

APPENDIX



**PRESS RELEASE
PETITION
EVALUATION SUMMARY
FORUM PROGRAMME
LIST OF PARTICIPANTS**

WABA GLOBAL FORUM II
Nurturing the Future: Challenges to Breastfeeding in the 21st Century
23-27 September 2002, Arusha, Tanzania

PRESS RELEASE

International Conference on Meeting the Challenges to Breastfeeding
in the 21st Century

Arusha, 27 September 2002: An international conference to discuss the challenges to breastfeeding ended today at Arusha, Tanzania.

The second WABA Global Forum was organised by the World Alliance for Breastfeeding Action (WABA), the Commonwealth Regional Health Community Secretariat (CRHCS) and the Tanzania Food and Nutrition Centre (TFNC) with assistance from the United Nations Children's Fund (UNICEF), the Ministry of Foreign Affairs (DGIS), Netherlands and the Swedish International Development Cooperation Agency (Sida). It brought together over 300 people from 70 countries. More than 60 workshops on 18 themes were held over five days, where participants shared their experiences, discussed, debated and clarified issues.

Several recommendations for future actions emerged from the workshop deliberations. Some of these include the following:

- Revitalisation and expansion of the **Baby Friendly Hospital Initiative** with focus on neonatal care, humane birthing practices and baby-friendly communities for improved breastfeeding practices be integrated with other existing breastfeeding programmes.
- The Forum accorded high profile to the **International Code of Marketing of Breastmilk Substitutes** (adopted at the World Health Assembly in May 1981 as a tool to protect breastfeeding), and its importance was emphasised in the light of the globalisation process. An emerging issue that was discussed was the question of holding international agencies accountable for violations of the Code and this could be done in a human rights framework.
- Progress was made in linking with the **trade unions** with the active participation of the International Confederation of Free Trade Unions (ICFTU) in the Forum. The ICFTU invited the maternity protection coalition to work together on ratification of the ILO Maternity Convention C183.
- A workshop on **human rights**, after lengthy discussions, produced a statement on human rights and breastfeeding. This statement will be reviewed and discussed by the WABA partners before it is adopted.
- The **environment** group agreed to greater collaboration and joint efforts in producing tools for media to better understand the environment issue especially with regard to contaminants in breastmilk.
- Breastfeeding advocates decided to reaffirm their links with the People's Health Movement and use the **People's Health Charter** for promoting breastfeeding.
- The women's workshops called for greater awareness on the common positions for working on **breastfeeding and women's issues**. There was recognition to include issues of gender equality and breastfeeding on the agendas of both movements.

- The clear link of improved breastfeeding with humanised birthing practices was recognised as well as the need to integrate breastfeeding into **disaster preparedness**.
- A **Men's Forum** was initiated at the 2nd WABA Global Forum. A network called the Global Initiative for Father Support (GIFS) will be based in Sweden. It recognises the gender and complementary equality as guidelines for optimal infant and young children's feeding and acknowledges the existing international convention on the right of the child and the right of the woman. It also notes that the existing hospitals and health policy practices are not conducive to full participation of fathers and families in the care and support of mother and baby.

A variety of theatre and dance performances including a medley of poems and lullabies were performed during two plenary sessions displaying the power of such popular communications media. Media showcases with video presentations, poster sessions, exhibits and displays and sale of publications were held during the Forum which generated much interest not only on the issue of breastfeeding but also related issues such as environment, globalisation, consumer and women's issues. The Forum also provided space for the local Tanzanian arts and crafts people to display and sell their wares.

