

IN THIS ISSUE

Message from the Editor

Highlights of WBW 2012

- Number of Private Hospitals with Support Services to Increase
- Launching of WBW at Seberang Jaya Hospital and its first Lactation Center in Northern Region
- Singapore's First Breastfeeding Flash Mob on Orchard Road
- Breastfeeding Flash Mob Staged In Xiamen to Call for Public Lactation Rooms
- World Breastfeeding Week Organised in Nepal
- Mothers Participating in the 'Big Latch On' Attempt World Breastfeeding Record



1. Current News

- Rowan Regional Selected For National Effort to Increase Breastfeeding Rates
- Fasting While Breastfeeding Is Safe, Research Indicates
- Helping Mums Do What Comes Naturally
- Breastfeeding Now on SIDS Prevention List
- Oklahoma Hospitals 'Ban The Bag' To Encourage Breastfeeding

2. News of Core Partners

- Academy of Breastfeeding Medicine (ABM)
 - ▶ 17th Annual International Meeting, October 11-14, 2012 in Chicago
- International Lactation Consultant Association (ILCA)
 - ▶ LLLI Peer Counsellor Programme Training – Beijing

3. News of Task Forces, Regional Focal Points and Working Groups

- News from the Youth Initiative
- News from Men's Working Group
- News from Health Care Practices Task Force
- News from Mother Support Task Force

4. News from Secretariat

- WABA Steering Committee Elections 2012 – Announcement of Results
- Healthy Documents Website
- New Publications
- The Earth is Our Mother - Take Action NOW! La Tierra es Nuestra Madre – ¡Actuemos YA! A Terra é Nossa Mãe – Tome uma atitude agora!
- WABA Joins Protest of New Bill that will Weaken Code Legislation in the Philippines

Message from the Editor

2012 has a special meaning to humankind; some predict it is the end of the world, others predict it is the beginning of a new era, we hope it's the latter.

For all the WBW celebrants, this year we all gather and celebrate the 20th anniversary of WBW as well as 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding. The focus of this year's theme "Understanding the Past – Planning the Future" is to recall what has happened in the past 20 years on IYCF and to assess policies and programmes, and take actions accordingly.

All parents want to provide the best to their children. However, Infant formula companies are seizing this occasion to lobby parents claiming that their products are similar to breastmilk and have all nutrients and components for the baby's overall development. Aggressive marketing of formula and feeding products through the media, magazines, television etc. has led to a steep decline in worldwide breastfeeding rates.

I would like to take this opportunity to share with you some formula tragedies that have happened around the world.

1. In 2012, Australian parents complained that the "new and improved" formula they gave their babies came with side effects such as "constant crying, rashes, dark green watery poo, dehydration and vomiting".
2. Contamination of Chinese formula with melamine in 2008 also led to deaths and hospitalisations.

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 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

WABA

P.O. Box 1200, 10850 Penang, Malaysia
T 604 6584816 **F** 604 6572655
E waba@waba.org.my
W www.waba.org.my
www.worldbreastfeedingweek.org
www.breastfeedinggateway.org

3. In 2006, bogus formulas in China were blamed for the deaths of 60 infants and resulted in severe malnutrition of hundreds of babies. Glass fragments, metal shavings, cockroaches and bacteria have all been found in these products and caused harm to babies.
4. In 2005, soy-based formula in Israel was found to be thiamine-deficient, leading to the hospitalisation of 20 babies, the deaths of three babies and irreversible brain damage for others.
5. Between 1982 to 1994 in the United States alone, there were 22 significant recalls due to health and safety concerns. Tens of thousands of products were recalled.

Breastfeeding is not only about the food (nutrients) to a baby, it is also brings the baby closer to the mother – bonding. As a parent, especially if you are a new parent, I hope you will think twice before you decide how you feed your baby after knowing the above tragedies which have been recorded.

