

SECTION III

OTHER ACTIVITIES

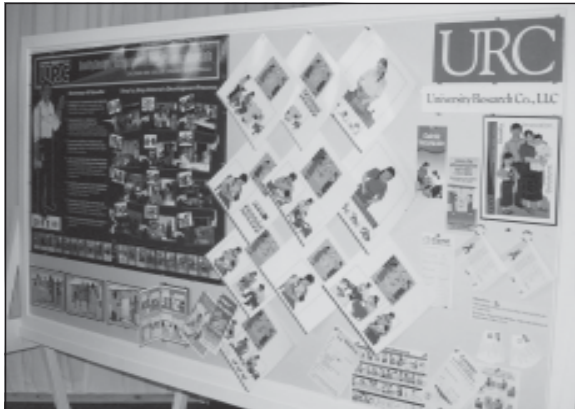




1. EXHIBITION

The following organisations displayed their posters and materials in the exhibition area amidst workshop rooms:

1. TFNC – Positioned nicely outside the display room, TFNC displayed education and communication materials, tee shirts, posters and a cassava-chopping machine for making mother's life easier when preparing this traditional Tanzanian staple.
2. BPNI, India, presented a poster that highlighted their achievements in breastfeeding work in India.
3. A representative from the UNITED KINGDOM presented a poster with pictures showing families of various nationalities breastfeeding. This was a succinct and very effective poster. The photo of a supportive father reading the newspaper while mother was breastfeeding, was particularly popular.
4. ILCA presented a very informative poster about their examinations and services.
5. HEALTH LINK, UK, put out information booklets and leaflets that shared information about their exciting new organisation.
6. FATHER SUPPORT GROUP. The poster review group thinks this should win the prize for the best, most effective poster! We have been struggling to involve men for such a long time and now we have them here and were really struck by the inviting display.
7. PERU representatives put up an educational flip chart that can be used as a teaching tool for pregnancy, breastfeeding and infant feeding.
8. INFACAT CANADA displayed a series of posters illustrating what breastfeeding can do for a child: improve brain development and reduce risk of cancer, respiratory diseases, and dental problems. This poster shows that mothers dreams for their children's health and well being can be achieved with breastfeeding with bold eye catching images.
9. A poster on a BREASTFEEDING COURSE in London, UK. MOZAMBIQUE representatives displayed a poster showing the reality in emergency situations of breastfeeding, infant feeding and donations.
10. SUDAN representatives showed a poster with the very catchy phrase: "Cry to Smile." The poster review group thinks this should be the motto or logo for next World Breastfeeding Week.
11. LLL Guatemala put up a poster illustrating the impact mother to mother support on exclusive breastfeeding practices in two peri-urban communities in Guatemala.
12. BOLIVIA participants shared a poster in which the breastfeeding mother looks very happy and bottle-feeding mother looks unhappy and full of worries.
13. NICARAGUA participants showed a flip chart that displays the process from prenatal time through infant feeding. CIMS put up a display that elegantly showed the way to move to Mother Friendly Child Birthing Practice.
14. THAILAND participants displayed a stack of magazines for mothers and babies free from commercial pressure.



15. SAVE THE CHILDREN put up facts and figures about newborns.
16. MACRO showed demographic and health statistics facts and figures about different states in the US.
17. LLL GUATEMALA put up a lot of information, education and communication materials.
18. AGB Germany: 20 years of experience working on national and international level.
19. BANGLADESH representative showed a lively poster highlighting 10 Years of Protection, Support and Promotion of Breastfeeding by Bangladesh Breastfeeding Foundation.
20. QUEBEC CANADA presented a very good poster in French that provides research about mothers from pregnancy test to 24 months after birth.
21. The National Breastfeeding Committee, DENMARK, put up an informative and very unusual poster on developing strategies for breastfeeding sick children.
22. A representative from INDONESIA put up a poster containing information about training for volunteer and peer counselors. They included educational support for breastfeeding.
23. TAIWAN representatives put up a large colorful photograph of 50 pairs of mothers and breastfeeding children together at a celebration of the World Breastfeeding Week.
24. SRILANKA representative strung a beautiful cloth painting showing a holistic approach to motherhood and the truths about breast vs. bottle.
25. ARUGAAN, Philippines, showed a creative way of making posters that uses minimal space, and uses recyclable material. It shows a day care centre, which supports working mothers with babies and young children. They also put up a poster about a Breastfeeding Clinic.
26. IBFAN AFRICA displayed candles, education materials for mothers, watches for timing the breastfeeding and small size T-shirts. They put up a huge eye-catching banner in the back of the room. They also displayed a poster pertaining to HIV: it showed the comparison of number of deaths of children from HIV and deaths of children from not breastfeeding – the latter number is significantly larger than the former. The poster review group thinks this is a great advocacy tool for promotion of breastfeeding with policy makers.
27. University Research Corporation hung a series of posters and pamphlets that show the quality design of counseling material, family planning materials and job aids in Guatemala. The materials displayed were clear and very useful.
28. A CHETNA representative, India, hung a poster on the innovative educational approaches for the promotion of breastfeeding at community level.
29. AGB, Germany, put up a poster called *20 Years of AGB: Working at national and international levels* that included a very striking photograph of a nursing African child, interesting news paper clippings, and charts illustrating their work.

