

## Inserts with this Issue

- ❑ Breaking News!!  
LLLI honours  
WABA Co-Directors  
with the LLLI  
International Award  
of Achievement.
- ❑ WABA Men's  
Initiative flyer
- ❑ WABA MSTF  
E-Newsletter flyer
- ❑ WABA's New  
Publication Flyer :  
Innovative Initiatives.  
Supporting Working  
Women's Right to  
Breastfeed
- ❑ WABA Press Release:
  - o Towards a  
Healthier World  
for Infants and  
Young Children:  
Celebrating the 5<sup>th</sup>  
Anniversary of the  
GSIYCF
  - o Invest in  
Breastfeeding:  
Build a Safer  
Future! World  
Health Day
- ❑ NEW! 2008 Calendar  
Order Form

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.

## WABA meets the Global Media on Strategies for HIV and AIDS in Kuala Lumpur

Representing WABA, Susan Siew, Liew Mun Tip and Pamela Morrison joined decision makers, media professionals, scholars, and stakeholders of news and programming from Asia, Pacific, Africa, Europe, Middle East and North America in Kuala Lumpur on 28 May 2007 to participate in the Conference on Global Media Strategies for HIV and AIDS.

Almost all regional and International Broadcasting Unions and Associations were represented as well as the United Nations, UNDP, UNESCO, ITU, UN-ESCAP, UNICEF and other partners. Media practitioners and decision makers came face to face with activists, NGOs, medical professionals and AIDS control organisations to examine the best and the worst media practices and to explore communication strategies for the future.

WABA was invited to present on HIV, breastfeeding and child survival at the first session of the Conference. Pamela took the opportunity to introduce WABA and to update delegates with research on HIV and infant feeding. The 60% reduced risk of postpartum HIV transmission to the breastfed baby, and the 50% reduction in mortality of both infected and uninfected HIV-exposed babies when mothers exclusively breastfeed during the first half-year of life compared to those mothers who breastfeed with the premature introduction of other foods and liquids was highlighted. Also shared were research results from last year showing the high risks of malnutrition, morbidity and mortality for formula-fed babies born into resource-poor settings of high HIV prevalence. These results underpin the new recommendations on HIV and infant feeding issued following the October 2006 WHO Technical Consultation; that unless replacement feeding is acceptable, feasible, affordable, sustainable and safe, then HIV-infected mothers should be advised to exclusively breastfeed their babies for the first six months of life, and to continue breastfeeding for up to two years or beyond.

The conference ended with a Declaration from participants acknowledging that the HIV pandemic (responsible for ~ 11 000 new infections every day) poses a threat to the development of our societies and that the media has a crucial role to play. Delegates pledged to devote dedicated and substantial radio and TV broadcast airtime for communicating to their audiences about issues related to HIV and AIDS, focusing not only on high risk behaviour but also on related and contributing issues such as gender relations, HIV and economics, and issues affecting children.

To download the WABA handout at the Media Conference, "A matter of life or death: the untold story of HIV, Breastfeeding and Child Survival." Visit [www.waba.org.my/hiv](http://www.waba.org.my/hiv)





## Magical tour through natural childbirth by actress Ricki Lake

American actress and former talk show host Ricki Lake has produced a new documentary which captures her experience of going through

natural childbirth. Entitled *"The Business of Being Born"*- the documentary about midwifery and home birth had premiered at the Tribeca Film Festival.

The film, directed by Abby Epstein and executive produced by Lake, includes vivid footage of their own labours and deliveries including those of several mothers. In the film, the unhappy women are those in hospitals, their deliveries sped up and often mangled by drugs that numb them, that make their babies come fast and hard, and that



necessitate emergency surgical deliveries with increasing frequency. Epstein's cameras catch maternity wards in which every labouring mother is being induced, in which women are shamed into pushing harder and threatened with C-sections if they don't. She interviews experienced doctors who have never witnessed a natural home birth, though they instinctively reject the notion.

Lake recounts her positive home-birth experience, "We were skin to skin immediately; he breastfed right away. My husband at the time was next to me. My son was at the park and he came home and met his brother. And after an hour and a half, my midwife, who had been by my side for the whole day, asked my permission to check the baby over. In the hospital, the baby is taken away immediately; the mother has to beg to see the baby. It was great to have that power and that respect given to me".

Source : <http://salon.com> - May 2007.