Happy Reading,
Pei Ching
 Editor, e-WABALink



Highlights of WBW 2012

Understanding the Past – Planning the Future: Celebrating 10 years of WHO/UNICEF’s Global Strategy for Infant and Young Child Feeding

Number of Private Hospitals with Support Services to Increase

PUTRAJAYA: The numbers of private hospitals which provide comprehensive breastfeeding support services are expected to increase in Malaysia with a nod of approval given recently by the Association of Private Hospitals of Malaysia (APHM).

Although UNICEF launched the BFHI in 1991, Health Minister Datuk Seri Liow Tiong Lai said the participation of private hospitals in Malaysia has been slow.

“There is a lack of private hospitals (involved in the BFHI) and therefore I will undertake greater initiatives with the

(health) director-general and APHM to encourage more private hospitals to be baby-friendly hospitals,” Liow said after launching the World Breastfeeding Week 2012 at his ministry.

“We hope to see the commitment from private hospitals and hopefully we can double the number of baby-friendly private hospitals by this year,” said Liow.

Liow said in 1998, Malaysia became the third country in the world -- after Sweden and Oman -- to have all its government hospitals certified baby-friendly

Also present at the function were APHM President Datuk Dr Jacob Thomas and World Alliance for Breastfeeding Action (WABA) Executive Director Sarah Amin.

Source: *The Star* <http://thestar.com.my/news/story.asp?file=/2012/8/3/nation/11788783&sec=nation>

New Straits Times <http://www.nst.com.my/nation/general/be-baby-friendly-hospitals-urged-1.119145>

Light moment: Liow checking the WABA booth at the exhibition after launching the World Breastfeeding Week 2012 in Putrajaya.
 Source: *The Star*



Highlights of WBW 2012



Launching of WBW at Seberang Jaya Hospital and its first Lactation Center in Northern Region



A REPORT BY LACTATION COMMITTEE OF SEBERANG JAYA HOSPITAL

The Lactation Committee of Hospital Seberang Jaya in Penang, Malaysia launched the WBW celebration on 3rd August with an exciting programme which included an opening ceremony officiated by Dato' Dr. Hj Lailanor bin Hj Ibrahim, the State Health Director of Penang, a Multimedia Presentation, followed by a talk on the WBW theme "Understanding The Past, Planning The Future – Celebrating 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding" by Chuah Pei Ching, Health and Information Officer from WABA.

The creative event was well organised and featured several performances that highlighted the 2012 theme. There was an experience sharing video by mothers who underwent induced lactation, as well as an award giving ceremony to those mothers. A total of 10 mothers have successfully completed the breastfeeding induced

lactation programme. The WBW programme ended with the launching of the Lactation Centre by Dato' Dr. Hj Lailanor bin Hj Ibrahim. A "Breastfeeding" signature campaign was conducted and displayed in front of the lactation centre.

ABOUT THE LACTATION CENTRE IN HOSPITAL SEBERANG JAYA

This lactation Centre was formed to give commitment, and services to continue the new breastfeeding policy that was recommended by WHO/ UNICEF so that the Baby Friendly Status can be sustained. Hospital Seberang Jaya attained Baby Friendly Hospital Status in 1997. This status is maintained until this year. The Lactation Centre at Hospital Seberang Jaya was launched on 1st February 2012 with the approval of the Hospital Director. It was officially launched by State Health Director of Penang state on 3rd August during the World Breastfeeding Week celebration.



Lactation Centre launched by Dato' Dr. Hj Lailanor bin Hj Ibrahim, State Health Director of Penang (centre in dark coat). From his right onwards: Dr. Hassan Merican bin Omar Naina Merican, Deputy State Health Director of Penang, Dr. Sharmini Diana a/p Parampalan, Chairperson of Lactation Center, Zuhaida bt Harun, State Nutritionist, Chuah Pei Ching, WABA Health Officer and Dr. Azlina binti Muhamad Radzi, Director of Seberang Jaya Hospital. Also present in the photo are nurses and staff of the Centre.