At the closing of the 2nd WABA Global Forum, Anwar Fazal, Chairperson of WABA, stated: "the Second WABA Global Forum has been a watershed for the breastfeeding movement – we have shared information, been inspired and launched initiatives in critical areas of work. In particular,

- The AIDS pandemic – the breastfeeding and the HIV action groups have formed a framework for action.
- The challenge of globalisation and corporatisation – the Forum initiated a petition to Carol Bellamy, the Executive Director of UNICEF to withdraw from the unconscionable partnership with the fast food McDonald's chain – that company is not the kind of role model for food security and good nutrition that one wants to encourage to exploit the UN halo.
- The health profession – a new initiative to work particularly with doctors and nurses and encourage such groups as the Academy of Breastfeeding Medicine.
- Body Burdens – the poisoning of our bodies by irresponsible corporations is impacting on our health. A first initiative between the environment and breastfeeding movement has been established.
- A process to develop a "World Breastfeeding Charter" as a popular mobilisation tool will be developed.
- The Forum has been a bazaar of many ideas and linkages and wonderfully creative people. The movement is looking forward with renewed energy and optimism, new ideas, new partners and new actions."

For further information and interviews, please contact:

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WABA

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Arusha, 24 September 2002

Petition to Ms Bellamy, Executive Director, UNICEF

This letter comes from persons and from people's organisations that have, for decades, admired and supported the work of UNICEF. Therefore, news that UNICEF recently entered into a new partnership with McDonalds has shocked us. As it becomes more widely known, it will profoundly disturb many NGOs and individuals committed to child health and well-being.

We understand that your office has received numerous letters protesting UNICEF's alliance with McDonalds. We had hoped that you would, as a result abandon this partnership. We still implore you to reconsider and rescind this agreement.

Three hundred participants from more than 70 countries learned about this agreement while meeting at the WABA/UNICEF Colloquium on HIV & Infant Feeding and the Second WABA Global Forum held in Arusha, Tanzania, 21-27 September 2002. Discussions here with UNICEF staff from Regional and Country offices lead us to believe that staff outside UNICEF headquarters were more than astonished to learn of UNICEF's new alliance with McDonalds.

As Executive Director of the UN agency which promulgated and promoted the Convention on the Rights of the Child and leads the Global Movement for Children, you are naturally expected by governments and peoples' organisations to exemplify UNICEF's mission and obligations to the interests of all children. Yet, you have entered into a partnership with a company known worldwide for its aggressive promotion of foods that contribute to ill health and poor nutrition both in industrialised and non-industrialised countries.

We also know of at least one occasion where a McDonalds outlet offered free samples of infant formula to its customers, thus directly violating the International Code. This partnership is opening floodgates. For example, just last week, on 19 September, UNICEF Nigeria signed a Memorandum of Understanding with Coca Cola Africa. Surely this is contrary to UNICEF's mission and is likely to undermine the World Health Organization's fight against obesity, cardiovascular disease, hypertension, diabetes and other harmful conditions.

We believe that for UNICEF to continue with this partnership and to proceed with plans for a UNICEF/McDonalds Children's Day in November 2002, will severely and permanently jeopardize the good relations which your agency now has with people's organisations around the world.

Signed by:

Ms. Carol Bellamy
Executive Director
UNICEF

Anusha, 27 September 2002

Petition Protesting against UNICEF's agreement
with McDonalds to Ms Carol Bellamy,
Executive Director, UNICEF

Dear Ms Bellamy,

We send you hereby a petition from participants at the WABA Global Forum.

Meanwhile, we have heard that there is an internal review going on
and we do hope that this review will result in a clear and unequivocal
cancellation of both the event in November and the agreement with
McDonalds itself.

On behalf of the Forum,

for WABA:

ANWAR FAZAL
WABA Chairperson

BETH STYER
WABA Steering Committee

ELISABETH HELSING
WABA Steering Committee

for IBFAN:

MARTA TREJOS
Co-convener IBFAN

ANNELIES ALLAIN
Director, International Code
Documentation Centre

LIDA LHOTSKA
Co-convener IBFAN

FORUM EVALUATION SUMMARY

Participants were asked to evaluate on the overall expectations of the WABA Global Forum II, its practical arrangements and suggestions on how to improve in future activities.

