

To keep abreast of events taking place throughout the year, WABA maintains a calendar of events on the WABA website <http://www.waba.org.my/events/calendarofevents.htm>

e-WABALink is a current awareness service of WABA, with the mission of sharing news and useful key documents with its global network of supporters. The views expressed in the articles and news links however do not necessarily reflect the views or policies of WABA or its Core Partners. It is produced and edited by the Secretariat of the World Alliance for Breastfeeding Action (WABA).

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Message from the Editor

Greetings from the WABA Secretariat in sunny Penang, Malaysia. It has been almost a year since the last issue of WABALink was produced and now, we are pleased to share with you a new look and a new feel in a new medium that is the e-WABALink.

e-WABALink continues to maintain its role as a current awareness service, mainly catering to the WABA endorsers and General Assembly. We have also included new sections which provides opportunity for our Core Partners, Regional Focal Points, Task Forces and Working Groups an avenue to reach out to the WABA constituents and vice-versa.

With e-WABALink, WABA hopes to be able to reach a larger audience as in the past the printed copies were limited to the recipients of WABALink. As we find new means and ways to utilise information technology to overcome limitations due to funding constraints, we hope that you will share the message of protecting, promoting and supporting breastfeeding by forwarding copies of WABALink to as many breastfeeding friends around the world as possible and encourage them to participate in WABA by endorsing us. WABA endorsement form is downloadable <http://www.waba.org.my/aboutus.htm>.

We thank you for all your kind support and hope that you will continue to send us your feedback so that we can improve e-WABALink.

Happy Reading,
Julianna Lim Abdullah

Editor, e-WABALink



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Breastfeeding recommended to protect infants during Swine Flu outbreak

WABA's Core Partner, the International Lactation Consultant Association (ILCA), the Centers for Disease Control (CDC) and the United States Breastfeeding Committee have all issued strong guidance which recommend breastfeeding as a critical strategy to prevent infection of the H1N1 swine flu.

The CDC's updated guidance states that, "Infants who are not breastfeeding are particularly vulnerable to infection and hospitalisation for severe respiratory illness. Women who deliver should be encouraged to initiate breastfeeding early and feed frequently". Formula feeding should be avoided or minimised and breastfeeding maximised.

- If a woman is ill, she should continue to breastfeeding and increase feeding frequency ;
- If a mother and infant is too ill to breastfeed directly from the breast, the mother should be encouraged to express and feed her breastmilk to her infant.
- Women can continue to breastfeed while receiving antiviral medications
- By the time a mother begins to show symptoms of flu, her infant has already been exposed. The mother's milk can provide additional protection for the infant from complications of flu, such as severe respiratory symptoms, diarrhea, other gastrointestinal infections and dehydration.

According to the USBC "Research clearly shows that breastfeeding provides a safe, reliable food source, full of disease-fighting cells and antibodies that help protect infants from germs and illnesses. Mothers exposed to influenza produce specific protection for their infants and transmit this through their breast milk. Infant formula does not provide these specific infection fighting properties. Unnecessary formula supplementation should be eliminated so the infant can receive as much benefit as possible from maternal protective antibodies and other immune protective factors."

For more information:

- www.waba.org.my
- www.ilca.org
- <http://www.cdc.gov/h1n1flu/breastfeeding.htm>

Breastfeeding Mothers less likely to develop heart attacks or strokes

The longer women breastfeed, the lower their risk of heart attacks, strokes and cardiovascular disease, report University of Pittsburgh researchers in a study published in the May issue of Obstetrics & Gynecology.

According to the study, postmenopausal women who breastfed for at least one month had lower rates of diabetes, high blood pressure and high cholesterol, all known to cause heart disease. Women who had breastfed their babies for more than a year were 10 percent less likely to have had a heart attack, stroke, or developed heart disease than women who had never breastfed.

"The longer a mother nurses her baby, the better for both of them," said Eleanor Bimla Schwarz, M.D., M.S., assistant professor of medicine, epidemiology, and obstetrics, gynecology and reproductive sciences at the University of Pittsburgh. Dr. Schwarz pointed out. "Our study provides another good reason for workplace policies to encourage women to breastfeed their infants."

The findings are based on 139,681 postmenopausal women enrolled in the Women's Health Initiative study of chronic disease, initiated in 1994.

