

**Celebrating World Breastfeeding Week 2006**

**Code Watch**

25 Years Of Protecting Breastfeeding

In conjunction with World Breastfeeding Week (WBW) 2006, WABA has launched a new website:

**www.worldbreastfeedingweek.org**

To help promote the wonderful work of groups all over the world celebrating World Breastfeeding Week, WABA is allocating a webpage for each group or organisation in this new website. Groups are encouraged to seize this opportunity to highlight the WBW celebration plans and at the same time promote and introduce their group to an international audience.

Sharing your wonderful work will strengthen the links and solidarity with the global WBW campaign. All you need to do is to contact the WABA Secretariat at waba@streamyx.com with the relevant information. We would be happy to hear from you & give you some space for your efforts in promoting, protecting and supporting breastfeeding!
3738 mothers in Philippines break Guinness breastfeeding record

3738 mothers in Manila, Philippines along with their babies have set a new world record for simultaneous breastfeeding. It easily beats the previous Guinness World Record set by 1,135 women in Berkeley, California.

In February 2005, UNICEF Country Representative Dr. Nicholas Alipuii overheard Sec. Ignacio Bunye over the radio that the number one consumer commodity in Metro Manila was formula milk. Aware of the deaths and diseases associated with bottle-feeding, he issued a plea to concerned citizens to avert this trend and called the formula milk menace a "death sentence to Filipino children".

Dr Alipuii said "the malnutrition situation in the Philippines is devastating. The situation can be reversed with simple but effective measures. The effort to break the Guinness World record is one such measure".

According to WHO Philippines, annually, 16,000 Filipino children die because of bottle-feeding and many others suffer from allergies and long-term or serious illnesses like juvenile hypertension, heart disease, diabetes, cancer and premature puberty because of the formula milk menace.

The event which required participants to breastfeed their babies for one minute was organised by the City of Manila, Children for Breastfeeding (an organisation that promotes family support for pregnant and breastfeeding mothers) and the Department of Health with support from UNICEF.

World Health Organisation releases new Child Growth Standards

As a departure from previous growth reference charts used to measure babies and children, the new WHO Child Growth Standards are based on the premise that the breastfed baby is the norm for healthy growth among infants.

The growth of an infant is strongly linked to how he or she is fed. The nutritional, immunological and growth benefits of breastfeeding have been proven and so the breastfed baby is the natural standard for physiological growth. The adequacy of human milk to support not only healthy growth but cognitive development and long-term health provided a clear rationale for basing the new Standards on breastfed infants.

Previous growth charts have undermined breastfeeding because they are based on growth patterns of formula fed babies. Growth patterns of formula fed infants will show the breastfed babies to be underweight.

Research has shown that formula babies gain excessive weight.

Because breastfed babies are lean babies, the shape of the curve in the new Growth Standards differs from these earlier references, particularly the first six months of life when growth is rapid.

International Pediatric Association (IPA) has urged all its members from countries and regions throughout the world to adopt and use these standards in the best interest of all children and to advocate that these standards be adopted by their governments.

For more information, visit:
Cosmetic surgery may harm breastfeeding

Cosmetic surgery may affect women’s ability to breastfeed their babies in later years, according to a new research.

Ultrasound technology has revealed that there are far fewer milk ducts in the breast than previously thought. As a result, experts believe the loss of only a few ducts in cosmetic surgery can seriously affect the capacity to breastfeed.

The current model of the breast used by surgeons, obstetricians, doctors and midwives around the world is still based on the anatomical dissections published by Sir Astley Cooper in 1840. Professor Peter Hartman at the University of Western Australia’s Human Lactation Research Group investigated the lactating breast in order to better understand the way they work.

He found the glandular tissue in concentrated nearer the nipple, not evenly distributed in the breast. The findings could change the surgical strategies for women who want their breasts either enhanced or reduced, as tissue is often taken from near the nipple area.

Source: http://observer.guardian.co.uk - May 2006

Obesity prevention starts with breastfeeding

Obesity prevention starts with breastfeeding not having to compete with unethical marketing of infant formula.

In New Zealand, companies such as Heinz Wattie’s, Nutricia and Wyeth break the International Code of Marketing of Breastmilk Substitutes daily.

A new group, formed to educate the public and urge the New Zealand government to fully implement the International Code will be formally launched in Wellington in May.

