

## World Breastfeeding Week 2006

### Code Watch : 25 Years of Protecting Breastfeeding

Visit [www.waba.org.my](http://www.waba.org.my)  
for more information

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- ❑ Pasteurisation of Breastmilk
- ❑ Letter of concern to Bath University on Enhanced Formula Feed (EFF) from WHO and UNICEF
- ❑ Symposium report: [Breastfeeding and HIV & AIDS] *Breastfeeding - Guarding Maternal and Child Health in an HIV and AIDS World*
- ❑ 2005 Chronology of Withdrawal of Nestlé and other liquid milks
- ❑ Order Form: The Second Edition of the Code Handbook
- ❑ Conference Invitation - Gender, Child Survival & HIV/AIDS : From Evidence to Policy, Toronto, Canada
- ❑ Lactation Consultants Worldwide Celebrate IBCLC Day

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.



14th February 2006

## WABA 15th Anniversary

On the occasion of WABA's 15th Anniversary, we celebrate 15 years of the Innocenti Declaration (August 2005). WABA was born on 14 February 1990 to act on the Innocenti targets, specifically through large scale social mobilisation such as the annual World Breastfeeding Week, information, networking and global advocacy.

Together with its core partners, International Baby Food Action Network, International Lactation Consultants Association, La Leche League International, LINKAGES, Wellstart International and the Academy of Breastfeeding Medicine in the global breastfeeding movement and the two lead UN agencies on children and health, UNICEF and WHO, WABA shares in the achievements of the Innocenti targets and has recently jointly celebrated the 15th Anniversary in Florence, Italy in November 2005.

Over the past 15 years, a great deal of progress has been made but more needs to be done. Dr Felicity Savage best describes it as *"The Innocenti Declaration, the work that led to it and the energy that sprung from it made breastfeeding promotion into a vital public health issue. The last 15 years have been wrought with revolution in our thinking about child health with infant feeding as a basis of it. But let no-one fall into the trap of thinking that the job has been done: it is only just beginning - and we need Innocenti+15 to make the world realise that."*

For WABA, 15 years is just one more wave in the revolution to improve infant feeding practices and better child survival, growth and development. Nevertheless, we need to celebrate this milestone so that as a movement, we maintain the energy, gather sustenance for the next 15 years or even the next 100 years.

WABA looks towards the new Declaration adopted at the 15th Anniversary meeting to inspire us into the next phase in order to respond to the surmounting challenges of poverty, the HIV pandemic, natural and human-made emergencies etc. WABA is committed to acting on the new Innocenti Declaration and calls on all its partners and endorsers globally to support this call for action.

## State of Massachusetts Ban Hospital Gift Bags in Move to Promote Breastfeeding

In a ground breaking step for mothers and babies, Massachusetts became the first state in the USA to prohibit hospitals from giving out free formula company diaper bags to new parents. Giving out these bags reduces the duration and exclusivity of breastfeeding and is considered unethical by many national and international groups, including the World Health Organisation (WHO). Multiple studies, even from prestigious medical journals such as Lancet, have shown that the bags interfere with breastfeeding, causing moms to switch to formula sooner, or quit nursing altogether - even when the bags do not contain formula samples.

For decades, formula companies used hospitals to hand out diaper bags stocked with coupons and free samples. Most parents see these as a "free gift" but the bags are a marketing technique that implies that the hospital endorse the product, successfully boosting sales of formula at the expense of breastfeeding. "One day formula marketing in hospitals will go the way of cigarette ads on TV," said Melissa Bartick, MD, Chair of the Massachusetts Breastfeeding Coalition.

The new rules on formula marketing are part of a larger update of existing perinatal regulations by the Department of Public Health. Hospitals must follow the DPH regulations in order to be allowed to operate in the state. The regulations contain many other mandates that help promote and support breastfeeding and otherwise limit formula marketing.