## WABA at World Forum on Early Care and Education

700 early childhood administrators, trainers, caregivers, public officials, and advocates from over 70 countries gathered in Kuala Lumpur, Malaysia, for World Forum on Early Care and Education, from 15-18 May 2007. At this seventh World Forum, delegates exchanged ideas about the quality of services for young children in diverse settings. The Forum provided a wealth of new ideas and perspectives, and opportunities for networking.

From WABA, Ines Fernandez, Co-coordinator of Women and Work Task Force, Norjinah Moin, President, PPPIM, and Susan Siew, Co-Director, with Christine Choong, representing ILCA, participated at the event. WABA and ILCA materials were displayed and distributed. They contributed in sessions on infant and toddler care, HIV and AIDS, men in childcare, poverty and children, and children

with nature, advocating for mother support, youth and men's involvement, gender issues, and breastfeeding. Ines and Christine were presenters at the session on "Health and Nutrition for Young Children". Ines showcased the Arugaan/WABA manual on child friendly crèche, "Let's eat, learn, play".

For more information visit: [www.worldforumfoundation.org/wf/wf2007](http://www.worldforumfoundation.org/wf/wf2007)



## Breastfeeding reduces risk of breast cancer for women who delay childbirth

Breastfeeding can offset the increased risk of invasive breast cancer for women who had their first full term pregnancy after the age of 25, a study led by researchers at the University of Southern California (USC) suggests.

The findings of the study were presented at a news conference in April 2007 at the 2007 Annual meeting of the American Association for Cancer Research.

"Breastfeeding may have a protective effect that negates the increased risk of breast cancer associated with late pregnancies," says Giske Ursin M.D., PhD, associate professor of preventive medicine at the Keck School of Medicine of USC.

"As more women may choose to delay pregnancy until after 25, it is important to note that breastfeeding provides protection against both estrogen and progesterone receptor positive and negative tumors.

While having a first full-term pregnancy before the age of 25 and having many children protect against the type of breast cancers that express estrogen and progesterone receptors, these factors do not protect against the rarer tumors that do not have these receptors. Breastfeeding, however, appears to protect against both types of breast tumors, Ursin says.

Source : [www.newswise.com](http://www.newswise.com) - 13 April 2007

## Well known children's author enlisted to help promote breastfeeding

A Scottish Highland health board has enlisted the help of a well known children's author and illustrator, Mairi Hedderwick to promote breastfeeding.



Hedderwick an outspoken proponent of the "breast is best" approach had to battle with her publisher to include illustrations of the mums in her stories on breastfeeding and has done so repeatedly over the years.

Now her pictures are to be used to promote breastfeeding in the Highlands, after figures revealed last week showed average rates of breastfeeding dropping across Scotland

this year compared with 2006. Images in Hedderwick's books show the mother breastfeeding her baby as a normal Highland life.

Twenty years ago, Hedderwick's editor at the time was uncomfortable with images of the heroine, 8 year old Katie Morag's mother Mrs McColl breastfeeding her new baby. She was told her pictures might be too graphic for children. "The editor was sympathetic because she had just had children but she was a little nervous about the picture and she wondered if she should let it go through because it 's actually a naked breast: its not just the child latched on. The editor's fears were not unfounded. Two libraries in Scotland refused to stock the books. A library was forced to cover one illustration with marker pen.

Twenty years on Katie Morag is still enjoying enduring iconic status and two of the titles are required reading in English primary schools. What is interesting is the Hedderwick still has to fight to include some natural images of mother suckling her child. She says "I always try to make sure that if there is a domestic scene and if Mrs McColl is sitting and comfy then she has the baby at her breast but I don't show exposed nipples anymore because it makes the publishers jittery.

Source : [www.theherald.co.uk](http://www.theherald.co.uk) - June 12 2007

## Breastfeeding may help protect against a childhood sleep-related breathing disorder

A childhood sleep-related breathing disorder (SRBD) is known to have negative consequences on cognitive development, behaviour, quality of life and utilization of health care resources. However, a recent research finds that breastfeeding may provide long term protection against the incidence or severity of childhood SRBD.

The study conducted by Hawley E. Montgomery-Downs PhD of West Virginia University focused on the parents of those children who underwent overnight polysomnography, who filled out a brief survey about whether the child had been breastfed, formula or both breast and formula fed as an infant.