SOURCE:

News-Medical.Net : <http://www.news-medical.net/?id=48656>
Obstetrics & Gynecology : May 2009 – Volume 113 Issue 5

New growth charts for UK babies

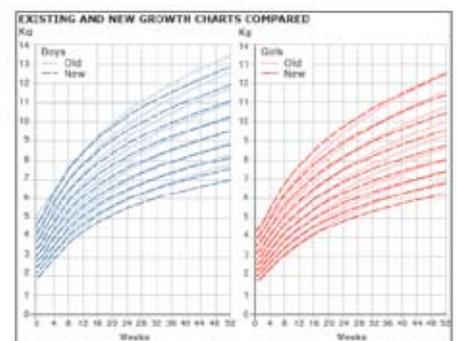
The United Kingdom is still using charts from 1990 which are based on growth rates for formula fed babies. This has caused millions of babies to face the risk of obesity in later life because mums have been wrongly told to fatten them up. Experts say the growth charts gave misleading information about how much milk a breastfeeding mother should grow her child.

New child growth charts are now being introduced to combat obesity and boost breastfeeding rates. The government hopes that the charts will help to reassure mothers who breastfeed that their babies are not underweight.

The old tables were based on the growth of mainly formula-fed babies, who tend to put on weight much faster than breastfed babies. These formula-fed babies also have a higher risk of developing obesity.

The Institute of Child Health's Professor Tim Cole said "with the previous charts, a breastfed baby could be growing perfectly normally but would appear to the health visitor not to be growing fast enough as the charts recommended, so there might have been pressure to wean early".

The new charts are based on the ones developed by the World Health Organisation after a 15-year study of 8500 children from across six countries established firm and in-depth about the growth of healthy children for the first time.



The new charts will be used on all new babies from 11 May with Scotland, Wales and Northern Ireland expected to adopt them in coming months.

SOURCE:

BBC News: <http://news.bbc.co.uk/go/pr/fr/-/2/hi/health/8035784.stm>

Mirror: <http://www.mirror.co.uk/news/top-stories/2009/05/04>

Australia to pay for 18 weeks paternity leave by 2011



The Federal government of Australia has announced that beginning 2011, primary care givers will be given 18 weeks of postnatal paid leave. The announcement was made on Mother's Day by Treasurer Wayne Swan. The leave will be paid for 18 weeks at the federal minimum wage of about A\$544 a week but will be taxed. The paid maternity leave only covers the primary care giver, usually the mother who earns less than A\$150,000 a year. The scheme is expected to cost taxpayers A\$260 million a year.

Families Minister, Jenny Mackin said the scheme would be "transferable between two parents, which means that it can be shared between a mother and a father".

"It goes to the core of working family life in this country and the fact that we must value the relationship between mum and a newborn child," the Treasurer said.

Premier Kevin Rudd said "paid parental leave is necessary in order to provide extra support for parents with little bubs at home, and secondly, it also helps business productivity in the long-term".

SOURCE:
Brisbane Times:
<http://news.brisbanetimes.com.au/breaking-news-national/govt-defends-parental-leave-start-date-20090511-azjo.html>

The Australian:
<http://www.theaustralian.news.com.au/story/0,25197,25459128-5013871,00.html>

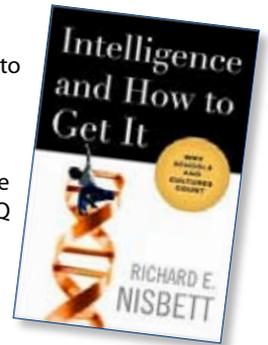
Mums who exercise and breastfeed boost baby IQ

Mothers who exercise during pregnancy are helping to boost their child's IQ, according to research by American psychologist Richard E. Nisbett.

In his new book, *Intelligence and How To Get It*, Nisbett highlights the important part the mother plays in the shaping her children's ability to learn and reason, starting shortly after conception.

"Children whose mother exercised 30 minutes a day score around 8 points higher in standard IQ tests than children whose mothers were more sedentary. Breastfeeding for up to nine months may increase IQ as much as six points" he said.

"Exercising large muscle groups increases the growth of neurons and adds to the blood supply of the brain. Exercise and breastfeeding combined, he says will raise a typical child's IQ to about 114, which is 14 points above average.



SOURCE:
Times Online : http://www.timesonline.co.uk/tol/life_and_style/health/article621136



Australian Breastfeeding Association (ABA) ends sponsorship and endorsement agreement with Medela

ABA in a statement to its members state that "It is with regret that the Board of Directors of the Australian Breastfeeding Association inform their members that ABA acknowledges Medela's statements, publicly and also in private meetings with Association representatives, that it has, and also intends in the future to breach the World Health Organization International Code of Marketing of Breastmilk Substitutes by advertising and selling feeding teats directly to the public."

