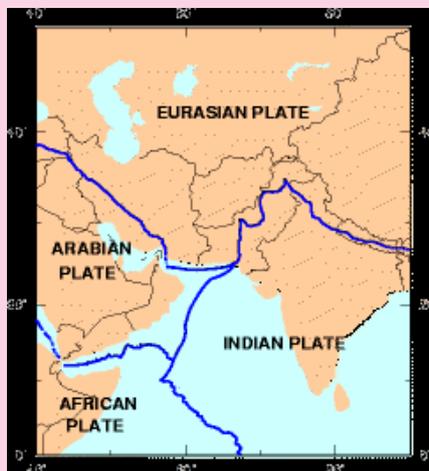


Inserts with this Issue

- ❑ Celebrating Innocenti 1990 - 2005 Achievements, challenges and future imperatives
- ❑ 1st International Training Course on Infant and Young Child Feeding Counseling - A training course -The 3 in 1 Course
- ❑ Breastfeeding Practice and Policy Course, Centre for International Child Health
- ❑ Anatomy of a Successful Campaign
- ❑ Fighting an Old Battle in a New World - How IBFAN Monitors the Baby Food Market
- ❑ 2005 World Summit Outcome
- ❑ High mortality and malnutrition affect Muslim Children most says UN Children's Agency
- ❑ Mainstreaming Gender in Breastfeeding Programmes (a new updated WABA brochure with new Gender Programme Logo)

WABALink is a current awareness service, with the mission of sharing news and useful key documents with its global network of supporters. The views expressed in the articles, supplements, and other inserts, etc., however, do not necessarily reflect the views, or policies of WABA or its Core Partners.



South Asia Quake : 80,000 feared dead, 1.6 million children left homeless

On 8 October 2005, during the holy month of Ramadhan at approximately 8.50 am local time, a major earthquake measuring 7.6 on the Richter scale, hit Pakistan with the epicentre in the Pakistan administered region of Kashmir. It was the strongest quake to hit South Asia in 100 years and is similar in intensity as the 1906 San Francisco earthquake.

The UN reported that more than 4 million people are directly affected as winter snow starts. Many of them are at risk of dying from cold and the spread of disease.

As in any disaster, it is the children who are affected the most. Half of those killed are likely to be children, and at least 1.6 million children have been left homeless, many of whom live in the most inaccessible and impoverished areas in the region. Most of the affected areas are in mountainous regions and access is impeded by landslides that have blocked the roads.

UNICEF has warned that as many as 10,000 children could die of hunger, hypothermia and disease in the coming weeks. Damaged infrastructure and the onset of winter means access to areas will become even more of a challenge.

This is an appeal from Blue Veins (Women Welfare & Relief Services) one of WABA's Seedgrant recipient from Pakistan:

Blue Veins expresses its concern and solidarity with the victims of this disaster and wishes to highlight the need to protect infant lives through adequate feeding practices. There is an very urgent need to protect infant lives through adequate feeding practices & providing relief to breastfeeding mothers in the effected areas.

Blue Veins is taking an initiative to protect infant lives through adequate feeding practices & providing relief to breastfeeding mothers in the effected areas. We request all friends to join hands & let us know how possibly can they assist & collaborate in this regard.

Qamar Naseem
Programme Coordinator
bveins@hotmail.com

Celebrating World Breastfeeding Week Around the World

Breastfeeding and Family Foods

Loving & Healthy

WABA would like to thank each and every individual and group from all over the world who were involved in the World Breastfeeding Week (WBW) 2005 celebrations. The WABA Secretariat is currently compiling all the wonderful stories and reports from around the globe and will publishing a WBW Report for 2004/2005. If you would like to see your celebrations showcased in this publication, hurry, send in your reports and materials now. The closing date for submission is 31 December 2005. In the meantime, here are some of the highlights:

MADAGASCAR

"Mothers, show proof of love. Take good care of your child at birth. Give him breastmilk so he will grow well and be strong," sings the number one female pop star in Madagascar.

To improve breastfeeding practices in Madagascar, the AED project LINKAGES and its local partners invited the pop star to be their national Breastfeeding Ambassador. She recorded 3 songs on breastfeeding that were broadcast nationwide on television and radio. Cassettes of the song were distributed to taxi drivers



AFGHANISTAN

While most Afghan mothers do breastfeed their newborn children, it is common for many mothers to discard the colostrum which is known to contain antibodies and growth agents that are of critical importance in the early days of a child's life. In addition the introduction of inappropriate foods such as tea and breads at too early a stage in an infant's development and the delay in introducing nutritious foods are both known to be the common bad practices in the country.