Highlights of WBW 2012



Singapore's First Breastfeeding Flash Mob on Orchard Road

If you were on Orchard Road, you may have caught a group of more than 15 mothers with their babies and toddlers nursing in full view of the public for about 20 minutes, on 25th August 2012.

Named 'Latch On For Love', the event aimed to promote breastfeeding in public, and to raise public awareness that nursing is a natural act that should be accepted and encouraged.

Jointly organised by the Breastfeeding Mothers' Support Group Singapore, Association for Breastfeeding Advocacy and the Baby Friendly Hospital Initiative Committee, the event was held in front of Ngee Ann City and attracted curious onlookers.



Source: asiaone <http://www.asiaone.com/News/Latest%2BNews/Diva/Story/A1Story20120826-367632.html>

Breastfeeding Flash Mob Staged in Xiamen to Call for Public Lactation Rooms

At nightfall on 5th August, 15 young mothers carrying babies in their arms gathered on Zhongshan Road Pedestrian Street and suddenly started breastfeeding in public, stunning passers-by and drawing a great crowd.

It turned out to be a flash mob launched by a group of young breastfeeding mothers, who called for more private places in the city for them to nurse their infants in public places.

At present, lactation rooms for mothers to breastfeed their babies are very rare in public places in Xiamen including shopping malls, supermarkets, stations and parks. The flash mob event aimed to raise awareness of breastfeeding and urge more respect for breastfeeding women amid the 20th World Breastfeeding Week this year, according to a young breastfeeding mother.

With the theme of "Understanding the Past – Planning the Future", the 20th World Breastfeeding Week (WBW 2012) falls on the first week of August this year. Apart from Xiamen, mothers in more than 10 cities including Chengdu, Nanjing and Beijing have also staged a breastfeeding flash mob.

Source: What's On Xiamen <http://www.whatsonxiamen.com/news26534.html>



World Breastfeeding Week Organised in Nepal



The Nepali government organised various programmes on August 1–7 to mark the World Breastfeeding Week under the theme of "Understanding the Past - Planning the Future".

Nepal has adopted a strategy to promote exclusive breastfeeding – the practice of keeping a child on a steady diet of nothing but mother's milk right from birth up until six months of age – as defined by the WHO.

The government has envisioned the promotion of breastfeeding along with various awareness campaigns to inspire mothers for breastfeeding through the National Nutrition Policy and Strategy 2004.

Stepping up its policy and strategy, the government certified seven hospitals in the country as Baby Friendly Hospital Initiatives, whose prime focus would be promoting breastfeeding.

Source: China Daily http://usa.chinadaily.com.cn/life/2012-08/07/content_15649713.htm

Highlights of WBW 2012



Mothers Participating in the 'Big Latch On' Attempt World Breastfeeding Record

Thousands of women across the world attempted to break a simultaneous breastfeeding record on Friday 3rd and Saturday 4th August to raise awareness about the importance of breastmilk in a developing infant's life.

The Big Latch On took place in 23 countries at 590 locations. Each time zone attempted to set the simultaneous breastfeeding record. Every location was registered and had official witnesses who would confirm the count. Last year, 5,687 mothers participated in the event with 412 locations in five countries.

The Big Latch On originated in New Zealand in 2005 and was created by the non-profit organisation Women's Health Action. They chose this week in August to coincide with the annual celebration of World Breastfeeding Week, which is in its 20th year this Aug. 1 through 7.

Big Latch On organisers hope that by getting women who breastfeed together, they can help foster a sense of community.

"It is clear that we need to work harder to help women to achieve their breastfeeding goals, the Big Latch On is just one of the ways we are working to increase community and peer support for breastfeeding women." Isis McKay from Women's Health Action said in the press release.

More stories about "Big Latch ON":

1. Thousands of women united Saturday morning for an event to raise awareness on breastfeeding, including a group of about a dozen in Myrtle Beach.
<http://www.carolinalive.com/news/story.aspx?id=784497#.UEQtMHibtt>
2. Dozens of mothers and their children turned out Saturday morning for "The Big Latch On" at the Capitol Square Bell Tower as part of a worldwide event supporting the practice of breastfeeding.