Source: <http://www.massbfc.org/> 20 Dec 2005



## Good news for reluctant mothers : Breastfeeding can be easier

A new survey conducted by the US Centre for Disease Control and Prevention says American mothers can breastfeed better and longer if they were offered sufficient counselling and guidance on how to combat the most common complaints of the the breastfeeding process.



Lead researcher Indu Ahluwalia, says, the study confirms that more than chance, breastfeeding should be left to proper and systematic support. Ahluwalia's project covered over 32,000 American mothers and spread across several states. The most common reason cited for premature quitting were painfully sore nipples, insufficient lactation or the infant inability to learn sucking.

The good news is that the obstacles mentioned can be overcome with some planning, advice, learning, guidance and persistence in the matter. If women received sufficient knowledge of the benefits and the actual process of breastfeeding, their resistance could be minimised or eliminated.

Breastfeeding is not always instinctive and has to be learned sometimes, hence the need for help from the environment. This is where the role of the health care expert comes in, right from the perinatal phase to the post delivery part. The study suggests doctors should continually communicate the needful throughout pregnancy. Experts on lactation should also help mothers understand and cope.

Source : <http://whatistheword.com> 6 Dec 2005

## Urgent call to save lives of 30 million children under 5 over the next decade

Child survival experts have challenged the world to wake up to an unprecedented opportunity to save the lives of 30 million under fives over the next decade, at an international conference in London, Tracking Progress in Child Survival: Countdown to 2015. They are calling for donors and governments to equal major commitments on prevention and simple treatments for children as have already been made to HIV/AIDS, malaria and immunisation.

During the conference, details of a landmark report - Tracking Progress : Tracking Intervention Coverage which for the first time, pulls together the latest data on the implementation of 20 simple interventions in 60 countries where 94% child deaths under 5 occur. 10.5 million children die each year from largely preventable causes. The reports is the first of a two yearly update on progress made towards achieving the Millenium Development Goals for Child Survival (MDG4) which aims to reduce mortality rate for children under 5 by two thirds between 1990-2015.

The report was produced by a group of Child Survival Experts, including the Bellagio Study Group, UNICEF and WHO. Key findings show that only 7 of the 60 priorities countries are on target to meet MDG4.

Some promising trends are emerging where home-based healthcare is supported by local health care systems and national policies. Exclusive breastfeeding, for example can increase a child's chance of survival six fold and in Ghana rates have increased by 77% since 1998, thanks to baby friendly-hospitals, community outreach and legislative backing for breastfeeding.

Maternal Health is seen as a key to saving children's lives, in particular the four million newborns who die in the first month of life and the three million stillborn babies. As a result the next tracking progress report will expand to include critical numbers on maternal mortality and health interventions.

Source: <http://www.childsurvivalcountdown.com>  
14 Dec 2005.

## New study finds breastfeeding protects children against celiac disease

It appears that breastfeeding lowers the risk of developing celiac disease, a common gastrointestinal problem caused by intolerance to a grain protein called gluten, according to a report by the Archives of Disease in Childhood.

Lead investigator Dr. Akobeng of Cental Manchester and Manchester Children's University Hospitals in the UK and colleagues came to this conclusion after a review of six studies, involving more than 1,100 individuals with celiac disease and almost 3500 comparison subject.

"Breastfeeding at the time of solid food introduction significantly reduces the risk of celiac disease. Moreover, the longer a baby is breastfed the more likely the child will not develop symptoms of the disease" said Dr Akobeng. Compared with infants who were not breastfed at the time of gluten introduction, breastfed infants were 52 percent less likely to develop celiac disease.

Source : Reuters Nov 21, 2005



## **EXPOSED** Nestlé Scientist's false claims exposed by Canadian Broadcasting Corporation (CBC)

For 3 consecutive nights, Canadian TV featured an expose of Canadian scientist, Dr Ranjit Chandra, whose falsified research was used by Nestlé to promote its infant formulas. Dr Chandra has now fled from Canada to Switzerland.

