

# Breastfeeding: Advocacy & Practice

A Regional Outreach Course

17<sup>th</sup> - 29<sup>th</sup> November 2008  
Bayview Hotel, Georgetown, Penang, Malaysia

## APPLICATION FORM

If you are interested in attending, please send an application to reserve a place even though you may not have secured funding. We will send you a letter of provisional acceptance, a Registration Form and other information which will enable you to start making arrangements and seeking funds. The next step will be for you to register for the course by the end of August 2008 and send a small deposit.

Completed application form should be sent to:  
**WABA, P.O.Box 1200, 10850 Penang.**  
Fax: 60-4-657 2655 Email: [waba@streamyx.com](mailto:waba@streamyx.com)

(Please keep a copy of the form for your own reference)

## PERSONAL PARTICULARS

Name: \_\_\_\_\_

Profession and Qualifications : \_\_\_\_\_

Present position and place of work : \_\_\_\_\_

E-mail : \_\_\_\_\_

[All correspondence will be by e-mail unless you specify otherwise]

Mailing address : \_\_\_\_\_

\_\_\_\_\_

Tel : \_\_\_\_\_ Mobile phone : \_\_\_\_\_

Fax : \_\_\_\_\_

Please provide a short (half to one page) summary of your CV outlining:

- Your involvement with infant feeding work, past and present
- Any previous training courses on infant feeding which you have attended, or which you have taught
- Your proficiency in English - written and spoken, especially comprehension (comprehension is the most important for participation in the course).



The Infant Feeding Consortium (IFC), based at the Centre for International Child Health in London, provides specialists in training, curricula development, formative research, programme review and policy development on infant and young child feeding.



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with protection, promotion and support of breastfeeding worldwide based on the Innocenti Declaration, 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 the United Nations Children's Fund (UNICEF) and is an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

World Alliance for Breastfeeding Action  
PO Box 1200, 10850 Penang, Malaysia  
Tel: 604-658 4816 • Fax: 604-657 2655  
E-mail: [waba@streamyx.com](mailto:waba@streamyx.com)  
Website: [www.waba.org.my](http://www.waba.org.my)



# Breastfeeding: Advocacy & Practice

A Regional Outreach Course

by the Infant Feeding Consortium (IFC),  
from the Institute of Child Health, London  
and the World Alliance for Breastfeeding Action (WABA)



SAVE THE DATES!  
17 - 29 Nov 2008

**2<sup>nd</sup> BAP Course**  
Limited places available.  
First Course in 2007  
oversubscribed.  
Hurry, send in your  
application  
now!

# Breastfeeding: Advocacy & Practice

A Regional Outreach Course

Organised by



Infant Feeding Consortium  
(IFC), from the Institute of  
Child Health, London



World Alliance  
for Breastfeeding Action  
(WABA), Penang

17<sup>th</sup> to 29<sup>th</sup> November 2008  
Bayview Hotel, Georgetown, Penang, Malaysia

[www.waba.org.my/resources/trainingcourses/bap2008.htm](http://www.waba.org.my/resources/trainingcourses/bap2008.htm)

## Course Rationale

Poor infant feeding practices continue to be a leading cause of mortality, morbidity, malnutrition and poor growth of infants and young children. The established global recommendations are initiation of breastfeeding within one hour of birth, exclusive breastfeeding for six months and complementary feeding with continued breastfeeding from six months up to two years or more. Few countries meet these targets, and in many places programmes to promote improved infant feeding are slowing down, despite the availability of effective interventions.

In 2005, a new Innocenti Declaration was adopted, 15 years after the original Declaration which led to the development of the Baby-Friendly Hospital Initiative. The 2005 Innocenti calls upon all Governments and other parties to take a number of actions, including revitalising the Baby-Friendly Hospital Initiative and ensuring that appropriate guidelines and skill acquisition regarding infant and young child feeding are included in both pre-service and in-service training of all health care staff, to enable them to implement infant and young child feeding policies and to provide a high standard of breastfeeding management and counselling to support mothers and communities.

Taking these actions requires resource people with leadership ability and sufficient knowledge and skill to educate and train others. This two-week evidence-based course is designed to equip participants for this task, and to give them a wider background than is possible with only short practical courses. Training for leaders has hitherto been available mainly in centres such as London, which command many resources, but which are costly and difficult for many people to attend. WABA is now working with the IFC to make an appropriate course available in South East Asia.

## Course Programme

The course will include 11 days of teaching – from Monday 17<sup>th</sup> to Saturday 29<sup>th</sup> November, with two days for rest and private study in the middle – Saturday 22<sup>nd</sup> and Sunday 23<sup>rd</sup> November. Participants should arrive by 3 p.m. on the afternoon of Sunday 16<sup>th</sup> November, to register, and for an Introductory Session and Welcome Reception. They should be prepared to stay until the evening of Saturday 29<sup>th</sup> November, or until the morning of Sunday 30<sup>th</sup> November.