Mothers participate in an earlier Big Latch On event. (Credit: Big Latch On)

<http://www2.timesdispatch.com/news/2012/aug/04/2/dozens-gather-in-capital-square-for-mass-breastfeed-ar-2108819/>

3. Moms unite to celebrate breastfeeding at the Will County Health Department, joining millions across the globe in an international synchronized lactation event.
<http://heraldnews.suntimes.com/news/14239112-418/moms-unite-to-celebrate-breastfeeding.html>
4. Thirteen moms spread out on picnic blankets in Soldotna Creek Park tending to nearly 20 children. They each waited for their 60-second chance to help The Big Latch On 2012 beat a record for the most women breastfeeding simultaneously.
<http://www.sfgate.com/news/article/Kenai-group-addresses-public-breastfeeding-3780942.php>

Source: CBS News

http://www.cbsnews.com/8301-504763_162-57485596-10391704/mothers-participating-in-big-latch-on-attempt-world-breast-feeding-record/

1. Current News

Fasting While Breastfeeding Is Safe, Research Indicates

In a study conducted in the UAE at Muwajjhi Primary Health Care Clinic, milk samples were taken from healthy breastfeeding mothers, during and after the Ramadan fasting month. It was discovered that fasting did not significantly affect the level of macronutrients. Macronutrients are nutrients needed in large quantities for growth and energy, such as proteins,

carbohydrates and fat. However, fasting did affect the level of "micronutrients" such as magnesium, zinc and potassium, but these are by definition only needed in small quantities.

Dr Hessa Khalfan Al Ghazal, Director of the Executive Committee for the Sharjah Baby Friendly Emirate Campaign, remarked: "Breastmilk is incredibly resilient, and can retain its major nutrients even during fasting."

"If a mother chooses to fast, it's vital that she replenishes her nutrients with

a balanced diet encompassing all the major food groups when she breaks her fast each day, and revert to her normal eating habits immediately after Ramadan." Hessa added.

Source: gulfnews.com

<http://gulfnews.com/news/gulf/uae/health/fasting-while-breastfeeding-is-safe-research-indicates-1.1061355>

I. Current News

Rowan Regional Selected For National Effort to Increase Breastfeeding Rates

SALISBURY – Rowan Regional Medical Center announced that it has been selected to participate in Best Fed Beginnings, a first-of-its-kind national effort to significantly improve breastfeeding rates in states where rates are currently the lowest.

Though breastfeeding is one of the most effective preventive health measures for infants and mothers, half of American-born babies are given formula within the first week, and by 9 months, only 31 percent of babies are breastfeeding at all. Best Fed Beginnings seeks to reverse these trends by dramatically increasing the number of American hospitals implementing a proven model for maternity services that better supports a new mother's choice to breastfeed. The National Initiative for Children's Healthcare Quality (NICHQ) is leading the effort through a cooperative funding agreement with the Centers for Disease Control and Prevention (CDC), and will be working closely with Baby-Friendly USA Inc.

The institutions are among 90 hospitals chosen to take part in a programme called Best Fed Beginnings. The hospitals will get help implementing recommendations from the American Academy of Paediatrics. They include establishing support groups and helping mothers nurse their babies within a half-hour of birth.

The groups will work together in 22-month learning collaborative using proven quality improvement methods to transform their maternity care services in pursuit of "Baby-Friendly" designation. This designation verifies that a hospital has comprehensively implemented the American Academy of Paediatrics-endorsed Ten Steps to Successful Breastfeeding, as established in the WHO/UNICEF Baby-Friendly Hospital Initiative.

Source: *Salisburypost*

<http://www.salisburypost.com/health/070212-Rowan-Regional-Selected-for-National-Effort-to-Increase-Breastfeeding-Rates->

Dodge Globe.com

<http://www.dodgeglobe.com/newsnow/x425604243/4-hospitals-in-Mo-Kan-join-breastfeeding-effort>

Breastfeeding Now on SIDS Prevention List

BREASTFEEDING has been added to the list of things mothers are advised to do to protect their baby from sudden infant death syndrome, with experts saying there is clear evidence breastfed babies have less than half the risk of dying unexpectedly.

