

# BREASTFEEDING FOR A SUSTAINABLE WORLD

AUGUST 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](#).

JOIN US NOW

## MESSAGE FROM OUR EXECUTIVE DIRECTOR

August is one of the highlights of the WABA's calendar - [World Breastfeeding Week](#), our flagship program. This year we were very pleased to see that millions of people around the globe took action along the lines of 'Protect breastfeeding: a shared responsibility'. The ongoing promotion and unethical marketing persists creating a non-supportive environment for optimal breastfeeding. We urge you all to continue the vigilance and report potential violations to your relevant authorities and local breastfeeding or consumer groups. Another key action you can take is to advocate to your government for systematic monitoring and enforcement of the Code. Protecting and



supporting breastfeeding is an investment in both short- and long-term health, for people and the planet! Do keep in touch and let us know what is going on in your country.

## WABA CAMPAIGN UPDATES

WORLD BREASTFEEDING WEEK 2021  
#WBW2021



[#WBW2021](#) focuses on how breastfeeding contributes to the survival, health and wellbeing of all, and the imperative to protect breastfeeding worldwide. The theme is aligned with [thematic area 2](#) of the WBW-SDG 2030 campaign.

A public health approach to breastfeeding is needed to build back better systems in normal and crisis situations.

WABA produced the following campaign materials, which are also available in the six UN languages: [Logo](#), [Objectives](#), [Press Release](#), [Poster](#), [Action Folder](#), [Social Media Kit](#), [Media Kit](#).



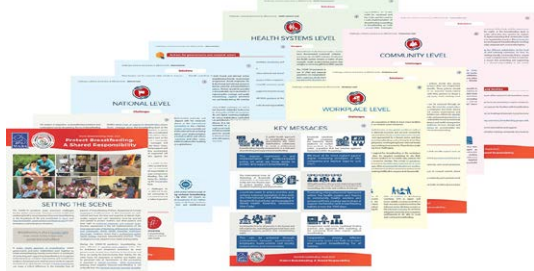
Action Folder Social Media Posts Multimedia Twitter Storm



Message Boxes Graphics Targeted Advocacy Poster



48-Hour AskMeAnything (#AMA) Session Facebook/Twitter Cover Photo Facebook Profile Photo Frames



#WBW2021 emphasises the importance of protecting breastfeeding, and how we all have a shared responsibility in this. Countries need to enact, monitor and enforce national legislation in line with the International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions (the Code).

Governments and other stakeholders must work together to create a breastfeeding-friendly environment. Together, we need to protect breastfeeding!

OBJECTIVES OF #WBW2021

- Inform** people about the importance of protecting breastfeeding
- Anchor** breastfeeding support as a vital public health responsibility
- Engage** with individuals and organisations for greater impact
- Galvanise** action on protecting breastfeeding to improve public health

View documents and resources relevant to the #WBW2021 campaign:



We also produced social media resources such as [Social Media Posts](#), [Visuals & GIFs](#) and [Message Boxes](#). In the first two weeks of August, WABA organised the [48-hour AMA Session](#) with 13 experts from various organisations, as well as the 48-hour [Twitter Storm](#).

We will continue to advocate for the protection of breastfeeding especially at the [community](#), [health system](#), [workplace & national levels](#). To date, we have received over 600 pledges and over 200 reports from celebrants all over the world. Don't forget to [pledge an online/virtual event](#) and [report](#) on the outcomes of your event.

This year, let's make [protecting breastfeeding a shared responsibility!](#)

## SEED GRANT PROGRAM

### WBW2021 Seed Grant Program

The World Alliance for Breastfeeding Action (WABA) is offering WBW2021 seed grants of up to USD1,000 for organisations to carry out activities aligned with the WBW2021 key actions. We seek projects that are innovative, impactful, involve a range of stakeholders and can be replicated elsewhere. We look forward to receiving your pledge and application!

Follow the steps below to submit your application

STEP 1

Read and refer to the WBW2021 Seed Grant concept note and WBW2021 Action Folder.