Certificates of Attendance will be presented on the afternoon of Saturday 29<sup>th</sup>. The course is residential and intensive. Participants are encouraged to attend full-time.

## Teaching Methods

The teaching will include a number of Clinical Practice sessions, when participants will work in small groups with mothers and babies at the Penang Maternity Hospital and a local health clinic to practice the skills that they learn in the classroom. Classroom sessions will include lecture presentations, practical demonstrations and exercises, and seminar and group work. Participants will be asked to prepare privately and in groups for some sessions. Reference material and handouts will be provided variously in electronic or paper form. Participatory training methods will provide some flexibility for Course Directors to respond to individual requirements.

## Topics Covered

The main emphasis of the course will be on the management of breastfeeding, breastfeeding counselling and the Baby-Friendly Hospital Initiative. Related issues such as complementary feeding and HIV and infant feeding will also be included, and teaching throughout will reflect participants' needs to learn about advocacy and training methodology.

### THE TOPICS COVERED WILL INCLUDE:

- Global policies related to infant and young child feeding and their rationale
- Evidence for the influence of breastfeeding on health and emotional development of infants, and mothers' health
- Physiology of lactation, suckling, and the secretion of breast milk
- Composition of breast milk, and the importance of colostrum
- Positioning and attachment of the infant at the breast
- Communication skills for working with mothers and babies
- Influence of obstetric practice on breastfeeding
- Initiation of breastfeeding – early skin-to-skin contact
- Milk sufficiency – under- and over-supply
- Breast refusal and the reluctant breastfeeder
- Breast conditions (nipple form, sore nipples, engorgement, mastitis)
- Maternal health and nutrition, and maternal medication
- The nutritional adequacy of exclusive breastfeeding
- Breast milk expression and storage
- Relactation
- Developmental readiness for feeding
- Introduction of complementary foods
- Obstacles to exclusive breastfeeding
- Feeding of low birth weight babies
- Kangaroo mother care
- Baby-Friendly Hospital Initiative - implementing the 10 steps -New materials
- Baby-Friendly practices beyond the hospital
- Community support for optimal infant feeding – mother and peer support
- HIV and infant feeding, and replacement feeding
- Women and work
- The International Code of Marketing of Breast-milk Substitutes
- Programmes and strategies to achieve optimal infant feeding
- Developing advocacy and training skills for resource persons.

## Who Should Attend

The course is designed for doctors and other senior health professionals who are involved in national or local infant feeding programmes as clinicians, trainers, advisers, programme coordinators or advocates for optimal infant feeding. Teams from the same institution or locality are particularly welcome. The course is conducted mainly in English, though there will also be some use of Malay, particularly for communication with mothers.

## Course Costs

The cost of the two week course, including twin-sharing accommodation in a 4-star hotel with ensuite facilities and meals (excluding evening meals), and essential reference materials is US\$ 2,600.00. This does not include the cost of travel to Penang.

WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment (including feeding bottles, teats and breastpumps) and complementary foods, and cannot accept applicants funded by such companies.

## To Apply

If you are interested in attending, kindly complete the attached application form and send it to:

WABA  
P.O. Box 1200, 10850 Penang, Malaysia  
Tel: 604-658 4816  
Fax: 604-657 2655  
Email: waba@streamyx.com

## Course Directors

### Sandra Lang: Independent midwifery teacher in lactation and neonatal nursing

**Specialist Areas:** Practical issues of infant feeding, particularly for pre-term, sick and vulnerable babies, new born care, curriculum development, training and implementation of international infant feeding initiatives.

Teaching Fellow and Director of annual course: Breastfeeding: Policy and Practice at the Institute of Child Health, London • Consultant on infant feeding and pre-registration training for WHO • Author of the new *Essential Newborn Care Course* for WHO; *Pregnancy, Childbirth, Postnatal and Newborn Care programme* for WHO; and the book *Breastfeeding Special Care Babies*.

### Felicity Savage: Community Paediatrician

**Specialist Areas:** Training health workers on breastfeeding, HIV and infant feeding, and development of technical and policy documents.

Honorary Senior Lecturer, Centre for International Health and Development (CIHD), Institute of Child Health, London • Director of CIHD's annual course: Breastfeeding: Policy and Practice • Former WHO Medical Officer coordinating development of infant feeding training courses • Baby-Friendly Hospital Initiative Assessor, and consultant to UNICEF on Baby-Friendly activities • Chairperson of Steering Committee for the World Alliance for Breastfeeding Action (WABA) • Author of *Helping mothers to breastfeed* • Worked in Africa and Indonesia.