

of men's situation and of fatherhood in different countries or regions. The Snapshot will enable the MWG to strategise its work more effectively.

6. Gender Sensitisation

This aims at promoting gender sensitisation among men in and outside the breastfeeding network to fulfil the mission and goals of the Men's Initiative.

7. Advocacy

Promote the objectives of the Men's Initiatives at various events, such as, on UN Days and during outreach to other Men's Groups with press releases, etc.

8. Outreach Campaigns

Continues on-going outreach campaign for Men's Initiative Endorsement at regional and international events, conferences and during networking opportunities. The endorsement form is located at the WABA web site: <http://www.waba.org.my/whatwedo/meninitiative/endorse.htm>

CORE GROUP MEMBERS

Men's Working Group

- Coordinator: James Achanyi-Fontem, Cameroon
- Per Gunnar Engblom, Sweden
- Ray Maseko, Swaziland
- Qamar Naseem, Pakistan
- Arturo Arteaga Villaroel, Mexico
- Peter Breife, Sweden
- Jose Quiros, Costa Rica
- Santiago Vallone, Argentina

WABA SECRETARIAT, MALAYSIA

- Naweed Harooni: naweed@waba.org.my

ENDORSE US!

We would like to invite all men and women who support our initiative to endorse us.

Endorsement form for the WABA Men's Initiative is available for download at <http://www.waba.org.my/whatwedo/meninitiative/endorse.htm>

CONTACT DETAILS

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The World Alliance for Breastfeeding Action (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 Food Action 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).

W A B A MEN'S INITIATIVE

To protect, promote and support breastfeeding



**World Alliance for Breastfeeding Action
(WABA)**

WABA Men's Initiative

The WABA Men's Initiative was founded in October 2006. It aims to involve men in the global effort to protect, promote and support breastfeeding. The initial idea was derived at the WABA Global Forum 2, *Nurturing the Future: Challenges to Breastfeeding in the 21st Century* in September 2002 in Arusha, Tanzania, where the Global Initiative for Father Support (GIFS) was first launched.



In October 2006, in conjunction with the WABA Gender Training workshop and Youth workshop, a meeting of men was convened to revitalise the GIFS effort. It was at this meeting that the group broadened the scope of work to go beyond fathers. This led to the birth of the WABA Men's Initiative now part of WABA's overall gender effort.

The Initiative is coordinated by the Men's Working Group (MWG) comprising of men from the different regions of the world.

VISION

A world where breastfeeding is a cultural norm and where men support women and families to feed and optimally care for their infants and young children, thus contributing to a just, gender equal and healthy society.

MISSION

To create an enabling environment where men, particularly fathers, participate actively in and share responsibilities with women in optimally caring for their infants and young children, through advocacy, education and capacity building.

GOALS

- To increase and enhance involvement of fathers and men in parenting and supporting women in breastfeeding.
- To increase the participation of men, especially fathers, in child care, domestic responsibilities, and to raise men's awareness on women's and children's rights, and responsibilities towards reproductive health and safe sex.
- To support efforts that ensure greater gender equality in all societies in order to bring about an enabling environment for breastfeeding, family health and well-being.



SPECIFIC OBJECTIVES

- To disseminate specific information about the advantages of fathers' involvement to all parents;
- To develop country profiles which will provide a global snapshot of men's participation in the feeding and care of infants and young children;
- To act as a stimulus so that the establishment of Father-Support initiatives are increased globally;
- To improve linkages with Mother Support Groups and related target groups, especially men's groups, to promote father support;
- To promote fathers' involvement in ante-natal, delivery and post natal services interventions and parental education;
- To advocate for legislation in support of maximum participation of men in child care and parenting.

ACTIVITIES/PROGRAMMES

1. Newsletter

MWG e-newsletter is produced twice a year in English and French to highlight positive roles of men in breastfeeding promotion by supporting women, mothers and children.

The MWG also collaborates with WABA's Mother Support Task Force (MSTF) in their e-newsletter which carries articles on Mother Support /Men's Support. The MSTF e-newsletter is produced in four languages, i.e. English, French, Spanish and Portuguese.

2. Seedgrant for Men's Initiative

The programme aims to establish or strengthen Men's Support Groups and related activities such as Father-friendly Community Initiatives (FFCI) for breastfeeding protection, promotion and support worldwide.

3. Information service through Web-section

Make periodic review and update of the Men's Initiative section on the WABA website. Submission of articles, stories, research papers and pictures on interesting activities are welcome. Links to men's support websites and list of events relevant to the Men's Initiative are made available.

4. Information Materials

Produce information materials as and when needed such as the MWG Activity Sheet. The Sheet highlights issues of interest on men's support and what men in diverse roles and sectors can do to expand activities at regional level and country levels, to meet the goals of the Men's Initiative.

5. Regional Snapshot

This project aims to produce a tool to collect information and obtain a better understanding