A special WBW launching ceremony was held and a series of events were organised which includes radio and television broadcasts, round table discussions, school competitions and special teachings during Friday prayers - bringing home the message that breastfeeding is essential to a child's health development and that improved feeding practices are critical to a child's survival.

Below is an excerpt of an article by Karen Dawn who runs the animal media advocacy watch DawnWatch.com in the Los Angeles Times.

Got Milk? You've Got Problems

Dairy cows have overtaken automobiles as the No.1 air polluter in parts of California, according to a Los Angeles Times article. A New York Times editorial discussed "the eye-stinging, nose-burning smell of cattle congestion in rural California," acknowledging that something had to be done. What nobody wants to say, in this land of milk and cookies, is that we shouldn't be drinking cow's milk.

In the last edition of his "Baby and Child Care" bible, Dr. Benjamin Spock made it clear that cow's milk is for baby cows, not for the human child. He wrote that it was "too rich in saturated fats that cause artery blockages" and that it "slows down iron absorption." He suggested that it may cause ear and/or respiratory problems, and may be linked to childhood onset diabetes. He stressed that infants should drink only human breastmilk and older children should try soy and rice milk products.

Dairy industry spends millions of dollars telling us that milk consumption will help us lose weight and would rather we didn't see a study in the Archives of Pediatrics & Adolescent Medicine which found that children who drink

more than three servings of milk daily are prone to becoming overweight even if it is low-fat milk. Neither does the industry advertise the Harvard School of Public Health finding that 15% of whites, 70% of African Americans and 90% of Asians are lactose intolerant.

The industry prefers to scare us with tales of brittle bones, hoping we don't notice studies showing that people in Asia who consume no dairy products have significantly lower hip fractures than people in America. Consistent with those results is Harvard University's 1997 Nurses Health Study which followed 78,000 women over a 12 year period and found that those who consumed the most dairy foods broke the most bones.

A study in August International Journal of Cancer found 13% increase in ovarian cancer risk in women who increased their lactose intake in amounts equivalent to one glass of milk per day.

Source : rense.com 15 Aug 2005

ANNOUNCING THE MOST BOYCOTTED BRANDS ON THE PLANET.....

☒ Nestle ☒ Nike
☒ Coca-Cola ☒ McDonalds

GMIPoll an online opinion poll surveyed 15,500 consumers in 17 countries. Nestle emerged as the most boycotted brand in UK because respondents consider its "unethical use and promotion of formula feed for babies in third world countries. Nestle was boycotted almost twice as many UK consumers than McDonalds, the second most boycotted brand in the UK.

Source : Guardian Unlimited Sept 1, 2005

Mothers exposed to misleading formula milk advertisements

Formula milk manufacturers are confusing mothers with clever marketing that posts misleading messages about formula milk through advertising which exploits a loophole in the UK law.

A survey of 1000 new mothers and pregnant women suggests that manufacturers are finding ways around regulations banning the promotion of infant formula for babies.

According to Andrew Radford, Director of UNICEF UK's Baby Friendly Initiative, "When the advertising ban was introduced, it didn't cover follow-on formula. The manufacturers have since changed the way they package and promote follow-on formulas so that they're almost identical to the regular infant formula. This means that a supposedly legal, TV or magazine advert on a follow-on formula will also promote a company's infant formula".

The researchers found that:

- 60% of the women believed they had seen or heard infant formula advertising even though its been banned for ten years
- 30% said that advertising gave the impression that infant formula milk was "as good as or "better than" breastmilk. This is despite the overwhelming evidence that bottle-feeding carries health risks.
- nearly one in five mothers who used follow-on milk (which is only suitable for infants over six months) said they started before their baby was three months old, even though it's unsuitable for children of this age.

Source: NCT/UNICEF 19 Sept 2005



Fat Content of Breastmilk Increases with Time

The longer a mother breastfeeds, the higher the fat and energy content of her breastmilk.

The researchers said that the study was the first to analyse the fat and energy content of breastmilk of mothers who breastfeed for longer than a year. "There are more and more women who choose to breastfeed for longer time periods and not many studies about the nutritional value of their milk during this prolonged lactation", said Dr Ronit Lubesky, co-author of the study, from the Department of Pediatrics at Dana Children's Hospital in Israel.

"This nicely done study which looked at a question that really needed to be answered," added Dr Ruth Lawrence, a professor of pediatrics at the University of Rochester School of Medicine. "I think, many people's general impression is if you continue to breastfeed beyond a year, probably the nutrient value drops, and this is quite different information and very important".

To determine the energy content of human breastmilk at longer periods, Lubetsky and colleagues sampled the breastmilk of 34 mothers who had been breastfeeding for 12 to 39 months and compared that with milk of 27 mothers who had been breastfeeding for only 2 to 6 months.

