

BREASTFEEDING FOR A SUSTAINABLE WORLD

APRIL 2022



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](#).

As we celebrated our 31st 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

This year is the 20th anniversary of the [Global Strategy for Infant and Young Child Feeding](#). This policy framework is underpinned by two key principles: evidence-based and participatory action. It has guided our work on protecting, promoting and supporting breastfeeding over the decades and remains highly relevant today. Although there has been some progress, much more needs to be done to reach every



breastfeeding mother and baby. Ongoing and emerging global challenges such as the COVID-19 pandemic, the Russia-Ukraine and climate-related disasters continue to affect millions of people around the world and worsen the conditions for the most vulnerable parts of the society. **WABA** and partners are committed to **stepping up efforts to educate and support** within health systems, workplaces and communities. Let us work together to find innovative and participatory solutions that will make the world a better place for breastfeeding.

Stay safe!

Dr. Amal Omer-Salim
WABA Executive Director

WABA CAMPAIGN UPDATES

WORLD BREASTFEEDING WEEK 2022
#WBW2022



WABA | WORLD BREASTFEEDING WEEK 2022

The COVID-19 pandemic and geopolitical conflicts have widened and deepened inequalities, tipping more people into food insecurity. Breastfeeding promotes bonding between mother and child, regardless of the setting, and provides food security to infants from the very beginning of life, contributing to food security for the whole family.

OBJECTIVES OF #WBW2022



Inform

people about their role in strengthening the warm chain of support for breastfeeding



Anchor

breastfeeding as part of good nutrition, food security and reduction of inequalities



Engage

with individuals and organisations along the warm chain of support for breastfeeding



Galvanise

action on strengthening capacity of actors and systems for transformational change

Women need support from the health service, workplace and community to successfully breastfeed. There is an urgent need for education to improve and increase their capacity. #WBW2022 will focus on stepping up the capacity of actors who work along the **Warm Chain of Support for Breastfeeding**.

The [#WBW2022 website](#) is now available, containing the campaign [logo](#), [objectives](#), [poster](#), [relevant resources](#), [frequently asked questions \(FAQs\)](#) as well as links to [previous WBW campaigns](#). [Pledge](#) to participate in the #WBW2022 celebrations 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!

This #WBW2022, let's step up for breastfeeding!

WABA | WORLD BREASTFEEDING WEEK 2022

The COVID-19 pandemic has drastically affected health, nutrition and breastfeeding, including new genetic uncertainties and decisions on infant feeding. Breastfeeding plays an important role in managing the double burden of malnutrition in addition to providing food security and reducing inequalities.

The limited capacity to protect, promote and support breastfeeding led to the deterioration of the breastfeeding support system within and outside the health system during the pandemic, ultimately leading to increased inequalities between and within countries.

#WBW2022 focuses on strengthening the capacity of actors that have to protect, promote and support breastfeeding across different levels of society. These actors make up the warm chain of support for breastfeeding (Warm Chain). Resourcing the capacity of actors in the Warm Chain through education and transformation of existing systems will help ensure breastfeeding-friendly healthcare facilities, supportive communities and workplaces, underpinned by evidence-based national policies.

Governments, health systems, workplaces and communities need to be informed, educated and empowered to strengthen their capacity to provide and sustain breastfeeding-friendly environments for families in the post-pandemic world.

OBJECTIVES OF #WBW2022

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- Anchor**
breastfeeding as part of good nutrition, food security and reduction of inequalities
- Engage**
with individuals and organisations along the warm chain of support for breastfeeding
- Galvanise**
action on strengthening capacity of actors and systems for transformational change

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 International Code of Marketing of Breastmilk Substitutes and its subsequent resolutions. WABA is a non-profit, non-governmental organisation (NGO) and an affiliate member of the International Council of Nurses (ICN) and the International Council of Midwives (ICM).

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I want to celebrate #WBW2022

NEWS FROM OUR PARTNERS

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



Save the Date:

- [ABM Annual International Meeting](#), September 15-18 in Baltimore, USA. Registration will open soon.

New ABM Protocols:

- [ABM Clinical Protocol #35](#): Supporting Breastfeeding During Maternal or Child Hospitalisation
- [ABM Clinical Protocol #1](#): Guidelines for Glucose Monitoring and Treatment of Hypoglycemia in Term and Late Preterm Neonates (English Revised 2021)

Other ABM Updates:

- The new strategic plan finalised and will be shared shortly.
- Leadership Academy: The 2021-2022 class of 20 physicians was welcomed during a two-day virtual event on November 1 & 2. The new class will focus on an EQI assessment and a survey on their hopes and aspirations for the Academy.
- PCORI Grant Awarded: Setting the Agenda for Patient-Centered Research in Infant and Young-Child Feeding

[Alive & Thrive](#)



Alive & Thrive has published a variety of new resources of interest to implementers of MIYCN programs and breastfeeding advocates worldwide:

- [Technical Brief: Weight gain during pregnancy in low- and middle-income countries](#)
- [A Quick Guide: The International Code of Marketing for Breast-milk Substitutes](#)
- [Viet Nam Human Milk Bank Guidelines](#)
- [Establishing Centers of Best Practices for Breastfeeding in Cambodia](#)

New research from Alive & Thrive:

- [Global evidence of persistent violations of the International Code of Marketing of Breast-milk Substitutes: A systematic scoping review](#) (Becker G, 2022. Maternal & Child Nutrition)
- [Violations of International Code of Breast-milk Substitutes \(BMS\) in commercial settings and media in Bangladesh](#) (Sheikh S, 2022. Maternal & Child Nutrition)
- [Maternal and paternal involvement in complementary feeding in Kaduna State, Nigeria: The continuum of gender roles in urban and rural settings](#) (Allotey, D., 2022. Maternal & Child Nutrition)

News from Alive & Thrive programs:

- [In West Africa, an innovative way to build SBCC capacity launched by UNICEF, WHO, and Alive & Thrive](#)
- [Alive & Thrive presented the Civil Society perspective at the launch of the WHO global report, "How the marketing of formula milk influences our decisions on infant feeding": Watch the webinar here and published this accompanying commentary by Constance Ching](#)
- [BMS companies are violating the BMS Code across West Africa and health workers are their main target: Webinar](#)
- [Saving the lives of small and sick newborns: The first Human Milk Bank at a central pediatrics hospital](#)
- [Progress towards Centers of Excellence for Breastfeeding in Myanmar](#)
- [Making the Case for the Breastfeeding Model Hospitals in Lao PDR](#)
- [Factors influencing the practice of exclusive breastfeeding and other infant feeding practices in the first six months of life in West and Central Africa](#)
- [Breastmilk for Small and Sick Babies: A Human Milk Bank Launched at Viet Nam National](#)

- Educational posters on Kangaroo Mother Care, Proper Latching, and Breastmilk Expression and Storage

[Carolina Global Breastfeeding Institute](#)



The Carolina Global Breastfeeding Institute would like to share recent collaborations:

- [Making space for lactation in the anthropology of reproduction](#). In: Han, S and Tomori C, editors, [The Routledge Handbook of Anthropology and Reproduction](#). pp.527-540.
- Assessment of perinatal depression risk among internally displaced Yazidi women in Iraq: A descriptive cross-sectional study. [BMC Pregnancy and Childbirth](#), in press.
- [Menopause related medication use among women ages 45-75 experiencing incarceration in North Carolina 2015-2016](#). International Journal of Prisoner Health.
- [“We make a mistake with shoes \[that’s no problem\] but ...not with baby milk”: Facilitators of good and poor practice in distribution of infant formula in the 2014-16 Refugee Crisis in Europe](#). Maternal and Child Nutrition.

[Global Breastfeeding Collective](#)



Events:

- Launch of the report “How the marketing of formula milk influences our decisions on infant feeding”. In February 2022, this report - the largest of its kind - was released in a webinar highlighting the experiences of over 8500 women and 300 health professionals across eight countries. It exposes the aggressive marketing practices used by the formula milk industry, and highlights impacts on families’ decisions about how to feed their babies and young children. Watch the webinar, find infographics to share, and add your name to the [#EndExploitativeMarketing](#) letter [on the WHO site here](#).
- Commission on the Status of Women parallel event “Strategies for Infant and Young Child Feeding in Climate-Related Emergencies”. In March 2022, The Global Breastfeeding Collective and the IFE Core Group hosted this online event, highlighting proven strategies for supporting women, babies, and young children in emergencies. Learn more about the policies, case studies, and strategies in the [event recording here](#).
- Launch of the report “The scope and impact of digital marketing for the promotion of breast-

milk substitutes". During this launch webinar in April 2022, findings from this comprehensive report were released, exposing the digital marketing practices commonly used by the formula milk industry to target mothers, exploit their anxieties, and shape their infant feeding choices, while also enabling them to evade scrutiny from regulators. [Watch the webinar here.](#)

Publications:

- How the marketing of formula milk influences our decisions on infant feeding report. [Download here.](#)

Upcoming events and publications:

- The biennial report from WHO/UNICEF/IBFAN on Marketing of Breast-milk Substitutes: National Implementation of the International Code - STATUS REPORT 2022 will be launched in May.

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



**International
Confederation
of Midwives**

On 5 May 2022, ICM invites midwives and midwife supporters everywhere to tune into our International Day of the Midwife [#IDM2022](#) virtual party, where will celebrate ICM's 100th anniversary and the accomplishments of our member associations around the world.

Please note that we will hold this event twice to accommodate time zones around the world. Feel free to RSVP to and attend whichever event best fits your schedule. We can't wait to see you there!

RSVP to the Facebook Livestream:

- [RSVP to ICM's #IDM2022 Virtual Party \(CEST Afternoon\)](#)
- [RSVP to ICM's #IDM2022 Virtual Party \(CEST Evening\)](#)

On and before IDM, we also encourage you to advocate for midwives by resharing messages from the [#IDM2022 toolkit](#).