An overwhelming majority of the respondents were satisfied with the way the Forum was organised – “crisp and very well organised” according to one respondent. Generally, participants were happy with the programme and the arrangements.

Most people felt that their expectations were met at the Forum because it provided opportunities to interact, discuss and learn new, emerging and diverse issues, while also being able to go back home with concrete recommendations and action plans. The assembly of wide variety of professionals and advocates in the breastfeeding and allied movements also offered multiple insights into how to work together to tackle challenges for the future. Other success achieved included: new allies formed (i.e. Global Initiative for Father Support - GIFS) and old ones strengthened, new directions, commitments and momentum to build up in their own countries. Respondents also echoed the need to converge occasionally for updated information on recent transformation/advances of various issues, new inspirations, knowledge and networks.

Moreover, many felt touched as they experienced a deep sense of camaraderie with people from all over the world. It was for them a unique global experience and an opportunity to build personal contacts.

The general complaints were mostly on the tight programme and meeting space, food and expensive accommodation. Others were the difficulty in communicating with diverse cultural groups, the lack of information and recommendation on HIV and breastfeeding.

Some constructive suggestions included having lesser concurrent workshops and plenaries for more in-depth participatory discussions. The bringing in of more and new allies, youth and policy-makers and resource persons from the majority world is also suggested.

Finally, all respondents gave useful suggestions and tips for future activities that range from a short summary accompanying the sign ups to a round table setting for plenary sessions. The feelings of the participants can be best captured in the words of two participants:

“The generosity of all involved was especially “good” and touching. After feeling fairly isolated in our efforts, the positive feeling of being “right” and being a part of a larger whole was uplifting and reassuring. Especially useful was to have been given speeches and text in writing and so much literature. It gave us the chance to thoroughly enjoy the time there, to have the opportunity to review the material many times after, plus being able to share it in total with others now. Thanks.”

ANN BATTERJEE, Saudi Arabia.

“The Forum ended on a high note, with a moving ceremony. Many participants publicly pledged to take the messages back to their own countries and to work more actively to promote, protect and support breastfeeding. The synergy that evolved from this public sharing of ideas and commitment towards breastfeeding as well as the practical strategies to implement them, was inspiring.”

JACQUI NUTT, South Africa

NURTURING THE FUTURE: CHALLENGES TO BROADCASTING IN THE 21ST CENTURY

WABA Global Forum II in Geneva, December 4-25-27 September 2002

TIME	Thu 20-Sep	Fri 21-Sep	Sat 22-Sep	Sun 23-Sep	Mon 24-Sep	Tue 25-Sep	Wed 26-Sep	Thu 27-Sep	Fri 28-Sep	Sat 29-Sep
7:00 - 8:30 am	WABA-UNICEF colloquium on HIV AND BREASTFEEDING									
8:30 - 9:00	20-27 September 2002, 8th Ave Geneva, Geneva, Geneva									
9:00 - 10:00	Artwork, Registrations, Set-up Displays for WABA Global Forum II									
10:00 - 11:00	WABA-UNICEF									
11:00 - 12:00	WABA-UNICEF									
12:00 - 2:00 pm	WABA-UNICEF									
2:00 - 3:00	WABA-UNICEF									
3:00 - 4:00	WABA-UNICEF									
4:00 - 5:00	WABA-UNICEF									
5:00 - 7:00	WABA-UNICEF									
7:00 - 8:30	WABA-UNICEF									
8:30 - 10:00	WABA-UNICEF									
Departures / Field Trips										
<ul style="list-style-type: none"> Global Breastfeeding Partners Meeting WABA Steering Committee Meeting 										
<p>WABA Global Forum II www.waba.ch info@waba.ch www.unicef.org/waba</p>										

Plenary Programme Description

DAY 1 23 September 02

Master of Ceremony: Zoonadi Ngwenya, Administrative Secretary CRHCS

Plenary 1: Welcome & Opening

Chairperson: Hon. Dr. Hussein Ali Hassan Mwinyi, Deputy Minister of Health, Tanzania