In the late 1980's Nestlé launched an infant formula that the company claimed could "reduce your child's risk of developing allergies". Since that time, INFACT Canada supported by Baby Milk Action and IBFAN groups has questioned the validity of research by Dr. Chandra who Nestlé paid to conduct studies to justify its claims. Much of Dr Chandra's work has now come under intense scrutiny for academic fraud and at least of one of his studies has been completely discredited. According to the CBC documentary, it now appears the Nestlé study was never even conducted and Chandra could not produce raw data when challenged.

For full stories with links to the text and video clips of the programme, visit :

<http://www.babymilkaction.org/press/press/>

## Abandoned Babies Get Mothers' Milk

Amid high HIV infection rates in South Africa, women in Durban are volunteering to provide immune-boosting breastmilk to abandoned children.

The breastmilk project is the brain child of paediatrician Anna Coutsooudis, who with her friends wanted to lend a hand in the fight against AIDS. The project has grown through word of mouth over the last four years and more than 100 mothers have become a part of it.

Project Co-ordinator Penny Reimers says the advantages of breastmilk have been proved by a World Health Organisation (WHO) study. "The WHO did a study of children in developing countries and they found that children who are not breastfed are six times more likely to die from diarrhoea and pneumonia - it's literally life saving," says Penny.

The studies they have done in relation to HIV show that if a child is exclusively breastfed for six months that means no other formula or water - these babies have a very low chance of contracting the AIDS virus.

According to Penny, volunteer mothers are rigorously screened before contributing the milk, to avoid HIV from being transmitted through the milk. "In donor banks internationally, they do blood tests, on the mothers - we don't have the funding to do the test so we screen by lifestyle," she says.

"Then we pasteurise the breastmilk to kill off any HIV, hepatitis virus or bacteria that might be in the milk."

Ithemba Lethu is one of the transit shelters for abandoned children in the city of Durban which receives the pasteurised breastmilk. "There are a lot of children abandoned, or just left", says Liz Holley, the house mother of Ithemba Lethu. "One of our little girls was left in a room. Then, the neighbours could see no one was going in but could still hear the baby crying. They broke the door down and got the child out."

Another baby, 8 month old Thalenhe was abandoned by his mother weeks after he was born. His ailing grandfather could not take care of him, brought him to the shelter

In KwaZulu-Natal, the province with the highest infection rate in South Africa, 40% of women test positive at the government's ante-natal clinics.

Many of the women are desperate, they don't know what to do. Families refuse to help because it's HIV-related and they don't know what to do with the children. Children are part of the trail of devastation left behind by the HIV-AIDS pandemic ravaging the country.

According to Andrea Muller, one of the volunteers who provide over 500 milliliters of milk every week, "As a South African, AIDS is very close to everyone's heart and everyone wants to do something to help".

Source : BBC News 21 December 2005

## Are you listed in the WABA-UNICEF Directory of Experts?

WABA in partnership with UNICEF is maintaining a Directory of Experts in the field of breastfeeding and appropriate infant feeding.

If you wish to be listed in the Directory, please download the questionnaire from the WABA website < [www.waba.org.my/expform.doc](http://www.waba.org.my/expform.doc) > and send to the WABA Secretariat.

## Commemorating World Aids Day - 1 Dec 2005



To view WABA's Press Release please visit:  
[www.waba.org.my](http://www.waba.org.my)



## News from the Secretariat, Penang, Malaysia

*Secretariat News, Project Development and Outreach*

**Nov 2005** • Liew Mun Tip and Koh Kah Ling attended the 3rd Asia Pacific Conference on Reproductive & Sexual Health in Kuala Lumpur • Satnam Kaur and Liew Mun Tip went on a preliminary venue search in Kuala Lumpur for the CIMS Summit • Susan Siew and Sarah Amin attended the Innocenti+15 celebrations in Italy. Sarah Amin presented the key messages from the NGOs at the event. • Lynn Emmanuel developed the new Innocenti+15 website • Layout and printing of the Innocenti+15 Key Messages • Satnam Kaur attended the 4th International Congress on Women's Health in New Delhi, India • Pamela Morrison attended the UNICEF-UK Baby Friendly Initiative, 8th Annual Conference in England.