STEP 2

Pledge your event on the WBW2021 website and fill the WBW2021 seed grant application form.

STEP 3

Shortlisted organisations will be invited to submit a full project proposal.

STEP 4

Proposals will be assessed by a panel of experts, and successful applications will be announced early September 2021.

PLEDGE FORM

APPLICATION FORM

The [WBW Seed Grant Program 2021](#) (WBWSGP2021) received 63 applications from organisations around the world with innovative and creative ideas to protect, promote and support breastfeeding at their local levels. The shortlisted organisations have been notified and the reviewing process is underway to decide on five recipients. WABA would like to congratulate the shortlisted nominees and thank all who applied for the seed grant. We wish you all the best in your future endeavours and encourage you to try again next year.

## NEWS FROM OUR PARTNERS

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



1500 people joined ILCA's 2021 annual conference, learning new clinical and advocacy skills. Members also continued to take advantage of other learning opportunities at [our knowledge center](#).

ILCA highlighted the 40th Anniversary of the International Code of Marketing of Breast-milk Substitutes alongside the Global Breastfeeding Collective (GBC) at a recent webinar and participated in the recent NetCode meeting. We also continued to advocate for increased access to skilled breastfeeding counselling, including the promotion of new tools at this recent GBC webinar (find the [recordings here](#) and the [tools here](#)).

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



- Check out [news from LLLI, May-August 2021](#).
- [Celebration for the 40th anniversary](#) of the International Code of Marketing of Breastmilk Substitutes in May.
- Celebrated [World Breastfeeding Week 2021](#) in August.
- Upcoming [LLLI 65th Anniversary Online Conference](#) in October is open to mothers, parents, families and healthcare professionals from around the world.
- Current [LLLI Webinar-Breastfeeding and Sexuality in Spanish](#).
- [Events in the LLL International Area Network](#).
- We have international LLLI Breastfeeding Support Facebook Groups in [English](#) and [Spanish](#).
- Read the latest edition of [Breastfeeding Today](#).
- Other LLL online support resources are [here](#).

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



- Save the Date: The 26th Annual International Meeting of the Academy of Breastfeeding Medicine will be held in USA, in November 2021. A virtual attendee experience will also be available.
- [ABM Leadership Academy](#) will graduate its inaugural class at the Annual Meeting in November. Applications for 2021-2022 are currently under review and the second class of the ABM

Leadership Academy will be announced soon and begin in November 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 addition to our physician memberships, ABM now offers an [affiliate membership](#).
- [MyABM](#) (members-only) is the place to network with other breastfeeding medicine physicians and get your questions answered. Join the conversation!
- The [ABM Education Center](#) was launched in June and serves as the hub for all current and future resources, online learning sessions, and CME activities for the Academy.

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## [Global Breastfeeding Collective](#)



### Events:

- WHO and UNICEF, in collaboration with the Global Breastfeeding Collective, celebrated the 40th anniversary of the Code of Marketing of Breast-milk Substitutes with a [global event](#) on May 21. In addition to presenting new science on the impacts of BMS marketing, the event featured a video on the history of the Code and the voices of mothers.
- On June 9, WHO hosted a webinar on “Getting food systems right from the start: how they are failing young children and what we can do about it?” to highlight food systems issues for breastfeeding and complementary feeding. The [recording](#) is available online.
- WHO and UNICEF, in collaboration with the Global Breastfeeding Collective, hosted [two webinars](#) entitled “Building Better Breastfeeding Counselling Programmes” on Aug 3 & 4 to mark World Breastfeeding Week. The webinars highlighted the importance of breastfeeding counselling and launched new resources to support country-level programmes. The [recordings](#) are available online.