The organisation SIDS and Kids has revised its guidelines for reducing the risk of sudden infant death syndrome (SIDS) to include a new recommendation that mothers breastfeed their babies where possible.

SIDS and Kids has launched its revised infant sleep safety guidelines ahead of the 25th Red Nose Day (fundraising initiative) on June 29.

Jeanine Young is the Chair of the SIDS and Kids National Scientific Advisory Committee, and she outlined the latest development.

"We've known for a very long time that breastfeeding is extremely important - the more we discover about breastfeeding the more important it becomes," Ms Young says. "And now, research has shown that breastfeeding your baby regularly more than halves the odds of a baby dying suddenly and unexpectedly."

"Breastfeeding will be coming back into the safe sleeping campaign message," Ms Young says. The SIDS and Kids Sleep Safe My Baby campaign for 2012 was launched on 17 May 2012.

Source: *The Australian* <http://www.theaustralian.com.au/news/health-science/breastfeeding-now-on-sids-prevention-list/story-e6frg8y6-1226358205528>

9News <http://news.ninensn.com.au/health/8468774/breastfeeding-halves-sids-risk>
702 ABC Sydney <http://www.abc.net.au/local/stories/2012/05/17/3504841.htm>

Helping Mums Do What Comes Naturally

A new scheme to make breastfeeding mums feel welcome in Eastleigh, UK has already drawn support from 50 firms.

Eastleigh Borough Council has been working with Southern Health NHS (National Health Service, UK) Foundation Trust to promote breastfeeding for mums in the area as it's shown to benefit the health of the baby and mother.

Businesses in the area have started displaying a distinctive sticker in the window of their premises to tell mothers that they are welcome to breastfeed their child at that venue.

Southern Health and Eastleigh Borough Council are working to promote the Breastfeeding Welcome Scheme in the area and hope to expand it to a wider area and into the New Forest.

Cabinet Lead for Health Councillor Cathie Fraser said, "The Council is pleased to be helping to raise awareness about breastfeeding and its benefits. It's not about telling people what to do, but creating the right environment for the wellbeing of all our residents. I look forward to seeing more cafes and restaurants around the borough joining our breastfeeding welcome scheme this summer."

NHS Research has shown that the main reasons mums stop breastfeeding are: there isn't enough accessible help once they have left hospital, and that mums feel that they can't breastfeed outside the privacy of their home.

Having health visitors support families in their homes once they leave a maternity unit, and having places that make it easy to breast feed in public should help overcome these concerns.

Source: *Southern Health NHS*

<http://www.southernhealth.nhs.uk/news/helping-mums/>

1. Current News

Oklahoma Hospitals 'Ban The Bag' To Encourage Breastfeeding

OKLAHOMA CITY – Twenty-four Oklahoma hospitals will stop sending baby formula home with new moms. It's part of a pilot program called "Ban the Bag." The Oklahoma State Department of Health (OSDH) said as part of the programme, participating hospitals have agreed to stop sending new mothers home with commercial formula discharge bags.

According to the OSDH, the free infant formula samples hospitals send home with new mothers has been known to reduce breastfeeding rates. In addition, it says new mothers who have any problems with breastfeeding are more likely to

turn to the "free" formula given to them by their hospital than to call someone for help.

Low breastfeeding rates are one of the reasons Oklahoma continues to rank in the top 10 in the US for obesity, diabetes and infant mortality, said the OSDH. In a report by the Centers for Disease Control, it states that 71 percent of new moms in Oklahoma try to breastfeed compared to 77 percent across the nation. Evidence shows that breastfeeding improves the health of mothers and babies while formula feeding adds a significant cost to families and to the state of Oklahoma.

