

# BREASTFEEDING FOR A SUSTAINABLE WORLD

DECEMBER 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



Time flies. Forty years have passed since the International Code of Marketing of Breastmilk Substitutes came into force. Several countries have legislation in place but it is often far from ideal and regular monitoring is lacking. The BMS industry continues to market its products directly to parents and through health systems. The rise in digital marketing is alarming and rampant all across the world. [WBW 2021](#) highlighted the importance of protecting breastfeeding as a shared responsibility. We must continue doing so and step up as we move closer to the 2025 WHA global nutrition target of at least 50% exclusive breastfeeding at 6 months. Stepping up for breastfeeding is a cause worthwhile for the future of humanity and the planet. How will you step up for breastfeeding in 2022?

Stay safe and happy holidays!

## WABA CAMPAIGN UPDATES

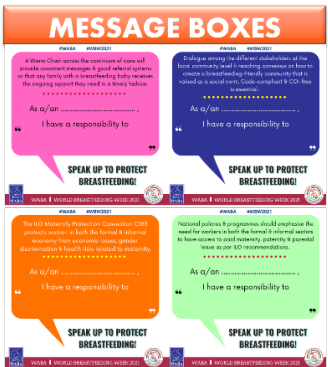
### WORLD BREASTFEEDING WEEK 2021 #WBW2021



WABA coordinates the [World Breastfeeding Week \(WBW\) campaign](#) every year. The slogan for #WBW2021 was “[Protect breastfeeding: A shared Responsibility](#)” and focused on how breastfeeding contributes to the survival, health and wellbeing of all, and the imperative to protect breastfeeding worldwide. The COVID-19 pandemic posed a challenge for celebrants everywhere to organise and participate in WBW events due to movement restrictions. However, by increasing online advocacy and working with our partners to find creative methods of celebrating #WBW2021 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](#), [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 [WHO](#) and [UNICEF](#), [International Lactation Consultants Association](#), [La Leche League International](#),

Breastfeeding Promotion Action Network of India (BANII), 1000 Days, Alive & Thrive, European Foundation for the Care of Newborn Infants, Healthy Newborn Network, Helen Keller International, Pan American Health Organization (PAHO), Save the Children International and World Vision.



In terms of campaign outreach, efforts include the provision of Seed Grants, driving Pledges and Reports of celebrations, sharing resources via email and activities on social media including Facebook, Twitter and Instagram. To date, we received over 800 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 #WBW2021, don't forget to [send us your reports](#) to receive a certificate!



### 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 replicable elsewhere. We look forward to receiving your pledge and application!

Follow the steps below to submit your application

- STEP 1** Read and act on the WBW2021 Seed Grant concept note and WBW2021 Action Plan.
- STEP 2** Pledge your report on the WBW2021 website and fill in 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

This year, we engaged with individuals and organisations for greater impact, such as by featuring [partners' events & publications](#) on our website, organised the [AskMeAnything \(#AMA\) sessions](#) with experts representing a variety of organisations and expertise, organised the [Twitter Storm sessions](#), and provided live coverage on social media for events such as the WHO Webinar on the Code.

### #AMA Q&A CARDS

**Ask Me Anything!**

With the current pandemic, many parents are getting confused, since regarding COVID-19, avoidance and avoidance of it, safe and how safe after the delivery can be said?

Thank you for asking. Definitely mothers and parents should not get conflicting messages. COVID-19 vaccination is safe during breastfeeding. Unless there is some medical contraindications. Please listen to the advice from WHO.

**Resource:** Episode 041 - Vaccines, pregnancy, menstruation, lactation and fertility

**Rubhana Haider**  
Trusting guest appearance by Breast C. Network Newsletter (BNCN)

**Ask Me Anything!**

Does being breastfed protect children from developing allergies?

Yes, this is true. Available scientific evidence in present states that breastfeeding is protective for asthma, eczema and allergic rhinitis.

**Resource:** Breastfeeding and asthma and allergies: a systematic review and meta-analysis

**J.P. Doohick**  
Independent Child Nutrition Newsletter expert

### #AMA MESSAGES

**"Join forces and say NO to unethical marketing and promotion of all BMS!"**

**Amal Omar Salim**  
World Alliance for Breastfeeding Action (WABA)

**David Lawson Clark**  
Global Action Child's Fund (GACF)

**"Breastfeeding saves the lives and protects the health of women & babies everywhere."**

**"Human milk is the first vaccine for human babies contributing to their health & survival."**

**Rhadija Iqbal**  
International Baby Food Action Network (IBFAN)

**Armo (Mimi) Chavarria de Mozo**  
World Alliance for Breastfeeding Action (WABA)

**"It is important to protect breastfeeding because the breastmilk substitute industry is very aggressive with publicity."**

Join the 48-hour

**#WBW2021**

**Twitter Storm!**

Let's make protecting breastfeeding a shared responsibility!