"As a result of this and in keeping with ABA's sponsorship and endorsement policy, Medela has breached the terms of our agreement and we have no alternative but to take steps to end our endorsement agreements with Medela. We have placed this matter in the hands of our lawyers". The statement can be viewed at <http://www.breastfeeding.asn.au/media/Informationformembers-medela.pdf>

In a position statement dated December 1, 2008 and published on February 11, 2009, the President of Medela, Carr Lane Quackenbush, announced the company's intent to continue with an official policy of WHO Code violation. The position statement is titled Medela Position on Marketing of Breastmilk Feeding Products to Mothers. The position statement can be viewed at <http://www.medelabreastfeedingus.com/media-center/37/medela-position-statement-who-code>

WABA would like to congratulate ABA for taking a strong position to end their sponsorship and endorsement agreement with Medela.

Congratulations

to the winner of the WABA World Breastfeeding Week 2009 Photo Competition



Winners are listed on www.waba.org.my and www.worldbreastfeedingweek.org. These photos are also featured in this year's WABA Action Folder and other campaign materials.

News of Core Partners

Wellstart International launches the new 3rd Edition of Wellstart's Lactation Management Self-Study Modules, Level 1 on Mother's Day 2009



This educational tool is downloadable for free from www.wellstart.org

This tool is intended for use by medical and nursing students as they begin their clinical assignments but can be also be used by anyone who has never been exposed to breastfeeding issues before or those who need a quick review. The Third Edition was reviewed by 15 US and 15 international reviewers who are experienced health provider educators and/or care givers. Wellstart International hopes that this tool will be able to help increase the general knowledge of about lactation and breastfeeding promotion among the world's health care providers irrespective of areas of specialisation.



ONE MILLION CAMPAIGN: Support Women to Breastfeed

The campaign initiated by the International Baby Food Action Network – Asia (IBFAN – Asia) is a campaign that brings together people from all over the world to take action ranging from signing petitions demanding measures to support women to breastfeed, to individual actions such as pledging to support at least one woman to breastfeed.

To join the campaign, visit: www.onemillioncampaign.org

The IBFAN team launched the One Million Campaign at the World Health Assembly (WHA) and submitted a petition to the President of WHA, Mr. NS de Silva, signed by more than 45000 people from 161 countries on 23 May 2009.

Website Feature: La Leche League in the USA, World Breastfeeding Week Pages <http://www.llusa.org/wbw/>

La Leche League (LLL) in the USA World Breastfeeding Week Celebrations (WBWC) encompass five months (May to September) of events and activities to raise breastfeeding awareness and to fundraise to support breastfeeding in the USA.

LLL USA supports the World Alliance for Breastfeeding Action's stand that breastfeeding is a vital emergency response, the theme for LLL in the USA 2009 WBWC is Breastfeeding: Prepared for Life. This theme recognises the importance of supporting mothers with solid breastfeeding information so they can be successful at any time, especially in any emergency situation such as flooding, earthquakes or wild fires, or personal emergencies such as house fires, loss of a job, or public health emergencies like an epidemic.



ILCA/WABA Fellowship 2009

International Lactation Consultant Association (ILCA) and the World Alliance for Breastfeeding Action (WABA) are again facilitating a fellowship programmed for an ILCA member travel and contribute to WABA on outreach and advocacy projects at their Secretariat in Penang, Malaysia, and to gain new global experience.

Applicants must have been a financial member of ILCA for a minimum of 1 year and demonstrate an interest in working in the setting of global breastfeeding advocacy.



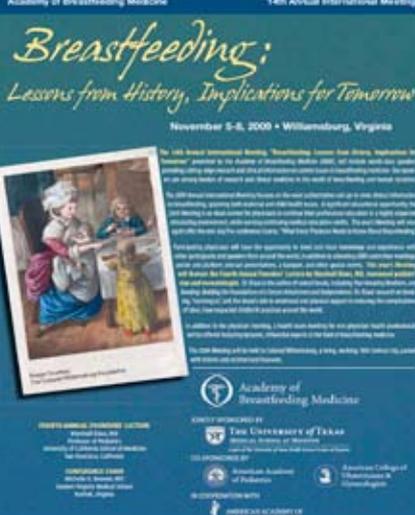
Academy of Breastfeeding Medicine (ABM)

The 14th Annual International Meeting NOVEMBER 5-8, 2009

Physician's Meeting: Nov. 6-8, 2009
Health Team Meeting: Nov. 7-8, 2009

Pre-conference Course: "What Every Physician Needs To Know About Breastfeeding": November 5, 2009