Source: News9

<http://www.news9.com/story/19399085/oklahoma-hospital-ban-the-bag-to>

2. News from Core Partners



**Academy of Breastfeeding
Medicine (ABM)**

17TH ANNUAL INTERNATIONAL MEETING

October 11-14, 2012 in Chicago



The 17th Annual International Meeting organised by the Academy of Breastfeeding Medicine will feature world-class speakers providing cutting-edge research and clinical information on current issues in breastfeeding medicine, spanning both maternal and child health issues.

This year's meeting will introduce a variety of innovative workshops which will provide interactive and novel approaches to common breastfeeding challenges in clinical practice and a chance to address "hot-button" or evolving issues that are newly recognised

For registration and further information:

Websites: <http://www.bfmed.org/Events/Details.aspx?ID=28>



**La Leche League
International (LLLI)**

**LLLI PEER Counsellor
Programme TRAINING
Beijing**



We are happy to announce an upcoming Breastfeeding Peer Counsellor Programme (BPCP) training course in Mandarin with instructors invited from Taiwan and Hong Kong. The BPCP Programme was launched by LLLI in 1987 with the mission of reducing infant mortality and morbidity by increasing the rate and duration of breastfeeding among breastfeeding resource-deprived populations.

If you think becoming a BPC may be right for you, we welcome you to get more information by visiting our website http://www.muruhui.org/pxkc_detail.asp?id=491 and downloading the information on this page http://www.muruhui.org/LLLI_PCP.zip. We are accepting applications for the next BPCP training course now which will be a 4-day training course. We have set a date for the next training in Beijing in September 13 to 16, 2012.

3. News of Task Forces, Regional Focal Points and Working Groups

News from the Youth Initiative

Greetings from WABA Youth!

My name is Jenan. I work as the Youth Liaison Person for WABA. WABA Youth is pleased to share with you our WABA Youth International Youth Day Statement on August 12, 2012 on the theme "Building a Better World: Partnering With Youth." The statement can be found on the WABA website (<http://www.waba.org.my/pdf/st-iyd2012.pdf>). More information regarding International Youth Day 2012 can be found at: <http://social.un.org/index/Youth/InternationalYouthDay/IYD2012.aspx>. We are also proud to announce that our International Youth Day Statement was included in the UN World Map by the United Nations Focal Point on Youth (UN-DSPD Youth). It is a great achievement for WABA Youth to be recognised by the UN.

We were also thrilled to have Tina Lutzen, our WABA Youth Intern from Denmark to represent WABA Youth at the 12th Melaka International Youth Dialogue "Health, It's My Right" on 28th – 30th June, 2012 organised by World Assembly of Youth (WAY) and she wrote a report on it which is on the WABA Youth website under "What's The Buzz?" (<http://www.waba.org.my/whatwedo/youthinitiative/index.htm>).



Last but not least, for the World Breastfeeding Conference (WBC) 2012 in New Delhi, India (<http://www.worldbreastfeedingconference.org/home>), the youth will be having a slot for a Youth Presentation with the theme "YOUth ACTION for Breastfeeding!" The WABA Youth team is excited to prepare a video presentation and live performance with RUMBA featuring the works of our youth partners all over the world at the Youth Presentation for WBC 2012.

For more information you can visit this link <http://waba.org.my/images/wbc2012.gif>. If you are a youth and registered as a participant at the WBC 2012, or have anything (photos/videos of your work for breastfeeding) that you would like to share for the Video presentation you may do so by the 21st of September. You may contact us through Google mail (youth.waba@gmail.com) or even Facebook us at <http://www.facebook.com/pages/WABA-Youth/126968647356585> for further information, or send us your photos/videos to us.