The research was presented at SLEEP 2007 the 21st Annual Meeting of the Associated Professional Sleep Societies (APSS).

Source : [www.sciencedaily.com](http://www.sciencedaily.com) - June 11 2007

## Breastfeeding campaign launched in Ghana.

The Deputy Director General of Ghana Health Service Dr. Sam Adjei has called for a debate on putting premium



on breastfeeding to encourage mothers to do exclusive breastfeeding for the first six months.

" If fathers were asked to pay a token on breastmilk, instead of baby formula on the market to their wives, mothers would not hesitate to complete the six months feeding duration before complementary feeding starts," he said at the launch of a Breastfeeding and Complementary Feeding Campaign in Accra.

He also called for the involvement of fathers in the campaign to make it sustainable and successful.

Source : [www.myjoyonline.com](http://www.myjoyonline.com)

## Breastfeeding mum given parking ticket

Breastfeeding support groups have condemned the actions of an attendant who fined a mother for parking in the restricted area to feed her child and then took photographs for proof.

The warden employed by a national car park company confronted Jerricah Watson 19, after she pulled into a permit holders-only bay in Dundee to breastfeed her 14 week old son Jaksyn.

Ms Watson pulled into the quiet street to get away from the city-centre traffic and said the warden initially said it was okay to feed her child. She said he then took photos and put a ticket on her car. The penalty was 85 pounds or 60 pounds if paid within two weeks.

A Scottish breastfeeding support group advisor said " this is a very unfortunate situation. There is enough of a problem getting mothers to breastfeed because they are embarrassed to do it in public. To not just give this woman a ticket but also take pictures of her while she was in her car is quite shocking.

Said another advocate, "young mothers need all the help and support they can to continue to breastfeed. It is safer to pull over and feed a crying baby than to try and continue driving under stressful conditions."

Source : [www.theherald.co.uk](http://www.theherald.co.uk) - June 1 2007

## More Dutch mothers breastfeed

In the Netherlands, more and more mothers are opting to breastfeed their children. At the beginning of the 1990s two in three babies were breastfed immediately after birth. In 2006 that figure was three in four. This latest figures were obtained from Statistics Netherlands (CBS).



The figures also show that older mothers breastfeed their baby longer. 38 percent of 6-month-olds whose mother was between 35 and 44 years of age were still being breastfed. Only 23 percent of the 6-month-olds with younger mothers aged 15 to 24 were still being breastfed.

Highly educated women also breastfeed longer. 45 percent of highly educated women were breastfeeding their 6-month-old between 2004 and 2006, while only 26 of uneducated women were still breastfeeding when the child was six months.

Source: [www.expatica.com](http://www.expatica.com) - 25 June 2007.



**WABA's  
International  
Advisory Council  
(IAC) member,  
anthropologist  
Penny Van Esterik  
honoured with  
prestigious Weaver-  
Tremblay award**

In May 2007, York anthropology professor and WABA IAC member, Penny Van Esterik was awarded the prestigious Weaver-Tremblay Award from the Canadian Anthropology Society (CASCA) for years of advocating for better nutrition for women and children.

The award is given to anthropologists who take public positions on matters of social and political concern.

Penny has focused much of her research on infant feeding and is best known for her academic and advocacy work in the area. Congratulations, Penny!

**News from the Secretariat**

**April**

• Brie Abbe from USA joins the WABA secretariat on an internship programme. • World Breastfeeding Week (WBW) Photo contest was announced. • 2nd WABA YOUth e-newsletter, edited by Brie Abbe was produced. • Planning meetings for the upcoming joint WABA/LLLI State of the Art of Mother Support Summit with Rebecca Magalhaes and the WABA team.

**May**

• WABA and LLLI issues joint statement in conjunction with World Health Day. • Ines Fernandez, Norjinh Moin, Christine Choong and Susan Siew participated in the World Forum on Early Child Care and Education in Kuala Lumpur. • World Breastfeeding Week materials were produced. • Pamela Morrison, Susan Siew and Liew Mun Tip participated in the AIDS Media Summit in Kuala Lumpur. • WABA issues a press release in conjunction with the 5th Anniversary of the Global Strategy for Infant and Young Child Feeding.

