Covid-19 pandemic and the social determinants of health](#).
- [Explaining covid-19 performance: what factors might predict national responses?](#)

WABA HIGHLIGHTS

FEBRUARY

- [WABA's 30th Birthday](#) (14 February)

MARCH

- International Women's Day Statement "[Women Leaders: Champion Breastfeeding For A More Equal World](#)" (8 March)

APRIL

- Joint Statement In Celebration Of World Health Day “Improve Global Breastfeeding Practices For A Fairer, Healthier World” (7 April)

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