

BREASTFEEDING FOR A SUSTAINABLE WORLD

DECEMBER 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 breastfeeding landscape has changed over the last decades with more actors, and increasingly more complex challenges. WABA has to move with the tide and has undergone a restructuring. We invite you to become part of the restructured WABA.

[JOIN NOW](#)

YES! LET'S GET YOU SIGNED UP!

WABA Affiliate Application Form

Apply to become an Individual or Organisational Affiliate of the World Alliance for Breastfeeding Action (WABA).

Next

MESSAGE FROM OUR EXECUTIVE DIRECTOR



Unfortunately, the COVID-19 pandemic continues to rage across our planet with devastating effects on almost all aspects of public health, livelihoods and economies. Breastfeeding families have not been spared and the ever-increasing industry promotion of breastmilk substitutes continues. [Clear guidance from the World Health Organization \(WHO\)](#) to keep mothers and babies together and support breastfeeding with hygiene precautions was much welcomed. Professional and lay breastfeeding counsellors around the world continue to support breastfeeding families using digital technology when face-to-face visits are not possible. Support from [fathers/partners](#) and family become even more important. Advocacy and social mobilisation have also become digital. As we approach 2021, we can reflect on lessons learned on how to protect and support breastfeeding to improve survival, health and wellbeing. Join WABA and partners in building back a better world for all breastfeeding families.

Stay safe and happy holidays!

WABA CAMPAIGN UPDATES

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 was “[Support breastfeeding for a healthier planet](#)” and focused on the need to support breastfeeding in light of the challenges facing our planet and its people. The outbreak of the COVID-19 pandemic posed a challenge for celebrants everywhere to organise and participate in events. However, by increasing advocacy online and working with our partners to find creative methods of celebrating #WBW2020 globally, we ensured the success of the campaign.

WABA produced several resources that were shared widely including the [Action Folder](#), [Logo](#), [Media Kit](#), [Objectives](#), [Poster & Banner](#), [Presentation](#), [Press Release](#), [Relevant Resources](#) and [Social Media Kit](#). We collaborated with our allies in producing creative assets for the Social Media Kit, including social media posts, graphics (visuals & GIFs), Facebook profile frames and message boxes. Many global organisations shared our kit/assets, or created their own, such as the World Health Organization, the [International Lactation Consultants Association](#), [La Leche League International](#), the Indian IBFAN group [Breastfeeding Promotion Network Of India \(BPNI\)](#), [1000 Days, Alive & Thrive](#), the [European Foundation for the Care of Newborn Infants](#), the [Healthy Newborn Network](#) and the [Pan American Health Organization \(PAHO\)](#).

In terms of campaign outreach, efforts include the provision of [Seed Grants](#), driving [Pledges](#) and [Reports](#) of celebrations, sharing resources via email, creating [YouTube videos](#) and activities on social media including [Facebook](#), [Twitter](#) and [Instagram](#). Watch our videos to get ideas on how to provide [skilled breastfeeding support in normal/crisis situations](#), promote [accurate infant feeding methods during emergencies](#) and the [importance of multi-sectoral collaboration in setting up milk banks](#). To date, we received over 1000 pledges for celebrations and over 500 reports from different regions, including the Americas, Africa, Eastern Mediterranean, Europe, Western Pacific and Southeast Asia. If you have organised a physical/virtual event for #WBW2020, don't forget to send us your reports to receive a certificate!



Collaboration is key in ensuring a successful campaign. This year, we engaged with individuals and organisations for greater impact, such as by featuring [partners' events & publications](#) on our website, organising the [August & October AskMeAnything \(#AMA\)](#) sessions with experts representing a variety of different organisations and expertise, celebrated the [National Breastfeeding Month \(#NBM\)](#) on social media, organised the [August & October Twitter Storm](#) sessions, and provided live coverage on social media for events such as the ILCA Conference and the WHO Webinar on Code Implementation and Monitoring.