For more information on the WABA Youth Initiative, please visit <http://www.waba.org.my/whatwedo/youthinitiative/index.htm> or contact me, Jenan Johnson, at jsjohnson@waba.org.my

News from the Men's Working Group



Here is the link for our 'Men's Initiative E-Newsletter', which is published online by-annually. This latest edition is of the Jan-June 2012 period. http://www.waba.org.my/whatwedo/mensinitiative/pdf/mi_e_jun2012_eng.pdf



Please send any comments, feedback, news, pictures or articles relating to Men's activity in support of breastfeeding to the following emails; naweed@waba.org.my or jafontem@yahoo.com or aida.redza@waba.org.my

News from the Health Care Practices Task Force



New Health Care Practices and Research Websection

We would like to announce that the new "Healthcare Practices and Research" websection is now on WABA website. We have modified and restructured the existing "Healthcare Practices" websection to make it more user-friendly to our visitors. We also incorporated the research section in this new websection so that visitors can get breastfeeding information and research related to health with a click.

For more information on our new websection, please click <http://www.waba.org.my/whatwedo/hcp/>

Rae Davies, WABA's Health Care Practices Task Force Coordinator as well as Administrative Director of the International MotherBaby Childbirth Organisation would love to share with you "The Respectful Maternity Care Charter: The Universal Rights of Childbearing Women" (http://www.whiteribbonalliance.org/WRA/assets/File/Final_RMC_Charter.pdf). Although there is no direct mention of women's rights during breastfeeding; the rights in the charter do apply to the mother-baby.

Please email Rae Davies at rae@imbci.org if you would like to share your specific thoughts and suggestions on addressing the rights to breastfeeding.

News from the Mother Support Task Force

The WABA Mother Support Task Force would like to announce that the WABA MSTF e-newsletter N10 V1 2012 is available on the WABA website http://www.waba.org.my/pdf/mstfnl_v10n1_eng.pdf

The WABA Mother Support Task Force (MSTF) e-newsletter is produced 3 times a year in 4 languages – English, Spanish, French and Portuguese. The latest Spanish issue is now available at http://www.waba.org.my/pdf/mstfnl_v10n1_spa.pdf

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

4. News from Secretariat

WABA Steering Committee Elections 2012 – Announcement of Results

The tabulation of votes for the WABA Steering Committee Election 2012 was officiated and certified by a legal officer and WABA's auditor, and witnessed by WABA Executive Director and Senior Coordinator at the WABA office on Thursday 21 June 2012.

The following candidates (for the Asia-Pacific position and Latin America & the Caribbean position) received the highest votes and were duly elected to serve in the committee:

- a. Asia-Pacific Steering Committee Position – Dr. Rukhsana Haider, Bangladesh
- b. Latin America & the Caribbean Steering Committee Position – Irma Chavarria de Maza (Mimi de Maza), Guatemala

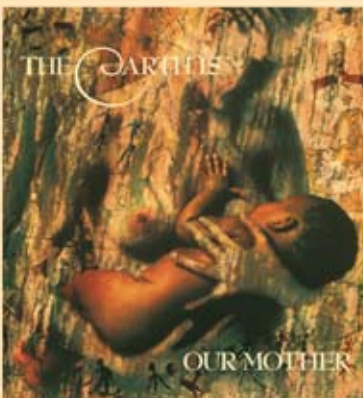
For the Steering Committee positions for Africa and North America, the following candidates were elected uncontested:

- a. Africa Steering Committee Position – Hussein H.T. Tarimo, Botswana
- b. North America Steering Committee Position – Dr. Miriam Labbok, USA

The elected Steering Committee members will serve for three years from 1 January 2013 to 31 December 2015.

Congratulations to the newly elected Steering Committee members.

The Earth is Our Mother – Take Action NOW! La Tierra es Nuestra Madre – ¡Actuemos YA! A Terra é Nossa Mãe – Tome uma atitude agora!



The United Nations Conference on Sustainable Development 2012 – RIO+20 – took place in Rio de Janeiro, Brazil, from June 20-22nd. WABA in collaboration with our Core Partner IBFAN (International Baby Food Action Network) produced a poster to stress the fact that 'The Earth – Our Mother – is in crisis!' and 'Over 20 years of evidence has shown how infant formula production, packaging and use are adding to this crisis!' We have a healthy, viable, non-polluting, non-resource intensive and natural alternative in breastfeeding. Breastfeeding is a valuable natural world resource that is under threat from formula companies, and we need to protect, promote and support breastfeeding in every country!

