

# Men's Initiative E-newsletter

WABA Forum for Men's Involvement in the Protection, Promotion & Support of Breastfeeding

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## GBP Forum 2010

By James Achanyi-Fontem



The aim of the GBP Forum 2010 examined cross cutting issues to set priorities. The Chair of the discussions, Felicity Savage, said during the last decade positive

evidence of cross cutting issues as gender, men's involvement and human rights have been considered, but a long way still needs to be done for some gaps to be addressed.

WABA Technical Advisor, Amal flagged the recommendations from the different workshops before participants prioritized under materials, training and specific areas of attention that are cross cutting. The first criteria is feasibility to realize suggested activities. It was understood that breastfeeding is a women's rights and it is the society's responsibility too. The society is required to create enable conditions for the women's rights to be fulfilled. Women should not be judged but the women's social context should be understood and the perspective for helping them to remove barriers to breastfeeding would be achieved.

The Core Partners expect that links would be created with the women's movements including health, right to food movement and conceptualized breastfeeding within the agenda of WABA. Panel discussions were organised and it was agreed that men need a more concrete orientation for full involvement in breastfeeding promotion activities. To reach the men, social groups including the churches, clubs, sports clubs and business clubs can be explored as entry points for men's involvement.

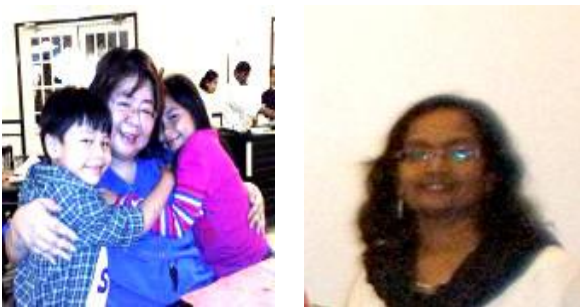
Some participants suggested the use of creative ways of making men involved and to encourage them become better negotiators especially to curb grandmothers' influences blocking change of attitudes and taboos within the families in particular and the communities as a whole.

Meaningful change will not happen if the health systems do not get involve in associating men to their activities in the facilities regarding pre-natal care, birthing and post-natal care.

WABAners resolved to promote equal opportunities for education for both sexes and to explore more media and communication channels to address cross cutting issues.

## Editor's note

### WABA Secretariat Staff Get New Feathers



Julianna Lim Abdullah & Sita Letchmi

Sarah Amin, Director of WABA, recently announced two very important promotions within the secretariat. This was effective from February 1, 2011. The announcement was done on Kong Hei Fatt Choy - The Chinese New Year's Day. The Chinese new year of the metal rabbit came with the good tidings of promotions: The first is the promotion of Julianna Lim Abdullah, IBCLC, our very own International World Breastfeeding Week (WBW) Coordinator, to Deputy Director of WABA. Julianna started her new position as of 1 February 2011 and is taking on more of the administrative and management task of the office; working closely with Sita Letchmi and the director. The second promoted is Sita Letchmi, who moved from Coordinator of Administration and Governance to Senior Coordinator. She is taking on more of the financial responsibilities together with the director of WABA. Bravo! Julianna & Sita from the Men's Working Group.

## What it takes to Involve Men In Breastfeeding Promotion

### Why Involve Men in Breastfeeding?

Breastfeeding is an important part of Infant and Young Child Feeding, Reproductive Health and Nutrition. Reproductive Health biologically involves the man and the woman and the attitudes of men towards breastfeeding strongly influence the mother's own point of view.

Men are generally one important source of support in mother's decision to breastfeed and in its successful implementation. There is also a positive connection between the degree of men's support and the total duration of breastfeeding.

A Men's Involvement in the breastfeeding situation strengthens his relationship to both the mother and the baby, and helps him to develop his fatherhood role in general. Highlighting the father's role in more general terms like parenting can broaden the argument for mother support, which is beneficial for both and the baby.

### Advantages of a Men's role in Fatherhood

Acclaimed researchers quote several advantages when both the father and mother are active and engaged in child care, compared to when only one is active. For example:

- Children psychological development and social skills are favoured by communication with committed father and mother.
- Men develop their empathic ability during pre-natal and post natal consultations and during this period, women are generally educated and trained on child bearing.
- A more equal division of responsibilities increases the possibilities for both parents to fill many roles within the family complex, which tend to make them more satisfied with their lives.