### Publications:

- Code of Marketing of Breast-milk Substitutes
  - [WHO/UNICEF statement on the 40th anniversary of the international code of marketing breastmilk substitutes](#)
  - [Social media tiles/Infographics on BMS marketing](#)
- Breastfeeding counselling
  - [Implementation guidance on counselling women to improve breastfeeding practices](#)
  - [Infant and young child feeding counselling course](#)
  - [The Role of Midwives and Nurses in Protecting, Promoting and Supporting Breastfeeding](#)
- Year of Action on Nutrition 2021
  - [Nine SMART Breastfeeding Pledges at the Nutrition for Growth Year of Action](#)

- [Joint statement by UNICEF Executive Director Henrietta Fore and WHO Director-General Dr. Tedros Adhanom Ghebreyesus on the occasion of World Breastfeeding Week](#)

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## [Alive & Thrive](#)



To mark the 40th anniversary of the International Code of Marketing of Breast-milk Substitutes, Alive & Thrive launched [a special website page](#) including articles by global thought leaders and a [collection of resources](#) from organizations around the world. The page features several articles from thought leaders on the Code, including a four-part series by UNICEF [legal specialist David Clark](#), and an [interactive timeline](#) on the Code's history.

For World Breastfeeding Week, Alive & Thrive produced a photoessay to inspire people to action, [What Will You Do?](#) The conceptualization of food systems should take into account breastfeeding and breastmilk because of the critical role the first-food plays in proper nutrition, argues [a new brief](#) by Alive & Thrive, FHI Solutions, and Save the Children.

[A new Alive & Thrive brief](#) examines the impact of the COVID-19 pandemic on MIYCN service delivery and food security in urban areas of Bangladesh and rural areas of Uttar Pradesh, India.

Reaching families in remote areas poses a significant challenge. A program of community support groups implemented with support from Alive & Thrive were effective in 225 remote villages in Viet Nam, [new research shows](#).

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

- [Strengthening Nutrition Interventions in Antenatal Care Services Affects Dietary Intake, Micronutrient Intake, Gestational Weight Gain, and Breastfeeding in Uttar Pradesh, India: Results of a Cluster-Randomized Program Evaluation](#). Journal of Nutrition.
- [The impact of COVID-19 on household food insecurity and interlinkages with child feeding practices and coping strategies in Uttar Pradesh, India: A longitudinal community-based study](#). BMJ Open.
- [Human milk banks in the response to COVID-19: a statement of the regional human milk bank network for Southeast Asia and beyond](#). International Breastfeeding Journal
- [Provision and utilization of health and nutrition service delivery during COVID-19 pandemic in urban Bangladesh](#). Current Developments in Nutrition
- [Understanding implementation and improving nutrition interventions. Barriers and facilitators of using data strategically to inform the implementation of maternal nutrition in Uttar Pradesh, India](#). Current Developments in Nutrition.
- [The Association between a Novel Baby-Friendly Hospital Program and Equitable Support for Breastfeeding in Vietnam](#). Int. Journal of Environmental Research and Public Health.

Follow Alive & Thrive on [Twitter](#) and [Facebook](#) for frequent updates on our activities. We also post new videos on [YouTube](#) regularly - join the community!

CGBI recently released [Continuity of Care \(CoC\) Toolkit](#), striving to integrate the child care industry into the breastfeeding support infrastructure. This toolkit provides job aides for health care providers (HCP) to guide communications with families seeking licensed child care enrollment and facilitate consistent messaging between Healthcare and Early Care and Education (ECE) settings.

## Publications

- Achieving breastfeeding equity and justice in Black communities: Past, present, and future. DOI: [10.1089/bfm.2020.0314](https://doi.org/10.1089/bfm.2020.0314).
- Experiences of menopause during incarceration.. DOI:[10.1097/GME.0000000000001762](https://doi.org/10.1097/GME.0000000000001762).

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## RCSI & UCD Malaysia Campus



## Events and activities

1. WBW RUMC Students Association competition and webinar on “What have we done to protect breastfeeding and what can you do?”.
2. Asia-Oceania Kangaroo Mother Care Network virtual symposium. Talk on Handling breastfeeding and kangaroo care during the pandemic: Malaysia’s experience.
3. Kangaroo Care Advocates Malaysia/UKM Webinar Series on Kangaroo Care).