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|---------------|---|
| 8.30 am | Arrival of participants |
| 8.45 | All participants, keynote speakers and special guests to be seated |
| 9.05 – 9.25 | Performance: Halaiki • Masai Choir • Ngonjera (by Tanzanian School Children) • Arutheda |
| 9.25 – 9.35 | Welcome note by Hon. Dr. Hussein Ali Hassan Mwinyi, Deputy Minister of Health, Tanzania |
| 9.35 – 9.50 | Welcome by WABA – Anwar Fazal, Chairperson WABA, Malaysia |
| 9.50 – 9.55 | Address by Dr. Shongwe, CRHCS |
| 9.55 – 10.00 | Address by Dr. Bjorn Ljungqvist, UNICEF Tanzania |
| 10.00 – 10.05 | Address by Dr. Wedson Mwambazi, WHO |
| 10.05 – 10.25 | Opening of the WABA Global Forum by Honorable Dr. Ali Mohamed Shein, Vice President of Tanzania |
| 10.25 – 10.30 | Launch of “Golden Bow Initiative” |
| 10.25 – 10.30 | Break |

Plenary 2: Summary of Colloquium and Information on Forum Workshops

- | | |
|----------------|---|
| 11.00–12.00 pm | Summary of Colloquium and Outcomes (Dr. Ted Greiner, WABA, Sweden and UNICEF) |
| 12.00 – 12.30 | Workshop Information by Core Facilitators on selected Workshops |
| 12.30 – 2.00 | Lunch / Poster Session |
| 2.00 – 5.30 | Parallel Workshops (Session A & B) |

DAY 2 24 September 02

9.00 – 10.30 am Chairpersons: Beth Styer, LLLI/WABA, USA and Dr. MQ-K Talukder, Bangladesh Breastfeeding Foundation (BBF)

Plenary 3: Breastfeeding in the 21st Century – Challenges and Nurturing

This session will provide a global analysis of the major challenges facing the breastfeeding movement and breastfeeding promotion in the 21st century. Globalisation and new trade regulations/agreements (WTO, codex), the growing power of TNCs and the weakening of national governments and health care systems, the HIV threat, new ways of marketing by baby food companies, the widespread promotion of genetically modified foods, emergency situations and the increasing number of refugees, greater poverty and the disempowerment of women and communities, among other factors, all contribute to the challenges that the breastfeeding and allied movements need to address. Two speakers will address these challenges while another two will look at the global and local responses and opportunities that exists to deal with the emerging challenges. The Global Movement for Children, World Breastfeeding Week, the new WHO/UNICEF Global Strategy on Infant and Young Child Feeding, the Baby-Friendly Hospital Initiative, the Maternity Protection Campaign, the Global Initiative on Mother Support (GIMS) and the many community based initiatives such as the Gambian Baby-Friendly Community Initiatives are examples of people's initiatives for nurturing our future. How can we create new initiatives or use and build on existing global opportunities such as new information technology, and other alternative development initiatives to counter the challenges and advance on our goal of better maternal and child health?

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|----------------|---|
| 9.00 – 9.20 am | <i>Threats to breastfeeding rights: profit versus public good - a call for action</i> - Dr. Michael C. Latham, Cornell University/WABA, USA |
| 9.20 – 9.40 | <i>Challenges to breastfeeding: the increase in corporate power</i> - Annelies Allain, IBFAN/ICDC Penang |

9.40 – 9.45	Q & A
9.45 – 10.05	<i>Nurturing: the global perspective</i> - Margaret Kyenkya-Isabirye, UNICEF New York
10.05 – 10.25	<i>Nurturing: the community perspective</i> - Marta Trejos, CEFEMINA/IBFAN/WABA, Costa Rica
10.25 – 10.30	Q & A
10.30 – 11.00	Break

Plenary 4: Special Plenary – Tanzanian National Event

This is a special plenary session organised by the Tanzanian Organising Committee to discuss and showcase national issues and activities relevant to the protection, promotion and support of breastfeeding.