Happy #IDM2022!



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



In response to current emergencies, ILCA has updated an [emergency resource page](#) including short videos, journal articles, and other links to information on infant feeding in emergencies.

ILCA helped organise the webinar “Strategies for Infant and Young Child Feeding in Climate-Related Emergencies,” hosted by the Global Breastfeeding Collective during the Commission on the Status of Women. You can find the recording [here](#).

In January ILCA participated in the World Health Assembly (WHA) Executive Board meeting, and in April, Lisa Mandell, ILCA’s Global Advocacy Adviser, chaired the portion of the informal meeting in advance of the WHA focused on MIYCN and the recommendation to develop guidance on restricting digital marketing of breastmilk substitutes. You can find a recording of this meeting [here](#); the portion on MIYCN starts at 57:30.

We hope you will join us at the upcoming virtual ILCA annual conference. [Learn more here](#). The live sessions are interactive and will be simultaneously translated into seven languages.

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



- Our key resource [multilingual resources for infant feeding in emergencies](#) now include Bulgarian, Polish, Romanian and Ukrainian. Totalling 18 languages, it is linked on the UNICEF Global Cluster [website](#).
- [Cup Feeding](#), [Skin-to-skin Contact](#) and [Increasing Milk Supply](#) are now available in Ukrainian and Polish with more languages in process.
- Read the latest edition of [Breastfeeding Today](#).
- Read our new article on [Discussing Equity, Diversity and Inclusion with Applicants](#).
- Our article [Cancer: Diagnostic Tests, Therapeutic Procedures and Treatment while Breastfeeding](#) has been updated.
- Find LLL online support resources [here](#).
- LLLI webinars can be accessed at any time through the [LLL Webinar Library](#).



Please find below the key updates for the support provided by PATH for CLMCs (Comprehensive Lactation Management Centers) in India for **Jan-Apr 2022**:

- In Rajasthan, PATH has sustained its support for human milk banking by showcasing PATH-developed IEC/BCC posters and a CLMC model in the exhibition stall at 'Medifest' - a 2-day event on 5th and 6th of March 2022, organised by the state to showcase its achievements in the field of medicine to the citizens.
- For ensuring financial sustainability, PATH supported the states of Rajasthan, Maharashtra, and Jharkhand for inclusion of CLMCs in the state program implementation plan.
- To strengthen the CLMC processes, PATH is advocating and supporting the rollout of its e-CLMC digital data management solution to improve CLMC data collection and analysis in the states of Maharashtra and Rajasthan.
- In Aurangabad (state of Maharashtra) PATH is supporting through mentoring visits and technical assistance for city's first CLMC establishment in its Government Medical College and Hospital.
- Post PATH's technical support on-site assessment, mentoring visits for establishment, the state of Odisha inaugurated its first comprehensive lactation management center - CLMC (human milk bank) at Capital Hospital in March 2022. PATH's video on human milk banking used as IEC during the inauguration was recommended for production in the local state language, Odiya - following which PATH has started the translation and transcription for the video.
- PATH is supporting a five-day comprehensive CLMC training for CLMC Capital Hospital (Odisha) in April 2022. The training will include the basics of lactation management including bedside demonstrations, lactation counselling, CLMC processes and CLMC management by internal and external subject matter experts.

Plans for May-Aug 2022:

- Rollout of e-CLMC data management solution in select facilities in Maharashtra and Rajasthan.
- PATH is planning to develop postnatal care e-learning modules to support sustained capacity building of healthcare workers involved in human milk banking.
- Preparing a CLMC public awareness package for the state of Odisha including radio jingles, media talk shows and IEC-BCC leaflets.

[RCSI & UCD Malaysia Campus](#)



RCSI + UCD
MALAYSIA CAMPUS

Irish Education | Global Recognition
(formerly known as Penang Medical College)

Events:

- Penang Paediatric Network meeting monthly meeting: "Busting breastfeeding myths".
- Talk in a Media workshop, Responsible reporting and advocacy in public health, organised by Malaysian Medical Association: "Media: Friend or foe to breastfeeding".

Research/articles/case studies:

Please watch out for our publication of a new website on Kangaroo Mother Care expected to be up by July. It is produced in conjunction with KAMY (Kangaroo Mother Care Advocates, Malaysia) and will be in 3 languages.

WABA HIGHLIGHTS

JANUARY

- Announced #WBW2022 Slogan, Logo and Objectives

FEBRUARY

- WABA's 31st Birthday (14 February)
- Launched #WBW2022 Website

MARCH

- International Women's Day Messages - Support Breastfeeding Women Today For A Sustainable And Equal Tomorrow (8 March)
- Launched #WBW2022 Poster

APRIL

- WABA Messages for World Health Day 2022 - Breastfeeding Is A Climate-smart Decision (7 April)
- Launched #WBW2022 Pledge Form

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