Join us next year in celebrating #WBW2022 to transform and strengthen the capacity of actors that protect, promote and support breastfeeding across different levels of society!

## NEWS FROM OUR PARTNERS

### International Lactation Consultant Association (ILCA)



- ILCA continues to advocate to protect breastfeeding, recently through participation in meetings of Codex Alimentarius Commission; we will report some positive results from these meetings in our [Lactation Matters blog](#) and through social media.
- ILCA is working with the Global Breastfeeding Collective to host a parallel event for the Commission on the Status of Women in March 2022 on the importance of protecting breastfeeding in emergencies.
- Our efforts in education include wrapping up our successful 2021 conference and planning for our 2022 virtual conference and developing materials to increase abilities to read and apply the content in the Journal of Human Lactation.
- We also translated a short video on the work of the IBCLC into [Spanish](#) and [French](#), in addition to [English](#).

### La Leche League International (LLL)

- In October, LLLI held its [65th Anniversary Online Conference](#) with access to over 80 sessions and over 1,200 attendees from 56 countries. A new video, [We are La Leche League](#), was presented celebrating Leaders around the world.
  - In December, LLL Japan supported a side event for the [N4G Summit focusing on Infant Feeding in Emergencies](#), attended by over 200 people from 26 countries.
  - LLLI launched a new webinar: [Impact of Violence on Women in the Perinatal Period](#).
  - LLL Colombia received an award in recognition of their work from the national Congress of Colombia's Legal Commission for Women's Equality on December 14.
- 

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



#### Save the Date:

- [ABM Annual International Meeting](#), September 15th-18th 2022 in Baltimore, USA

#### 2021 ABM Protocols

- [ABM Clinical Protocol #1](#): Guidelines for Glucose Monitoring and Treatment of Hypoglycemia in Term and Late Preterm Neonates
- [ABM Clinical Protocol #35](#): Supporting Breastfeeding During Maternal or Child Hospitalization
- [ABM Clinical Protocol #14](#): Breastfeeding-Friendly Physician's Office - Optimizing Care for Infants and Children

#### 2021 Position Statements

- WABA/ABM Joint Statement on World AIDS Day 2021
- ABM Position Statement on Ankyloglossia in Breastfeeding Dyads
- ABM Position Statement and Guidelines: Infant Feeding and Lactation-Related Language and Gender

#### Other ABM Updates

- New Education Center with future CME opportunities being pursued
  - New [Affiliate Membership](#) Category
-





Events:

- Global Advocacy Event on Nutrition for Growth: In collaboration with WHO, UNICEF organized a global webinar on promoting, protecting, and supporting breastfeeding, leading up to the N4G in December to spotlight effective policy actions that will encourage and inspire other countries to make SMART breastfeeding policy pledges at the N4G Summit. The recording is here: [Improving nutrition through bold actions in health and food systems - fostering commitments for N4G by UNICEF & WHO](#)
- Nutrition for Growth Summit: global opportunity for leaders to invest in nutrition as part of COVID-19 recovery and to ensure that nutrition remains a priority on the global agenda. The two-day Summit features data-driven financial, policy, programmatic, or impact commitments from all stakeholders, aligned with the thematic pillars of this year's N4G summit. Many countries made commitments to protect, promote, and support breastfeeding. The link to the event is [here](#).

Publications:

- [Infant and Young Child Feeding Counselling Curriculum](#)
- Skilled Breastfeeding Counselling: [Compendium of Skilled Breastfeeding Counselling Case Studies | Global Breastfeeding Collective](#)
- [Global Breastfeeding Scorecard | Global Breastfeeding Collective](#)

---

[Alive & Thrive](#)



- An expert on gamification described the principles that make games such an effective means of modifying behavior and how they could be applied to change nutrition behaviors. The article is part of Alive & Thrive's series on innovations in social behavior change, Inspire. Read more [here](#).
- Manufacturers of breastmilk substitutes are pumping significant quantities of greenhouse gases into the atmosphere, an expert told Alive & Thrive in an interview published in November. Read more [here](#).
- Alive & Thrive's website now includes an interactive feature that allows anyone to explore, by topic and analytical frame, all the research the initiative has published since its inception in 2008. [Visit the page](#).
- Alive & Thrive is working with government partners in Burkina Faso to address gaps in newborn nutrition. Read more about the work [here](#).
- The Stronger With Breastmilk Only regional initiative has launched in Senegal. The

initiative, which provides resources and links to technical support on increasing the rate of exclusive breastfeeding, is supported by UNICEF, the World Health Organization and Alive & Thrive. It is now active in 10 countries in West and Central Africa. Read about the launch and the initiative [here](#).