11.00 – 11.10	Breastfeeding and HIV/AIDS special song
11.10 – 11.25	An overview of the HIV/AIDS situation in Tanzania
11.25 – 11.40	PMTCT of HIV, Tanzania site experiences (MUCHS)
11.40–12.00 pm	Harvard studies outcome and implications for infant feeding
12.00 - 12.20	Infant and Young Child Feeding in Tanzania Challenges in the 21st Century
12.20 - 12.40	Discussion
12.40 - 2.00	Lunch / Poster Session
2.00 – 5.30 pm	•Parallel Workshops (Session A & B) •Tanzanian National Event (continues simultaneously)

DAY 3	25 September 02
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Plenary 5: People’s Theatre I

9.00–9.30 pm	Pantomime Mums, Philippines
9.30 – 9.45	A meddly of lullabies and poems from Sri Lanka (unconfirmed)

9.45 – 10.00	<i>Waiting for the fifth player</i> – a boy’s perspective on mother support (power point presentation)
10.00 – 10.30	Break

Plenary 6: Meeting the Challenges – Linking Across Movements

10.30–12.30pm Chairpersons: Marta Trejos, CEFEMINA, Costa Rica and Anwar Fazal, WABA, Malaysia

One of the challenges for the breastfeeding movement in renewing and re-energising itself for the 21st century is to frame the breastfeeding/infant feeding issue within broader contexts and link itself with other social movements. Breastfeeding protection and promotion was initially situated within the health and development discourses and had early links with the consumer movement. Increasingly new links have emerged, in particular with the women and rights movements, and more recently with the environment, humanitarian assistance and trade union movements. This session includes a panel of 6 prominent representatives from the diverse social movements to help us see where and how breastfeeding can be linked to the various broad issues. The panel representatives will also share ideas for how the breastfeeding movement can work with the respective movements and suggest specific joint activities where practicable.

10.30–10.35 am	Introductions
10.35 – 10.50	<i>Building the People’s Health Movement, an opportunity for health for all</i> – María Hamlin-Zúniga, International People’s Health Council (IPHC)/ People’s Health Movement (PHM), Nicaragua
10.50 – 11.05	<i>Human rights movement</i> – Prof. George Kent, WABA/World Alliance for Nutrition and Human Rights (WANHR), USA
11.05 – 11.20	<i>Women’s movement</i> - Dr. Anna Maria Pizarro, Latin American and Caribbean Women’s Health Network (LACWH), Nicaragua
11.20 – 11.30	Clarifications and Questions

11.30 – 11.45	<i>Environmental health crisis and how collaboration among environmental groups, health-affected groups and breastmilk advocacy groups can turn the tide</i> – Sharyle Patton, Commonweal/Collaborative on Health and Environment/IPEN, USA
11.45 – 12.00	<i>Trade union movement</i> - International Confederation of Free Trade Unions (ICFTU)
12.00 – 12.15	<i>Humanitarian assistance movement</i> – Mary Corbett, CONCERN, Ireland
12.15 – 12.30	Discussion/Q & A
12.30 - 2.00	Lunch / Poster Session
2.00 – 5.30	Parallel Workshops (Session A & B)

DAY 4**26 September 02****Plenary 7: People's Theatre II**

9.00–9.40 pm	<i>Anatomy of the breasts: out of the mouths of babes</i> – Bonnie Davis, Mamas Remember Production, Canada
9.40 – 10.00	Arutheda: Arusha theatre and dance troupe
10.00 – 10.30	Break