**Dec 2005** • Production and design of the WBW 2006 Pocket Calendar by Julianna Lim Abdullah • Announcement of the WBW theme • WABA Press Release written by Pamela Morrison in conjunction with World AIDS Day • Websection on Gender, Child Survival and HIV/AIDS, designed and uploaded on WABA website by Liew Mun Tip and Lynn Emmanuel • Risks, Rights and Regulation CD in French produced • Gender Working Group produces a new publication, Grinding Realities, Women and Breastfeeding in the Informal Sector, written by Lakshmi Menon and Vibhuti Patel • Jean-Pierre Allain and Marta Trejos produced a draft "Breastfeeding and Globalisation statement" • Seedgrants for Maternity Protection (MP) and Global Initiative for Father Support (GIFS) were made available •

**Jan 2006** • Work on the WBW Calendar and Action Folder begins for Julianna Lim Abdullah and Gabrielle Palmer (Key Writer) • LFA training conducted by Amal Omer-Salim for all Secretariat staff • Internal Workplan Assessment and start of the Strategic Planning exercise • Seedgrants for MP and GIFS were received and compiled •

**Feb 2006** • WABA 15th Anniversary Celebration • Writing, design and production of WABALink by Julianna Lim Abdullah • Published a new edition of the book Mother & Health - Common Sense, Creativity and Care. Selected works of Dr Cecily Williams •

## Visitors to the Secretariat

• **November 05** • Dr Paramjothi, Selayang Hospital, Malaysia, • **December 05** • Lakshmi Menon, Consultant, India • **Jan 06** • Amal Omer-Salim, IMCH, Sweden /Co-coordinator, Women and Work Task Force. •

## Happenings 2005 & 2006

- 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 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.etuc.org/tutb/uk/survey.html](http://www.etuc.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](http://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 Counselling - A Training Course The 3 in 1 Course, New Delhi, India
- Feb 14 ■ WABA 15th Anniversary
- Feb 23-5 ■ CIMS 2006 Inter Birth Practices Forum, Boston, USA
- Feb 27 ■ Wellstart 21st Birthday
- March 8 ■ International Women's Day\*
- March 13-17 ■ 33rd Session of the SCN, Nutrition and the Double Burden of Disease: A Global Challenge, Geneva, Switzerland
- March 14-18 ■ Global Summit on HIV/AIDS, Traditional Medicine & Indigenous Knowledge, Accra, Ghana
- March 15 ■ World Consumer Rights Day\*
- March 22 ■ World Water Day\*
- March 24-29 ■ 6th World Social Forum, Karachi, Pakistan (Asia) ([www.wsf2006karachi.org](http://www.wsf2006karachi.org))
- April 7 ■ World Health Day - "Working Together For Health"
- April 22 ■ Earth Day
- May 5 ■ HIV Management 2006: The New York Course, USA
- May 7-9 ■ Gender, Child Survival & HIV/AIDS: From Evidence to Policy, York University, Toronto, Canada
- May 15 ■ International Day of Families\*
- May 15 ■ International AIDS Memorial Day\*
- May 21 ■ 25th Anniversary of the International Code of Marketing of Breastmilk Substitutes
- May 30 ■ New Standards of Growth for Infants and Young Children - Report findings with UN University Food and Nutrition Program, Ithaca, New York, USA
- May 31 ■ World No Tobacco Day\*
- June 5 ■ World Environment Day\*
- June 11-13 ■ CIMS Technical Advisory Group Meeting, Geneva, Switzerland
- June 21-23 ■ 14th International Symposium in HIV & Emerging Infections in Toulon, France.
- June 21-25 ■ 6th CIVICUS - World Assembly Acting Together for a Just World. Glasgow, Scotland

[(\*) see [www.daysofaction.net](http://www.daysofaction.net) for links]



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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).