To download the conference brochure please visit : [http://www.bfmed.org/Media/Files/Documents/pdf/Conference%20Information/UPDATED%20CONFERENCE%20BROCHURE%20FOR%20WEB%20\(5-15-09\).pdf](http://www.bfmed.org/Media/Files/Documents/pdf/Conference%20Information/UPDATED%20CONFERENCE%20BROCHURE%20FOR%20WEB%20(5-15-09).pdf)



WABA MSTF e-newsletter Volume 7 Issue 1, 2009

WABA Mother Support Task Force (MSTF) e-newsletter is produced 3 times a year in 4 languages – English, Spanish, French and Portuguese. The latest issue is now available at <http://www.waba.org.my/whatwedo/gims/english.htm>

To subscribe: send an email to gims_gifs@yahoo.com and state your language preference.

WABA Men's Initiative inaugural e-newsletter

The WABA Men's Initiative inaugural newsletter is now available for viewing on the WABA website at <http://www.waba.org.my/whatwedo/mensinitiative/publications.htm>

The newsletter is edited by the WABA Men's Working Group Coordinator, James Achanyi – Fontem of Cameroon Link. The newsletter welcomes news, views and articles on men's issues. To subscribe or to contribute articles to the newsletter, please write to James Achanyi- Fontem at camlink2001@yahoo.com.

WABA YOUTH Initiative E-Newsletter Issue 4, May 2009

The latest issue of the WABA YOUTH Initiative e-newsletter now available on WABA website at <http://www.waba.org.my/whatwedo/youthinitiative/newsletters.htm>

This issue is written by Sri Umeshwaran who is WABA's new Information and Outreach Officer.

WABA YOUTH members have decided that each issue of the e-newsletter will be written and compiled by one YOUTH member. Each issue will highlight experience, new knowledge and skills gained by the YOUTH member volunteer.

What you can do to promote optimal MotherBaby maternity services?

Do you want to increase understanding of normal birth and breastfeeding, and improve the quality of care in all countries? Then consider creating a MotherBaby Network (MBnet). MotherBaby Networks are a result of increased interest throughout the world in supporting the International MotherBaby Childbirth Initiative (IMBCI) and promoting the 10 Steps to Optimal MotherBaby Maternity Services. MBnets consist of individuals such as midwives and physicians; or a collaboration of individuals, community grassroots advocates and organisations, and care providers; or a facility such as a birth center, clinic or hospital where women give birth.

MBnets are an unlimited number of sites throughout the world which, by their own initiative, are using the International MotherBaby Childbirth Initiative (IMBCI) to promote the 10 Steps to Optimal MotherBaby Maternity Services in their own contextual surroundings. These sites have contacted the International MotherBaby Childbirth Organisation (IMBCO) to inform us of their work, completed our online questionnaire, and confirmed their support of the IMBCI. As such, they are recognised by IMBCO as being part of the MotherBaby Network of sites engaged in the promotion of the IMBCI. As a result, they have access to IMBCO resources and will have the opportunity to share their victories and/or challenges through the IMBCO website. For more information, visit www.imbci.org.

SUBMITTED BY: Rae Davies, Co-coordinator WABA Health Practices Task Force.

Introducing WABA Research Task Force

The WABA Research Task Force is now being helmed by Amal Omer-Salim as Coordinator and Khalid Iqbal as Co-coordinator.

Amal Omer-Salim also serves as a Senior Technical Advisor to WABA. Amal is a nutritionist by profession and is based at the Dept of Women's and Children's Health at Uppsala University, Sweden. She has been involved in the education and research programs at Uppsala and has published two scientific articles which are described briefly below. Her main interests are in the field of infant and young child nutrition, the socio-economic factors related to nutrition and more recently in the field of gender and nutrition. For many years, she has been working as a consultant to the Swedish International Development Cooperation Agency, Sida. Amal has been working with WABA and its Core Partners in the ILO Campaign for Maternity protection for working women and is now working with WABA on coordinating the Health care practices area, amongst other things. The Logical Framework Approach and other results-oriented methodologies are of great interest to her as well as finding time to balance being a working mother of three children!



The two published articles which were part of her licentiate degree at Uppsala University are as follows:

- 1. *Whom can I rely on? Mother's approaches to support for feeding: an interview study in suburban Dar es Salaam, Tanzania.***
Omer-Salim A, Persson LÅ, Olsson P
Midwifery. 2007 Jun;23(2):172-83. Epub 2006 Oct 17
- 2. *How do health workers balance infant feeding and employment?***
Amal Omer-Salim, Pia Olsson
African Journal of Midwifery and Women's Health,
Vol. 2, Iss. 1, 18 Jan 2008, pp 46 - 52

Dr. Khalid Iqbal is the Co-coordinator WABA's Research Task Force. He is basically a clinician, currently working as a Neonatologist in Neonatal Intensive Care Unit, Dubai hospital Dubai United Arab Emirates. He has extensive experience in management of child health and infant nutrition issues. He is a Lactation Consultant, BFHI assessor and BFHI trainer as well.