Plenary 8: Care and Support for Mothers and Babies

10.30–12.30 am	Chairpersons: Dr. Elisabet Helsing, WABA, Norway and Pauline Kisanga, IBFAN Africa, Swaziland
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This session focuses on the major nurturing initiatives, new and old, that work towards the promotion and support of breastfeeding and women's reproductive health particularly during pregnancy, birthing and postpartum. The BFHI has been the main initiative of the movement for the 90s. For the 21st century, the movement needs to look at how to build on and expand the BFHI to include care and support for women during pregnancy, birth, as well as in the postpartum stage. Birthing practices especially have been largely ignored by the breastfeeding movement and need greater attention considering their impact on breastfeeding initiation and women's empowerment. Efforts supportive of breastfeeding must address the

need for humane birthing and maternity care practices that are respectful and responsive to women's needs. New initiatives like the Global Initiative for Mother Support (GIMS), the Maternity Protection Campaign, and programmes on Integrated Early Childhood Development (IECD) by UNICEF and others need to be popularised and integrated into the existing national breastfeeding policies and programmes. Care for mothers and babies must also be given equal importance.

10.30–10.35am	Introductions
10.35 – 10.55	<i>GIMS - the many faces of mother support</i> – Rebecca Magalhães, LLLI/WABA, USA, Dr. Raj Anand, ACASH/IBFAN/WABA, India and the GIMS team
10.55 – 11.15	<i>Baby-Friendly Hospital Initiative</i> – Dr. Audrey Naylor, MD, DrPH, FAAP, Wellstart International, USA
11.15 – 11.35	<i>Impact of birthing practices on breastfeeding: it is ALL a continuum!</i> – Mary Kroeger, CNM, MPH, Coalition for Improving Maternity Services (CIMS)/WABA, USA
11.35 – 11.55	<i>Women and Work/Maternity Protection Campaign</i> – Amal Omer Salim, International Maternal and Child Health (IMCH)/WABA, Sweden
11.55 – 12.15	<i>Integrated Early Childhood Development (IECD)</i> – Dr. Miriam Labbok, MD, MMS, MPH, IBCLC, UNICEF New York
12.15 – 12.30	Discussion/Q & A
12.30 – 2.00	Lunch / Poster Session
2.00 – 5.30	Parallel Workshops (Session A & B)

DAY 5**27 September 02**

8.30 – 10.00am	Issue Working Groups * <i>Join the issue group you are most committed to in order to formulate action plans and future strategies.</i>
10.00 – 11.00	Transfer to AICC and tea break

Plenary 9: Moving Forward - Sharing of Workshop Outcomes I	4.00 – 4.10	Performance: Pantomime Mums, Philippines
11.00–12.30 pm Chairpersons: Dr. Jairo Osorno, Colombia, and Anne Gaskell, LLLI, UK	4.10 – 4.30	Forum Synthesis: scientific summary and popular summary - Dr. Ted Greiner, WABA, Sweden and Sarah Amin, WABA, Malaysia
12.30 - 2.00 Lunch	4.30 – 4.50	Meeting the Challenges and Moving Forward – Anwar Fazal, WABA, Malaysia
Plenary 10: Moving Forward - Sharing of Workshop Outcomes II	4.50 – 5.10	Pledges and Comments from the floor
2.00 – 3.30pm Chairpersons: Dr. Charles Sagoe-Moses, IBFAN Africa, Ghana, and Sallie Page-Goertz, RN, MN, IBCLC, International Lactation Consultant Association (ILCA), USA	5.10 – 5.30	Awards Ceremony
3.30 – 4.00 pm Break	5.30 – 5.40	Closing Speech by Dr. Rose Migiro, Minister of Community Development, Children and Women Affairs, Tanzania
Plenary 11: Closing Session	5.40 – 6.00	Closing Remarks from:
4.00 – 5.30 pm Chairpersons: Nomajoni Ntombela, LINKAGES/WABA, Zambia and Dr. Raj Anand, ACASH/IBFAN/WABA, India		<ul style="list-style-type: none"> • CRHCS • TFNC • UNICEF • WABA



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