They found a startling difference: the fat content in the mothers who had breastfed for longer periods of time was 17.5 percent versus only 5 percent in the short term group.

Source: www.forbes.com/lifestyle/health

Preventing Cancer with Mother's Milk

A team of scientists has found that an ingredient in the milk of humans, cows and rats could be the key to preventing and treating breast cancer.

The team from the Czech Academy of Science and University of Louisville spent the last 10 years experimenting with procathepsin D and its relative cathepsin D which are molecules called peptides, found inside cells and are controlled by hormones.

Their research into controlling the cellular ingredient in procathepsin D could help in the fight into ovarian and prostate cancer.

The research builds on earlier studies which suggested that women who breastfeed and those who were breastfed apparently have a lower risk of developing cancer.

Since procathepsin D is found in mothers milks as well as in the milk of cows and rats, the researchers theorised that it may play a role in naturally immunising a woman against cancer.

Source: The Sun, Aug 15 2005



News from the Secretariat, Penang, Malaysia

Secretariat News, Project Development and Outreach

Aug • Julianna Lim Abdullah and Satnam Kaur attend the Malaysian National Launching of WBW in Kuala Terengganu • Julianna Lim delivers the keynote address at the Complementary Feeding Symposium organised by PPPIM • WABA Secretariat attends the WBW launching by the Penang Hospital, at Tesco Penang in which Julianna Lim delivers a speech on behalf of WABA • Liew Mun Tip participates in WBW celebrations and has dialogues with breastfeeding partners in Caracas, Venezuela • Pamela Morrison gave talks to the Secretariat staff over 3 days on the subject of Mothers Milk and HIV, The Politics of Infant Feeding Choice - transcultural issues and Lactation Management 101 • Susan Siew and Satnam Kaur attend the IAF Annual Conference "The Magic of Facilitation" in Kuala Lumpur • Anwar Fazal, Susan Siew and Koh Kah Ling attend the National Consumer Convention in Kuala Lumpur

Sept • Global Breastfeeding Partners Meeting 4 was organised and held in Lone Pine Hotel in Penang • WABA Steering Committee Meeting was held after the GBPM 4 • Sarah Amin and Liew Mun Tip attend the TMF Monitoring and Management Workshop in Netherlands and also meeting with DGIS • Satnam Kaur and Julianna Lim successfully completes the 18 hour Breastfeeding Course conducted by Penang Hospital • Liew Mun Tip and Felicity Savage in dialogue with Universiti Sains Malaysia (USM), Kubang Kerian, Kelantan on lactation management training and Felicity gave a presentation on Breastmilk as Brainfood at the USM Brain Awareness month • Sarah Amin, Koh Kah Ling and Lakshmi Menon attend IWHM in New Delhi. A WABA booth was set-up and they all took part in Pantomime Mums performance. Informal meetings were held with various women's groups and WABA joins the WGNRR TaskForce on HIV. • Anwar Fazal hands over the directorship of WABA to Sarah Amin and Susan Siew. The Secretariat records its deepest gratitude and thanks him for his wonderful leadership and guidance over the past 2 years. • 2 Gender publications were published; Against all odds - Gendered Challenges to Breastfeeding (Edited by Radha Holla-Bhar) and Breastfeeding - A Reproductive Health and Rights Issue by Lakshmi Menon and Sarah Amin. The Gender brochure was also updated and printed •

Oct • The Secretariat welcomes back Sarah Amin and Susan Siew in their roles as WABA Co-Directors and Liew Mun Tip as Deputy Director • Gender Workshop for IBFAN Africa was conducted in Penang • Sarah Amin and Lakshmi Menon attends the AWID Forum in Bangkok, where a WABA booth was set-up and a Visual Essay was presented • Susan Siew attends the South Asia Breastfeeding Partners Forum 2 in Kathmandu, Nepal • Physical Reorganisation of the WABA Secretariat - all Secretariat staff involved • Update and reprint of HIV and Infant Feeding brochure • Finalise production and printing of French Risks, Rights and Regulations Book • Layout, design and printing of 4 page leaflet - Celebrating Innocenti 1990-2005, Achievements, challenges and future imperatives in English and Italian.