- A new Alive & Thrive publication discusses establishing minimum standards for human milk banks in Southeast Asia. Read the guide [here](#).

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

- [Mothers' and health workers' exposure to breastmilk substitutes promotions in Abidjan, Côte d'Ivoire](#) Maternal & Child Nutrition.
- [India's 2.42 Million Frontline Health Workers Enable Restoration of Health and Nutrition Service Delivery After Early COVID-19 Lockdowns](#) Current Developments in Nutrition.
- [COVID-19 Disrupted Provision and Utilization of Health and Nutrition Services in Uttar Pradesh, India: Insights from service providers, household phone surveys, and administrative data](#) The Journal of Nutrition.
- [Implementation of the Code of Marketing of Breast-Milk Substitutes in Vietnam: Marketing Practices by the Industry and Perceptions of Caregivers and Health Workers](#) Nutrients.
- [Maternal resources for care are associated with child growth and early childhood development in Bangladesh and Vietnam](#) Child Care, Health, and Development.
- [Implementation of two policies to extend maternity leave and further restrict marketing of breast milk substitutes in Vietnam: a qualitative study](#) Health Policy and Planning.
- [Maternal diets in India: gaps, barriers, and opportunities](#) Nutrients.
- [Breastfeeding, first-food systems and corporate power: a case study on the market and political practices of the transnational baby food industry and public health resistance in the Philippines](#) Globalization and Health.
- [Beliefs and norms associated with the use of ultra-processed commercial milk formulas for pregnant women in Vietnam](#) Nutrients.
- [Evidence of Violations of the International Code of Marketing of Breast-Milk Substitutes since the Adoption by the World Health Assembly in 1981: A Systematic Scoping Review Protocol](#) International Journal of Environmental Research and Public Health.
- [What is the impact of removing performance-based financial incentives on community health worker motivation? A qualitative study from an infant and young child feeding program in Bangladesh](#) BMC Health Services Research.
- [Gaps in the Implementation and Uptake of Maternal Nutrition Interventions in Antenatal Care Services in Bangladesh, Burkina Faso, Ethiopia and India](#) Maternal Child Nutrition.

---

### [RCSI & UCD Malaysia Campus](#)



### Events and activities

- Prof. Jacqueline Ho was awarded the 2021 Cochrane Anne Anderson award for enhancing the visibility of women. She has chosen to donate the prize money to Dr. Foong Wai

Cheng for her advocacy work in Malaysia on Kangaroo Care. At the same time, Dr. Foong Siew Cheng was awarded the Kenneth Warren prize for her review, Galactagogues (natural therapy) for increasing breastmilk production in mothers of non-hospitalised term infants.

- In conjunction with RUMC's 25th Anniversary this year, a Keynote speaker series was held - Dr. Foong Siew Cheng presented on "[Kangaroo Mother Care: What is it and what do families need to know about it?](#)"
- RUMC's activities with the Asia-Oceania KMC network are ongoing, including participation in several recent events.

### Publications

Ibrahim NR, Van Rostenberghe H, Ho JJ, Nasir A. Short versus long feeding interval for bolus feedings in very preterm infants. Cochrane Database of Systematic Reviews 2021, Issue 8. Art. No.: CD012322. DOI: 10.1002/14651858.CD012322.pub2.

---

### PATH



- PATH is leading an innovative digital health endeavour for human milk banking in India, where we have developed the 'e- CLMC' digital health system for use in Comprehensive Lactation Management Centres (human milk banks) in India.
- In August 2021, PATH's Project SNEHI had successfully developed and launched the first version of this system as a web application and since August 2021 to December 2021, we have provided technical assistance in improving the first version of the 'e- CLMC' system and also developed it as a mobile application system.
- We envision to scale up PATH's 'e- CLMC' web and mobile application system in all CLMCs in India, to vigilantly collect and monitor critical data and information in order to streamline smooth operations at all Indian CLMCs.

### WABA HIGHLIGHTS

SEPTEMBER

- [Breastfeeding for a Sustainable World: August 2021 Edition](#)



## OCTOBER

- Remembering the Life of Radha Holla Bhar
- Mourning The Loss Of Two WABA Breastfeeding Stalwarts - Hussein Hassan Tattue Tarimo and Kamla Bhasin

## NOVEMBER

- WABA Steering Council Elections

## DECEMBER

- WABA/ABM Joint Statement on World AIDS Day 2021

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)