## Publications

1. Three abstract presentations at Second National Infant and Young Child Feeding (IYCF) Scientific Conference 2021, two of which received best paper awards for 1st and 3rd prize. <https://designrr.page/?id=113848&token=2900565291&type=FP&h=8536>.
  2. Measuring Exclusive Breastfeeding Rates: The Method Matters.
  3. Kangaroo care to optimize breastfeeding and survival of preterm or low birth weight infants: Enablers and barriers.
  4. Participatory needs-based approach in developing a breastfeeding training module in confinement centres.
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From May-August 2021, PATH-CHRI's Project SNEHI has undertaken several activities to achieve our goal of improving neonatal outcomes in India. For World Breastfeeding Week 2021, we provided technical support in distributing IEC/BCC material for 19 CLMCs in Rajasthan, facilitated a training session on CLMCs for Swami Vivekananda Hospital, New Delhi and also provided essential equipment to the CLMC in RML Hospital, New Delhi. In August 2021, we are excited to facilitate training of the international delegation of UNICEF Nepal, facilitate CLMC training in Vani Vilas Hospital and finally to launch our CLMC web application system in GMCH Chandigarh.

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



**International  
Confederation  
of Midwives**

#### ICM supports UNICEF and WHO in World Breastfeeding Week Advocacy Brief

In light of World Breastfeeding Week (August 1-7, 2021), the International Confederation of Midwives (ICM) supported the Global Breastfeeding Collective in the development of [an advocacy brief](#) and corresponding set of calls to action. The document outlines the important role that midwives and nurses play in protecting, promoting and supporting breastfeeding worldwide. [Access the Advocacy Brief](#)

#### ICM launches new global campaign in support of maternal health

At the 32nd International Confederation of Midwives (ICM) Virtual Triennial Congress, ICM announced [PUSH](#), a new decade-long global movement for women and the midwives who protect and uphold their rights and bodily autonomy. PUSH - co-developed by Ariadne Labs, Every Mother Counts Laerdal, With Women Charity and The White Ribbon Alliance - will build a community to accelerate progress on reducing maternal and neonatal mortality, advancing sexual and reproductive health and rights, addressing barriers to women's leadership in global health, and shifting gender norms that undervalue women's rights, lives and work. [Join the Movement](#)

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### [People Health Movement \(PHM\)](#)



Health for All Now!

People's Health Movement

Webinar: "The Struggles of Community Health Workers at the Covid Frontline: Essential but Unrecognised". CHWs from six countries spoke of their experiences and demands ([details](#)).

PHM has been campaigning for the release its Steering Committee member Shatha Odeh, nurse by profession and chairperson of the Palestinian NGO Network (PNGO). Letters, statements and webinar related to the campaign [here](#).

PHM joined the Autonomous People's Response to the United Nations Food Systems Summit (UNFSS) in exposing and opposing the corporate capture of the upcoming UNFSS in September 2021. In July, PHM joined other organisations in the counter pre-summit organised in opposition to the official UNFSS pre-summit ([details](#)).

### Publications

- "A Political Economy Analysis of the Impact of Covid-19 Pandemic on Health Workers: Making power and gender visible in the work of providing care" ([details](#)).
- Unpacking the COVAX Black Box: A PHM Policy Brief ([details](#)).

## WABA HIGHLIGHTS

### MAY

- Launch [#WBW2021 Action Folder](#)
- [International Labour Day](#) Statement
- [Mother's Day](#) Message
- [International Day of Families](#) Message
- [Code Anniversary](#) Message

### JUNE

- Launch [#WBW2021 Social Media Kit](#)
- Launch [#WBW2021 Pledge Map](#)
- [Father's Day](#) Message
- [Global Day of Parents](#) Statement
- Call for WABA Steering Council nominations

JULY

- Launch [#WBW2021 Media Kit](#)

AUGUST

- [#WBW2021 Ask Me Anything](#)
- [#WBW2021 Twitter Storm](#)
- Launch [#WBW2021 Seed Grant program](#)

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](http://www.waba.org.my)

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