2. Media Showcase

After a busy day of meetings and plenaries, participants had the option to see the day's films at the "Media Showcase event" during the evenings. This hour provided an opportunity for participants to share their excellent work on breastfeeding advocacy through video and television.

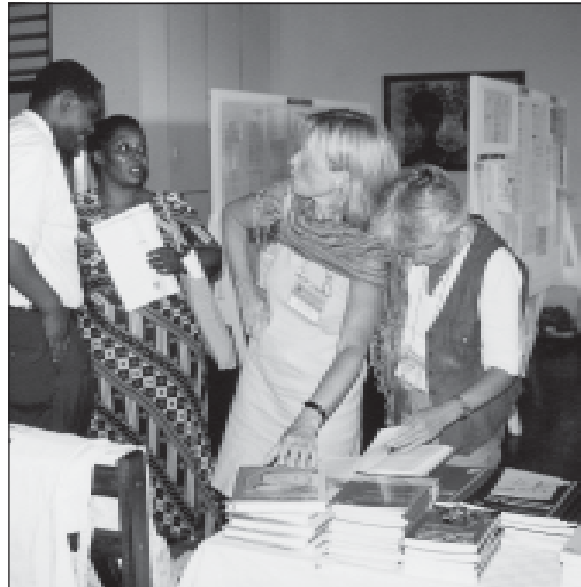
Screenings included the following

- a LINKAGES video project entitled, *Nutrition: the Missing Piece* which showed how the Essential Nutrition Actions were introduced in Madagascar;
- a video in Arabic from Lebanon highlighting TV spots;
- a film produced by CARE in USA, showing five case studies of alternatives developed to confront the challenges of breastfeeding in the workplace;
- *Person Number One* by Adik Levin in Estonia which answers questions about sick infants in the NICU;
- a video about the People's Health Assembly, summarising and presenting highlights from the meeting in Bangladesh in 2000;
- *How to Milk by Hand, How to Feed from Cup*, which provides short instructions to these important actions;
- two videos on birthing practices from Mary Kroeger; and
- a video from IBFAN Bolivia.



3. Sales and Distribution

The Forum provided an opportunity for groups to sell their publications, tee shirts, and products that related to breastfeeding. Many groups from all over the world sold publications in more than five languages, giving an opportunity for participants to take home materials produced by other organisations, such as publications, tee shirts, breastfeeding dolls and neckties, etc.



WABA displayed and distributed copies of a paper, *Breastfeeding and Human rights*, by a law student Amanda Hoffemyer, *Healthy Documents* by Lakshmi Menon, and *Risks, Rights and Regulation: communicating about risks and infant feeding* by Penny Van Esterik and many other recent publications. All of the publications and products served as inspirational reminders of the many ways to bring breastfeeding into products and artwork and also served as income generation. Dedicated volunteers managed the sale and display counters very efficiently.

Highlights:

- A young volunteer from IBFAN Mexico sold handmade anatomically correct dolls that were breastfeeding mothers and supportive fathers.
- Anne Marie-Kern, from Austria, sold her varied collection of cards with breastfeeding images during the closing plenary.
- BPNI, India, sold tee shirts with the direct message of "Protecting, Promoting, and Supporting Breastfeeding."

4. Media Activities

A room was reserved for media persons with facilities such as computers, internet connections and telephone lines with local and international phone connections. About 12 to 15 media persons, with national and international press accreditations covered the daily events. A hotel suite was reserved for press interviews and recordings. Two press conferences were held, one at the beginning of the Forum and the other after the closing ceremony.