The Poster image was provided for WABA's exclusive use for RIO+20 with the kind permission by Mr. Chaz Maviyane-Davies (see more at: <http://www.maviyane.com/>). See the image and text of this poster in the three languages (English, Spanish, and Portuguese) at: <http://www.waba.org.my/whatwedo/advocacy/index.htm>

Healthy Documents Website updated

As a contribution of solidarity to the 3rd Peoples Health Assembly (PHA3), held in Cape Town, South Africa (July 6-11), WABA updated the information on the Healthy Documents Website, see: <http://www.healthydocuments.org/> It is hoped this updated site, which now also includes People's Declarations/Statements, continues to be a source of useful information, and an important action tool for advocacy to promote people's health. WABA welcomes feedback and suggestions on this site.

Additionally, for this occasion, WABA also organised the professionally designed up version of the "21 Dangers of Infant Formula" poster, sharing information on the effects that Formula companies do not want you to know about. The evidence based references and sources of information are presented on the back of the poster, See: <http://www.waba.org.my/whatwedo/advocacy/index.htm>

4. News from Secretariat

New Publications

1. "Understanding Breastfeeding and How to Succeed"

This book is written by two well-known Scandinavian authors and breastfeeding activists, Dr Elisabet Helsing (WABA International Advisory Council Co-chair) and Anna-Pia Häggkvist, IBCLC and nurse. Dr Helsing is the person most responsible for making Norway the most baby-and mother-friendly country on earth. Originally written in Norwegian, this book has been updated and translated into English.



This is a highly readable and encouraging introduction to the topic. It is filled with practical advice. You will find solutions to problems large and small, as well as topics ranging from sore nipples to the feeding of a premature baby. The book also provides a fascinating insight into the chequered history of breastfeeding from ancient times to the present. Why was it that in the past healthy well-to-do women so often entrusted their precious infants to the care of professional wet nurses? What led generations of physicians to draw up rules that made it impossible for many mothers to breastfeed? And how and why did science and common sense triumph in the end?

2. "The 10th Step and Beyond: Mother Support for Breastfeeding"

This book explores how different programmes have supported the 10th step of the Ten Steps for Successful Breastfeeding. It has also brought together authors from different continents to put together a diversity of expertise in specific ways that provides ideas and food for thought on implementing mother support in different settings.



The book shows that mother support is not just about providing mother- to-mother breastfeeding support, it is also about all of us working together to support the breastfeeding mother and make breastfeeding the normal way to feed a baby. This book will give you ideas about tried-and-true methods of support that can be adapted in your community to better support breastfeeding moms and help you plan for pitfalls that can cause your programme to fail.

"The authors Virginia Thorley and Melissa Clark Vickers have brought together a truly remarkable mix of 26 people, a team that reflects both the global character of issue, as well as its multidimensional nature." Professor Anwar Fazal, Chairperson Emeritus, WABA.

WABA wishes to record our sincere gratitude and thanks to the authors of both books who have agreed to forfeit their rights to any income from the international edition, agreeing that all royalties shall be paid to World Alliance for Breastfeeding Action.

For more information please visit <http://www.waba.org.my/whatwedo/hcp/resources.htm>



WABA. P.O. Box 1200, 10850 Penang, Malaysia
TEL: +604-658 4816 FAX: +604-657 2655
EMAIL: waba@waba.org.my
WEBSITE: www.waba.org.my
www.worldbreastfeedingweek.org
www.breastfeedinggateway.org

Editor: Chuah Pei Ching • Advisor: Sarah Amin & Jennifer Mourin
Designed by Adrian Cheah, Neo Sentuhan Sdn Bhd



Join us at Facebook at
<https://www.facebook.com/groups/31307243403/>

e-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 (LLLI), 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).