The #WBW2020 campaign showed us that by working together, we can support breastfeeding for a healthier planet, particularly during a global crisis. The campaign involved UN bodies such as WHO, UNICEF, EWEC and UN Women, Civil Society Organisations (CSO) from around the

world, the media, and led to commitments on improving breastfeeding by the governments of many nations. It is important for us to adapt to the challenges around us, and use this crisis as an opportunity to build back better health systems.

Join us next year in celebrating #WBW2021 to improve the survival, health and wellbeing of mothers and babies around the world!



WBW Website



WBW FB



Twitter



Instagram



YouTube

WARM CHAIN OF SUPPORT FOR BREASTFEEDING



In different situations, with different service structures, the particular stakeholders of each sector have different roles to support breastfeeding dyad along the **Warm Chain** and link with those in the preceding and following sectors.

Community Members play an important role in promoting and advocating for breastfeeding in society. They can share personal experiences and strategies, and have a positive influence on infant feeding choices.

Environmentalists can play a role in the protection, promotion and support of breastfeeding by advocating for breastfeeding as a renewable and sustainable first food.

Obstetricians and Gynaecologists are primary healthcare providers for mothers before, during and after delivery. They can play an active role in breastfeeding support and enable mothers to achieve their infant feeding goals.

Young People have the power to change social norms by utilising innovative approaches and using diverse channels. They can thus play an active role in advocating for an enabling breastfeeding environment.

I want to be part of the #WarmChain

EMPOWERING PARENTS CAMPAIGN



Empowering Parents Campaign

The Empowering Parents Campaign was highlighted as part of the Warm Chain Campaign during the regional webinar series on [Engaging Fathers in Breastfeeding Support - Perspectives from South East Asia](#). Paid leave and workplace support are critical for all parents after the delivery and post-partum period of the continuum of care during the first 1000 days. Key messages for the webinar are:

- 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 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. resources in the [WABA resource hub](#), [PAW chart](#), [Warm Chain information cards](#) and [Fathers' Support for Breastfeeding Facebook group](#)) can be adapted and used globally in all breastfeeding programmes.

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

SEED GRANT PROGRAM

WABA would like to congratulate the World Breastfeeding Week 2020 Seed Grants recipients who carried out projects to promote, protect and support breastfeeding in their local communities in Lebanon, Nepal, Tanzania, Ukraine and USA. The projects emphasised breastfeeding as a natural, green and sustainable first food and the need to support breastfeeding families. The grant recipients organised innovative projects both virtually and physically to take into account the ongoing COVID-19 pandemic. We will publish their successes and challenges faced on our website soon.

Seed Grant Program

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



The International Lactation Consultant Association [continues to disseminate information about lactation care during COVID-19](#), including vaccine-related updates. ILCA has also provided lactation education through the [Journal of Human Lactation](#) and our member education program.

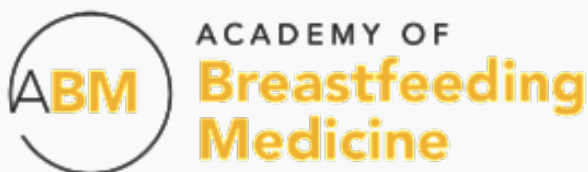
ILCA is wrapping up its 35th year of serving skilled lactation providers by advocating for both providers and the families we serve. Through our partnerships with the World Health Organization, UNICEF, and the Global Breastfeeding Collective, we have elevated the [need for skilled breastfeeding counselors worldwide](#).

Join us either in-person or virtually for the ILCA 2021 conference in Houston, Texas, US on 30 August to 2 September. We are currently seeking speakers. Learn more about [the conference \(registration opens 1 January\)](#) and [speaking opportunities here](#).