The group, Infant Feeding Association of New Zealand (IFANZ) believes the formula industry must be challenged and has done this by publishing an independent report of Code compliance in New Zealand.

“The 11 action points of the New Zealand Ministry of Health’s Code Review (2004) are insufficient to guard against unethical marketing practices in this country”. INFANZ urges the Government to fully implement the International Code and subsequent World Health Assembly resolutions and to legislate for their compliance by all sectors, said Marcia Annandale, Coordinator of IFANZ.


Rally for gender equity and child survival in combating pediatric HIV!

WABA and York University jointly organised the conference on Gender, Child Survival and HIV&AIDS: From Evidence to Policy held at Founders College, York University, Toronto, Canada 7-9 May 2006. The Conference brought together about 100 people from 14 countries to share perspectives and experiences. The goals of the conference to create a safe space for discussions and to promote understanding among participants from various interest groups were achieved. Participants comprised of representative from HIV & AIDS, women, children, human rights, faith-based, reproductive health and breastfeeding groups, networks and institutions. As many as 23 NGOs and institutions worked together to find ways towards greater gender equality and child survival in the context of HIV, culminating in the Joint Statement on Gender, Breastfeeding and HIV. Proceedings and other outcomes of the Conference will be posted on the WABA website: www.waba.org.my/hiv/conference2006.htm.

- The Joint Statement will be ready for endorsement in June 2006! Look out for it on the website. The Statement will be adopted by Conference participants and other network partners, and used as a basis for advocacy for the upcoming International AIDS Conference in August 2006. If you are planning to attend the conference, do contact us!

Other important documents include:

- The Barcelona Bill of Rights aims to advance the recognition, protection, and fulfillment of women’s and girls’ human rights as a fundamental component of policies and programmes to address HIV/AIDS. Read it on the Anthena Network website: www.athenanetwork.org/barcelona_bill_eng.html

- The Blueprint for Action on Women and Girls and HIV/AIDS calls for action on areas that fuel this epidemic globally for women including: stigma, discrimination, treatment and research challenges. Read it on the Positive Women’s Network website: www.pwn.bc.ca/cms/page_1496.cfm
1. "Creche at Workplace" - a useful presentation on a win-win situation between employers and employees at the workplace. You can download it from http://www.waba.org.my/womenwork/wwork.html and adapt it for your country situation.


A big thank you for all those who participated in updating the information in this chart.

News from the Secretariat, Penang, Malaysia
Secretariat News, Project Development and Outreach

March
- Susan Siew together with WABA IAC Co-Chair Michael Latham and WABA Steering Committee member Audrey Naylor, attended the 33rd Session of the SCN in Geneva, Switzerland. Michael Latham launched the new edition of Dr Cicely William's book entitled Common Sense, Creativity and Care at the SCN. A new website specially dedicated to World Breastfeeding Week launched.
- The Annual report to SIDA submitted.
- Renovation works conducted at the new WABA Secretariat office premises.
- WBW Calendar Announcements distributed.
- WBW Calendar Announcements in French and Spanish produced.
- WABA Secretariat participated in the Relay for Life - charity cancer run event.

April
- WABA Secretariat moved to its new premises.
- Annual report to DGIS submitted.
- WBW Seedgrant announced.
- WBW Banners produced.

May
- WABA’s International Labour Day Press Release, written by Chris Mulford, disseminated.
- Mother’s Love II, art exhibition and postcard series launched. Event is jointly organised together with Galeri Art Point. Julianna Lim Abdullah gave a speech on behalf of WABA.
- Maternity Protection Chart updated and printed.
- Lieve Mun Tip, Susan Siew and Sarah Amin participated in the Gender, Child Survival & HIV/AIDS: From Evidence to Policy conference, Toronto, Canada jointly organised by York University and WABA.
- Julianna Lim Abdullah & Harjeet Dhillon attended the launching ceremony of Penang Adventist Hospital’s BFHI status.
- WABA Secretariat News, Project Development.

Visitors to the Secretariat
- March: Chris Mulford, WABA Women and Work, Co-coordinator, USA; Pamela Morrison, WABA HIV Task Force Co-coordinator, UK; April: Beth Styer, WABA Chairperson, USA; May: Jean-Pierre Allain, WABA IAC, Thailand; Annelies Allain, IBFAN-ICDC, Penang; Francoise Guigne, York University, Canada.

 wbaw.org.my/womenwork/wwork.html