**June**

• WBW Seedgrants were awarded. • WABA Secretariat participated in the Pesta Rakyat Merdeka Exhibition in Penang. • Anwar Fazal, participated in the Sustainable Living in Malaysia National Conference in Kuala Lumpur. • Liew Mun Tip participated in the meeting called by the Health Promotion Board of Malaysia. • Julianna Lim Abdullah was invited by the Penang State Health Department to speak to more than 40 lactation nurses from all districts in Penang on effective breastfeeding counselling and mother support. • Design and production of premium items for the upcoming LLL Conference in Chicago including T-shirts, stickers, car stickers and calendars. • Design and production of banners and related materials for the WABA/LLLI State of Art of Mother Support Summit in Chicago. • WBW materials were distributed.

**Visitors to the Secretariat**

**April 2007**

• Amal Omer-Salim, Sweden • Rebecca Magalhaes, LLLI, USA • Chris Mulford, WABA Women and Work Task Force Co-coordinator, USA

**May 2007**

• Radha Hollar Bhar, BPNI, India • Pamela Morrison, WABA Breastfeeding and HIV Task Force Co-Coordinator, UK

**June 2007**

• Nona D. Andaya-Castillo, Children for Breastfeeding, Philippines • Lakshmi Menon, WABA Gender Working Group, India

**CALENDAR OF EVENTS 2007**

June 5	World Environment Day*
June 7-8	2nd Annual African HIV/AIDS Clinical Update and Leadership Development Conference, Nairobi, Kenya
June 10-12	4th International Conference on Children's Health & the Environment, Vienna, Austria
June 17	Fathers' Day
June 18-July 13	Breastfeeding: Practice and Policy Course, London, United Kingdom
June 25-27	Nutrition & Nurture in Infancy and Childhood: Bio- Cultural Perspectives, United Kingdom
July 2-8	International Nestle-free week
July 4	30th Anniversary of Nestle Boycott
July 5	ABM 12th Anniversary
July 4-7	World YWCA's International Women's Summit (HIV), Nairobi, Kenya
July 11	"Women's Leadership on HIV & AIDS" IFE Orientation & Training Day (ENN & IFC) London
July 11	World Population Day
July 18-19	State of the Art of Mother Support Summit (LLLI/WABA), Chicago, USA
July 20-23	LLLI's 50th Anniversary, "Celebrating the Power of Breastfeeding", Chicago, USA
July 22-25	4th International AIDS Society Conf. on HIV Pathogenesis, Treatment Prevention (IAS 2007), Sydney, Australia ( <a href="http://www.ias2007.org">www.ias2007.org</a> )
July 26	ILCA's 22nd Birthday
<b>August 1-7</b>	<b>World Breastfeeding Week</b>
August 8	Synchronised Breastfeeding Worldwide
August 12	International Youth Day
August 12-15	International Conference on "Youth & Democracy in South Asia" ( <a href="http://www.icyo.in">www.icyo.in</a> )
August 13-18	IBFAN Africa Regional Conference. "BFHI Implementation"
August 15-19	ILCA Conference, Controversies in Lactation, San Diego, USA
August 19-23	8th ICAAP, "Waves of Change, Waves of Hope" Colombo, Sri Lanka
August 25-30	25th International Congress of Pediatrics, Athens, Greece ( <a href="http://www.icp2007.gr">www.icp2007.gr</a> )
August 26-30	TUNZA International Youth Conference. (UNEP), Liverkusen, Germany
September 6-8	WABA Global Breastfeeding Partners' Meeting (GBPM6), Penang, Malaysia
September 9-12	WABA Steering Committee Meeting, Penang, Malaysia
September 21	International Day of Peace
September 24-25	3rd Annual Breastfeeding & Feminism Symposium: Breastfeeding, Feminism & Reproductive Rights, UNC "Planning the way forward for research & action", North Carolina, USA
September 24-28	Public Service International (PSI) Centenary Congress, Vienna, Austria

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



WABA, PO Box 1200, 10850 Penang, Malaysia • Tel: 60-4-6584816 • Fax: 60-4-6572655 • Email: [waba@streamyx.com](mailto:waba@streamyx.com) • Website: [www.waba.org.my](http://www.waba.org.my)

Editor : Julianna Lim Abdullah • Editorial Board: Liew Mun Tip, Julianna Lim Abdullah & Lynn Emmanuel • Design & Layout: Cheah Ling Ling • Advisors: 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 Declarations, 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 and Academy of Breastfeeding Medicine (ABM). 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).