

# MOTHER SUPPORT: GOING FOR THE GOLD



## Everyone Wins!

## WABA WORLD BREASTFEEDING WEEK 1-7 AUGUST 2008

**Mothers deserve: BASIC, ACCURATE, AND TIMELY INFORMATION  
ENCOURAGEMENT • SKILLED AND PRACTICAL HELP  
EMPATHETIC LISTENING**

### OBJECTIVES OF WORLD BREASTFEEDING WEEK 2008

- To expand awareness of the need for and the value of providing support to a breastfeeding mother
- To disseminate updated information about support for breastfeeding mothers
- To create optimal conditions for the provision of mother support in all CIRCLES OF SUPPORT

**The Innocenti Declaration 2005 calls for All Parties to  
"Empower women in their own right, and as mothers and providers  
of breastfeeding support and information to other women."**

# 2008

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The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with 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. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). 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).

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WORLD ALLIANCE FOR  
BREASTFEEDING ACTION

# MOTHER SUPPORT: GOING FOR THE GOLD 2008

## Everyone Wins!

The WABA Global Initiative for Mother Support (GIMS) for Breastfeeding defines mother support as 'any support provided to mothers for the purpose of improving breastfeeding practices for both mother and infant and young child' (2007).

How did you support breastfeeding today? If you did anything to support a woman planning to breastfeed or a mother already breastfeeding her child, you deserve a GOLD MEDAL.

A mother's need for support is similar to the needs of an Olympic athlete. Athletes combine determination and commitment with support from family, trainers, team members, and the government. Breastfeeding women also need similar types of support. Collective and consistent efforts from all parts of society deserve a Gold Medal.

For WBW 2008, gold represents the best effort an individual or entity makes in supporting breastfeeding women. The word 'gold' raises awareness of the superiority and the normalcy of breastfeeding. In 1997, breastfeeding was declared the Gold Standard of Infant Feeding, against which all other feeding methods must be measured.

In 2002, UNICEF launched the Golden Bow, followed by the WABA Golden Bow Initiative in 2004. The Golden Bow symbolises social change and a supportive environment. The knot reminds us of family and society – elements of support for breastfeeding women.

### CIRCLE OF SUPPORT Support a Mother to Provide a Golden Start For Her Child! With Breastfeeding, Everyone Wins!



The official OLYMPICS symbol of five interlocking colored rings are ideal for describing five CIRCLES OF SUPPORT for breastfeeding. These circles illustrate the potential influences on a mother's decision to breastfeed and to have a positive breastfeeding experience. The CIRCLES OF SUPPORT are: Family and Social Network, Healthcare, Workplace and Employment, Government/Legislation and Response to Crisis or Emergency, all surrounding women in the center circle.

#### Everyone wins when babies are breastfed:

- Early, within an hour of birth
- Exclusively, for the first six months
- Ecologically, combined with appropriate complementary foods, for two years or more



#### FAMILY AND SOCIAL NETWORK:

Family and friends compose the mother's immediate and continuous support network. Social support includes community support – at the marketplace, within a religious context, at a neighborhood park, etc. Support during pregnancy reduces stress. Support during labor and birth empowers the mother. Societal support increases the mother's confidence in her ability to breastfeed beyond the early weeks and months.



#### HEALTH CARE: The Health Care

System includes a multitude of opportunities to support breastfeeding. These opportunities range from mother friendly prenatal care and supportive labor and delivery services to postpartum and postnatal care that facilitates bonding and optimal infant feeding. Health workers trained in counseling skills support mothers before and after birth.



#### WORKPLACE AND EMPLOYMENT:

Employed women face challenges and need support to succeed at working and breastfeeding. The opportunities for mother support are as varied as the work women do, but usually involve facilitating mother-baby contact or expression and storage of breast milk.



#### GOVERNMENT/LEGISLATION:

Women who plan to breastfeed or who are already breastfeeding benefit from the support of international documents, protections for optimal infant feeding, plus active and well-funded national commissions. Legislation that combats aggressive marketing of substitutes and enacts paid maternity leave also benefits breastfeeding women.



#### RESPONSE TO CRISIS OR EMERGENCY: This CIRCLE OF

SUPPORT represents the need for support IF a woman finds herself in an unexpected and/or serious situation, with little control. Situations that require special planning and support are: natural disasters, refugee camps, divorce proceedings, critical illness of mother or baby, or living in an area of high HIV/AIDS prevalence with no support for breastfeeding.

### WBW Coordinating and Distributing Centres

#### OVERALL COORDINATION

##### WABA Secretariat

P O Box 1200, 10850 Penang, Malaysia  
Fax: 60-4-657 2655 • waba@streamyx.com • www.waba.org.my

##### ✉ AFRICA

##### IBFAN Africa

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##### IBFAN Afrique

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Fax: 226-50-374163 • ibfanfan@fasonet.bf

##### ✉ ASIA

WABA Secretariat (See address above)

##### South Asia

##### Breastfeeding Promotion Network of India (BPNI)

BP-33, Pitampura, Delhi 110 034, India  
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##### ✉ EUROPE

##### BMA

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Cambridge, CB2 1QY, UK.  
Fax: 44-1223-464 417 • info@babymilkaction.org

##### CoFAM / IPA

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##### GIFA

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##### Aktionsgruppe Babynahrung Ev (AGB)

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##### ✉ LATIN AMERICA

##### CEFEMINA

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##### CEPREN

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##### Origem Group

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##### ✉ NORTH AMERICA

##### LLL International

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www.infactcanada.ca

##### ✉ PACIFIC

##### ABA

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www.breastfeeding.asn.au

##### Development Officer PINDA

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Nutrition Centre Health Department, Private Mail Bag, Apia,  
Western Samoa • Fax: 685-218 70



#### WOMEN IN THE CENTER CIRCLE:

Women are in the center because the presence or absence of support impacts them directly. Women also have an important role in securing support and in providing it to others. Within the Global Initiative for Mother Support (GIMS) for Breastfeeding Statement (2007) we read, 'Mothers are considered active participants in the support dynamic, being both providers and recipients of information and support'.

*In which CIRCLE have you taken action to support a breastfeeding mother? Do you deserve a GOLD Medal?*