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WABA's Chairperson Emeritus, Dato' (Dr) Anwar Fazal appointed Visiting Professor at Universiti Sains Malaysia

Dato' (Dr) Anwar Fazal, Chairperson Emeritus of WABA has been appointed a Visiting Professor at the Universiti Sains Malaysia, and the first Director of the new Right Livelihood College based there. The College is the new global hub of all the winners of the Right Livelihood Award, popularly called the "Alternative Nobel Prize" and will be a capacity building initiative to harness and spread the knowledge, wisdom and experience of some 130 laureates in 57 countries. Anwar Fazal and IBFAN are recipients of the Award (in 1982 and 1998 respectively). They are currently brainstorming possible new and value adding capacity building links with universities. The College is also organising in May an introductory workshop on "How to make a Better World – Small Actions, Big Changes" for international NGO's in Malaysia. For more background information on the College, see www.rightlivelihood.org and click "college" or if you have ideas, write to Anwar at anwarfazal2004@yahoo.com.



WABA is now on FACEBOOK

Everyone seems to be on Facebook. Your friends are on it, your family is on it and now WABA is on Facebook too!

Stay connected with the rest of our community and get latest info about WABA.

Become a member and join in today!

<http://www.facebook.com/group.php?gid=31307243403&ref=mf>



WABA Steering Committee Election 2009

WABA is currently holding its Steering Committee election for three positions to take up office on 1 January 2010 until 31 December 2012. The three positions are for Europe and Asia-Pacific regions and for a Global position.

Invitation for nominations were sent out to all WABA Endorsers in January 2009. WABA has compiled information on candidates standing for election and has sent this to its voting members of the WABA General Assembly. The results of the election will be announced in early August 2009.



continued from page 5

Dr. Khalid has been affiliated with many regional and international organisations and contribute significantly in promotional activities and advocacy campaigns. He is a member of Advisory Committee IBFAN Arab World, Executive Coordinator of Gulf Alliance of Breastfeeding Advocates (GABA), Code Coordinator UAE Lactation Consultants Association. He had been approaching many formula companies with strong letters based on scientific evidence and compelled them to stop unethical and unscientific claims. One of the letters was published in The Lancet under title "Unethical promotion of Lactose Free Formula".

Dr. Khalid is the author of many scientific papers either published in international journals or circulated online and has written two books, "*Our Children are at Risk*" and "*The Basics of Human Lactation*".

He is a well-known speaker and presented many topics at international platforms in USA, Germany, Australia and middle east countries.

WABA Events

World Breastfeeding Week 2009 BREASTFEEDING: A VITAL EMERGENCY RESPONSE.

Are you
ready?



Objectives of WBW 2009

- To reinforce the vital role that breastfeeding plays in emergency response worldwide.
- To advocate for active protection and support of breastfeeding before and during emergencies.
- To inform mothers, breastfeeding advocates, communities, health professionals, governments, aid agencies, donors, and the media, about how they can actively support breastfeeding before and during an emergency.
- To mobilise action and promote networking and collaboration between those with breastfeeding management skills and those involved in emergency response.

WBW 2009 Virtual Breastfeeding Shield Event Pledge

**"Breastfeeding is a shield that protects
infants in an emergency"**

- WABA WBW Calendar Announcement

The event launched in May and will go on until the end of the year. This is to cover all WBW celebrants who celebrate from August to December 2009. For every pledge that is received, a virtual breastfeeding shield will appear on the world map on the WBW website. Please visit the WBW website www.worldbreastfeedingweek.org to download the pledge form and to view the virtual map.



Book these
dates:
14-17 June
2010

INNOCENTI & BEYOND

*Breastfeeding in a
Family-Friendly World*

*See you in Quebec,
Canada!*

The WABA-FIAN Joint Gender Training Workshop, India



WABA is pleased to announce the upcoming four-day joint **Gender Training Workshop with Food First Information and Action Network (FIAN)** that will take place in Delhi, India between **6-9 July 2009**. The goal of this joint training is to enable participants both men and women from the breastfeeding and food rights networks to raise awareness and sensitivity on gender issues. This training will also tackle the gendered challenges to breastfeeding and food rights.



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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).