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



- LLL USA offered online conferences in [Wisconsin](#) and [Texas](#). LLL Mexico held an [online conference](#).
 - LLL Netherlands developed [Breastfeeding Illustrated](#), a great tool in teaching and supporting breastfeeding.
 - LLL Japan translated [Safe Sleep Seven](#).
 - LLL Asia & Middle East has four new [Chinese translations](#).
 - Hiroko Hongo served on the WABA [Ask Me Anything session on Facebook](#).
 - LLL International Area Network developed a 5-hour online communications skills session for lactation professionals in English, Spanish, and Hebrew. Additional courses start in January 2021, contact: ian10.csd@gmail.com. LLL Japan will offer an [online session](#) in February 2021.
 - Other LLL online support resources are [here](#).
-



- Save the Date: The 26th Annual International Meeting of the Academy of Breastfeeding Medicine will be held in Schaumburg, Illinois, USA, November 3-6, 2021. A virtual attendee experience will also be available.
- [Call for Abstracts and Workshops](#) for the 2021 Annual International Meeting is now live!
- [ABM Leadership Academy](#) welcomes its inaugural class in February of 2021. Applications for 2021-2022 will be available Summer of 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.
- Newly released ABM Position Statement: [Considerations for COVID-19 Vaccination in Lactation](#) is available online.

[Global Breastfeeding Collective](#)



Publications:

- UNICEF recently disseminated a global overview of the [Adoption of Breastfeeding Recommendations in the Context of COVID-19](#) following an online survey with 88 countries.
- UNICEF developed/adapted a Guide for employers: [Breastfeeding support in the workplace: a global guide for employers](#).

Activities:

- UNICEF and WHO are finalizing an Implementation Guidance on Breastfeeding Counselling.
 - WHO is finalizing the Infant and young child feeding counselling: training course.
 - UNICEF has updated guidance on procurement of ready-to-use infant formula (initially released in 2019) to consider UNICEF's role as a provider of the first resort where needed. Final guidance will be ready for dissemination early next year.
-



- The Alive & Thrive office in Southeast Asia organized a series of three webinars with UNICEF and Irish Aid that explored “Creating MIYCN-friendly health systems” on three key themes: [COVID adaptations and SBC innovations](#); [Pre- and In-service training](#); and [Strategic use of data](#).
- The Alive & Thrive office in West Africa broadcast [a sharing and learning cafe](#) on the regional [Stronger With Breastmilk Only](#) initiative to increase the rate of exclusive breastfeeding and published a variety of the [initiative’s resources](#).
- Read our latest resources of interest: [Frequently asked questions on the Cost of Not Breastfeeding tool](#); [An overview of Alive & Thrive's implementation research](#); [Centers of Excellence: Frequently Asked Questions](#); and a [Policy Whitepaper: Workplace lactation support programs in Viet Nam](#).
- [Sign up](#) for emails from Alive & Thrive, including to receive our newsletter, The MIYCN Update. The latest issue, [Autumn 2020](#) was published in November. Our annual research summary is coming in January.
- Have an upcoming webinar of interest to the nutrition community? We want to feature it on our [Webinars and Virtual Events page](#), updated weekly. Send us an email or tag us on social media with the hashtag [#OnlineMIYCN](#).
- [Inspire: Nourishing new ideas for social and behavior change](#) features new ideas for SBC. Our latest article looks at [nudges](#) (share your ideas in the comments section).

[Carolina Global Breastfeeding Institute](#)



The Carolina Global Breastfeeding Institute has been hosting an online prenatal breastfeeding education class using their Ready, Set, Baby curriculum since April of 2020. Read more about this innovative resource to help families access information in this [new publication in the Journal of Lactation](#). Hosted five times weekly, the class is open to all pregnant families. Class information can be found online: <http://breastfeeding.unc.edu>.

CGBI continues to update their [COVID-19 Resources page](#), and recently added important information from leading health organizations about the COVID-19 vaccine and breastfeeding. Please share with your stakeholders. Happy Holidays from CGBI!