Visitors to the Secretariat

• **August** • Ines Fernandez, Arugaan, Philippines; Pamela Morrison, England • **September** • Audrey Naylor, Wellstart, USA; Beth Styer, USA; Nomajoni Ntombela, Linkages, Zambia; Felicity Savage, ICH, England; Marta Trejos, Cefemina, Costa Rica; Jose Gorin Peralta, ABM, USA; Pauline Kisanga & Ray Maseko, IBFAN, Swaziland; Sallie Page-Goertz, ILCA, USA; Hedy Nuriel and Rebecca Magalhaes, LLLI, USA; Arun Gupta, BPNI, India; Amal Omer-Salim, Uppsala University, Sweden; Ana Parilla, IBFAN, Puerto Rico • **October** • Associate Prof. Dr. Zalina Ismail, Deputy Dean, School of Health Science, University Sains Malaysia, Kelantan, Malaysia

Happenings 2005 & 2006

Aug 1-7 ■ World Breastfeeding Week*

- | | |
|----------------|--|
| Aug 1 | ■ 15th Anniversary of Innocenti Declaration |
| Sept 1-3 | ■ WABA Core Partners Meeting, Penang, Malaysia |
| Sept 5-7 | ■ WABA Steering Committee Meeting, Penang, Malaysia |
| Sept 21 | ■ International Day of Peace* |
| Sept 21-25 | ■ 10th International Women and Health Meeting, New Delhi, India (www.10iwhmindia.org) |
| Sept 28-30 | ■ ABA International Breastfeeding Conference, Hobart, Australia (www.cdesign.com.au/aba2005) |
| Oct 9-14 | ■ IBFAN Africa Gender Training, Penang, Malaysia |
| Oct 12 | ■ IBFAN's 26th Anniversary (www.ibfan.org) |
| Oct 16 | ■ World Food Day* |
| Oct 20-24 | ■ 10th Annual ABM Meeting, Denver, Colorado, USA (www.bfmed.org/abm2005.html) |
| Oct 26-28 | ■ South Asia Breastfeeding Partners Forum-2, Kathmandu, Nepal. |
| Oct 27-30 | ■ 10th AWID International Forum on Women's Rights and Development, Bangkok, Thailand |
| Nov 17-21 | ■ The 3rd Asia-Pacific Conference on Reproductive & Sexual Health, Subang Jaya, Malaysia |
| Nov 15-16 | ■ UNICEF UK Baby-Friendly Initiative - 8th Annual Conference, England |
| Nov 17-20 | ■ WANGO Annual Conference 2005, Santa Domingo, Dominican Republic. |
| Nov 20 | ■ Universal Children's Day |
| Nov 19-21 | ■ 15 years CRC Celebration, Florence, Italy |
| Nov 21-22 | ■ Innocenti Declaration+15 Celebration, Florence, Italy |
| Nov 25-27 | ■ CHOGM Networking the Commonwealth for Development, Valletta, Malta |
| Nov 27-30 | ■ 4th International Congress on Women's Health, New Delhi, India (www.etic.org/tutb/uk/survey.html) |
| Nov 30 - Dec 3 | ■ 2nd Int. Conf. on Humanisation of Childbirth & Delivery, Rio De Janeiro, Brazil (www.congressorehuna.org.br) |
| Dec 1 | ■ World AIDS Day* |
| Dec 10 | ■ Human Rights Day* |
| Dec 9-10 | ■ Annual National Conf. of BPNI, New Delhi, India |
| Dec 13-14 | ■ Tracking progress in Child Survival- Countdown to 2015, University of London, England |
| Dec 13-18 | ■ 6th WTO Ministerial Conference, Hong Kong |
| 2006 | |
| Jan 15-31 | ■ 1st International Training Course on Infant & Young Child Feeding Counseling - A Training Course The 3 in 1 Course, New Delhi, India |
| Feb 14 | ■ WABA 15th Anniversary |
| Feb 23-25 | ■ CIMS 2006 Inter Birth Practices Forum, Boston, USA |
| Feb 27 | ■ Wellstart 21st Birthday |
| March 13-17 | ■ 33rd Session of the SCN, Nutrition and the Double Burden of Disease : A Global Challenge, Geneva, Switzerland |

[(*) see www.daysofaction.net for links]

2006 Seedgrant Programme for Maternity Protection (MP) & Global Initiative for Father Support (GIFS) is now open

For the application package, write to the WABA Secretariat or download from the WABA website at :

<http://www.waba.org.my/womenwork/seedapply.htm> for MP Seedgrant
<http://www.waba.org.my/fathers/index.html> for GIFS Seedgrant

The closing date is 15 January 2006.



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Editor: Julianna Lim Abdullah • Editorial Assistance: Michelle Jambu • Advisor: Sarah Amin and Susan Siew

WABALink is produced and edited by the Secretariat of the World Alliance for Breastfeeding Action (WABA). WABA is a global network of individuals and organisations concerned with the 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 Action Food Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International, Academy of Breastfeeding Medicine (ABM) and LINKAGES. 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).