5. Night Sessions

Launch of Madagascar's 'Self-Learning' BFHI Training Modules

Day 1, 23 September 2002, 8.30 - 10.00pm

Dr. Agnes B. Guyon, LINKAGES Regional Advisor presented the Baby Friendly Hospital Initiative strategy adopted in Madagascar. This strategy is based on self-evaluation (the BFH are doing their own self-evaluation twice a year) and on self-learning modules (each hospital organise monthly meeting to review training modules, and to do more practices. There are four self-learning modules: Advocacy, Practices, IEC, and Problems of breast-feeding). These five modules were recently translated into English by a joint effort (WHO-AFRO and LINKAGES). These modules were presented and explained, and five hard copies and twenty CD ROMs were distributed, to various participants, including WHO-AFRO UNICEF/ESARO, UNICEF/NY, LINKAGES/Zambia, LINKAGES/Ghana, and LINKAGES/DC. These modules have to be adapted to each country. This strategy is an attempt to make the Baby Friendly Hospital more self-sufficient to maintain adequate quality.

Discussion Group on Ross Laboratory sponsorship of AAP breastfeeding book

Beth Styer facilitated an animated discussion on the American Academy of Pediatrics accepting sponsorship from Ross Abbot Laboratory for the production of their publication.



Soulful and Passionate Argentine Tango

Dr. Stina Almroth organised this fun session of elementary Argentine Tango. About 15 ardent dancers turned up at this session and danced away the night, not before getting into tangles with their partners. This session ended with the participants feeling their way in synchronised movement which reflects the spirit of the Global Forum.



6. Healing Hands

Therapeutic massage was offered by ARUGAAN participants from the Philippines. With so many events happening, exhausted participants found relief in Healing Hands. The massage facilitates the exchange of energies that soothes frayed nerves, relaxes tense muscles, and rejuvenating them to keep going.



7. Market comes to the Forum!

A colourful marketplace appeared each morning on the lawns of the Mt. Meru Novotel. It provided some distraction from days full of meetings. Local vendors and artists set up stalls, displaying their wares for sale, which ranged from soya powder (a huge banner proclaimed it to be “Power Food”) to colourful necklaces, and other Masai creation of unimaginable beauty. These vendors came alive from their slumber, as the Forum participants returned from their workshops and plenaries, persuading them to buy their wares which they claimed were the cheapest, most beautiful beaded slippers, woodcarvings, intricate necklaces and earrings, etc. The participants, on their part were happy to wander around the stalls and to buy souvenirs for friends and family and office mates back home. The market place brought much beauty,

life and vitality of Tanzania directly at the conference venue – you could not avoid it as you had to leap over a colourfully printed cloth hung for display, on your way to a workshop room. It was a much appreciated diversion during break time and saved people time and/or a trip in town to shop for souvenirs.

Highlights:

- One young Masai youth, named Supen, sold copies of a documentary he made about Masai life and traditional medicine, along with baskets, beaded Masai jewelry made by his mother and sister, and woolen red and blue plaid blankets.
- The Tanzania Food and Nutrition Centre (TFNC) set up a table selling Kangas (brightly printed fabric used as sarong), posters and publications. They also distributed brochures about their work.

8. Cultural Events

- *Breastfeeding to the tune of Poopy*: Poopy of Madagascar sang pop songs to promote breastfeeding
- *Latino Night*: The Latino participants organised a fun night of music and dance at Hotel Impala.



- African Night: The local hosts organised a fabulous dinner of various African cuisine with dance and music performance by the Arutheda dance group.
- Farewell Dinner cum World Cultural Night. WABA hosted a

farewell dinner on the last day with participants putting up cultural shows.

9. Safari

Many participants took the opportunity to explore the plains of the African land, especially some of the most



renowned national parks in the world, the cradle of humankind. To welcome delegates of the WABA Global Forum II to Tanzania, the Authority for Tanzania National Parks (TANAPA) waived the park entrance fees for Serengeti, Tarangire and Manyara national parks, which would otherwise cost participants US\$25 per entry for each of the park. One of the most popular places was the volcanic Ngorongoro Crater, frequently referred to as “Africa’s Garden of Eden”. Also contained within the Ngorongoro Conservation Area is the geologically important and historically controversial Olduvai Gorge, where Louis and Mary Leakey discovered various fossil remains of early man. The park with its lush vegetation in 102 square miles provide a secure home for 30,000 animals.



Soaring High

Liew Mun Tip, Koay Vi Vien and Rosha Forman of the WABA Secretariat went a step further – vertically – to scale Mt. Meru, Tanzania’s second highest peak at 4500 feet, reflecting the spirit of the Global Forum 2 – to soar high!