September-December 2020:

- PATH has conducted two virtual training sessions:
 - ↳ Training on CLMC evaluation report and Hazard Analysis Critical Control Point (HACCP) for CLMCs in Rajasthan.
 - ↳ Introduction to Breastfeeding, Lactation Management Units and HACCP to the neonatology department staff of Dr RML Institute of Medical Sciences, New Delhi.
- PATH, in collaboration with WeCan, organised a talk show on “Maternal Support & Newborn Care in COVID Times-debunking myths”
- PATH presented their work on ‘[Impact of Mother-Baby Friendly Initiative Plus on use of human milk for term and preterm neonates in two facilities in Mumbai](#)’ at the third conference on “Delivering for Nutrition in India: Insights from Implementation Research”.

January-March 2021 - Activities planned

- PATH plans to create an e-flipbook showcasing stories of mothers, families and healthcare workers on breastfeeding and newborn nutrition.
- PATH plans to engage with facilities to conduct training sessions and develop case studies showcasing best practices on newborn care during COVID 19.

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



**International
Confederation
of Midwives**

Over the past three months, ICM, together with leading international partners in global development and health, have conducted the Stronger Together Webinar Series - a collection of virtual conversations with midwives and the women they support. These conversations have taken place on webinars and podcast episodes and have attracted hundreds of listeners from around the world.

2020, the Year of the Nurse and the Midwife, is the springboard for the Decade of the Midwife, ICM's 10-year campaign that centres midwives as the key to delivering SDG 3.1 (reducing maternal death to 70 per 100,000). ICM will leverage learnings from her Stronger Together Webinar Series to develop the Decade of the Midwife campaign, ensuring an informed approach towards delivering SDG 3.

Find the recording from the Stronger Together Webinar Series [here](#).



Health for All Now!

People's Health Movement

- Twenty years after the first People's Health Assembly in Dhaka, Bangladesh, People's Health Movement celebrated 20 years of its formation with a [virtual event](#) on 4th December 2020. Over 200 activists and friends from 30 countries sent in their messages, reminisced 20 years of journey and joined in singing songs. Dr. Suwit Wibulpolprasert joined as the Keynote Speaker to comment on PHM and the need for health movements and people's participation to ensure Health for all.
- PHM has also just launched its [Strategic Plan](#) for next five years.
- Do also check the [EACT project](#) currently being undertaken for research, advocacy and campaigning to ensure equitable access to Covid drugs, vaccines, PPEs and other technologies.
- Visit [PHM website](#) for more resources, statements and publications on PHM's work on struggle for health.

HIGHLIGHTS

SEPTEMBER

- [BREASTFEEDING FOR A SUSTAINABLE WORLD: August 2020 Edition](#)
- Targeted Advocacy materials for [Advocates](#)
- Targeted Advocacy materials for [Healthcare Professionals](#)

OCTOBER

- [Q&A: Supporting breastfeeding during emergencies](#)
- [Q&A: The importance of multi-sectoral collaboration in setting up milk banks](#)
- [48-hour AskMeAnything \(#AMA\) session](#)
- [Twitter Storm](#) on the importance of

- skilled breastfeeding support
- Targeted Advocacy materials for **Breastfeeding Coordinators**
- Targeted Advocacy materials for **Breastfeeding Support Groups**
- Targeted Advocacy materials for **Civil Society Organisations**

NOVEMBER

- WABA mourns the loss of our dear friend and ardent breastfeeding advocate, **Siti Norjinhah Abdul Moin**
- Invitation to become an affiliate and partner of WABA
- Targeted Advocacy materials for **Researchers/Academia**
- Targeted Advocacy materials for **Parents/Family Members**
- Targeted Advocacy materials for **Decision-makers**

DECEMBER

- **World AIDS Day 2020 WABA/ABM Joint Statement**
- **Engaging Fathers in Breastfeeding Support Webinar**

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