Cultures with committed men to child care have reduced hostility and violence against women.

### Men's Role As Gender Issue

Gender is considering masculinity versus femininity, which is a system of continually evolving social practices that define roles, assigns resources and establishes power relations.

From the above observation, gender roles are dynamic, constructed through social interaction, reinforced and reproduced by social institutions. Gender equity and equality work towards a society where women and men have equal opportunities, rights and obligations in all aspects of life. From a gender perspective, how paid work and care giving are combined, reflects assumptions and norms in the gendered situations of family and work.

Gender researcher (Linda Haas and others) claim that as long as women are assumed to be more responsible than men for child care, especially as women's role as mothers will continue to be a major obstacle to their achieving economic and social equality with men. Therefore, fathers' involvement in

in child care including breastfeeding is clearly a gender issue. It is important that men understand what it means for a woman, both physically and psychologically, to go through pregnancy, delivery and start breastfeeding. Well informed men know the importance of being patient and sensitive as the mothers recover from the baby delivery experience and gain confidence in breastfeeding.

By importing the same knowledge and sharing the breastfeeding moments, the man helps the new mother to gain breastfeeding skills. He can also protect her from misinformation about breastfeeding in the community, or even from friends and relatives. Sharing child care and responsibilities of the life strengthens parental relationship in the difficult period of transition and adjustment. Most preparatory courses for parents are organized at the pre-natal and post natal units of health facilities. The education is generally of a practical nature and focuses on medical factors of pregnancy, baby delivery and breastfeeding. This important forum involves issues of social and individual changes, and creates space for especially men to reflect on their situation and role. By focusing on and activating men, their role strengthens and they get a wider knowledge, more adjusted to their life situation and thus more useful to them. Many different ways exist to construct a forum for men, where they can get information and discuss parenthood. The right way to trigger the process depends on the interests and needs of the men's support group created which we aim at. Men's groups operate differently a few months before baby delivery and differently thereafter. It is generally easier to reach men before baby delivery compared to a few days and weeks after. The period immediately after baby delivery is the time when most decisions about how the baby will be feed and nourished. The most crucial step is how you invite men to participate in decision making with their partners. The knowledge and experiences of the resource persons during this period of fatherhood counselling reflects the importance of the information, message and the type of the decision that would be taken. It is important to use well known and accepted channels for specific messages.

### It's Time for Dads to Play Part in Breastfeeding

While the Indonesian government campaigns for mothers to take up breastfeeding, Utami Roesli, a child nutrition expert says the father plays an equally crucial role. "It's safe to say that if a mother fails to breastfeed her child, then it's the father's fault," Utami Roesli, the chairwoman of the Indonesian Lactation Centre, said recently. "The father has the power to support the breastfeeding habit. It's very important to get his support in order to raise a healthy generation of children and boost maternal health," she added. According to Utami, the father is key in reducing the strain on the mother, who, if more relaxed, would produce more of the hormone oxytocin, which is vital in the production of breast milk. "When the mother is stressed, she doesn't produce as much milk, and as a result she can't feed the baby properly," Touching on data, she said, around 80 percent of breastmilk production is linked to the mother's psychological condition. Utami said fathers could help out by providing moral support or even back rubs. "Massaging the mother's back helps stimulate milk production, but unfortunately not many people know this," she concluded.

## Counting On Men's Support Groups

Men need support to be supportive. It is a matter of team work and reciprocity. A man that views himself as a subordinate in his own family and plays his role only out of expectation, does not usually give high quality support due to the lack of confidence.

It is important for women to trust their partners to win their confidence. When a man is confident, he obviously joins his partner in child care sharing of responsibilities. The man should be motivated to understand the advantages of spending time with the baby to encourage attachment, as this is beneficial for the well being of the whole family. Before becoming a first-time mother, women have the advantage of getting information from counsellors or health consultants during the pre and post natal period. Men have a right to this counselling opportunity too, but they are not offered these rights in health facilities due to shortages of staff. This explains why, it is not often expected of men to engage in caring for the new born. WABA Men's Initiative aims at reversing this situation.



*Advocate for mothers' support groups*

Mother often need time and space for relaxation, especially when the baby is anxious or ill. If baby – father attachment had been encouraged immediately after delivery, the man will help out in such situations. This will allow the mother to be able to be alone during her relaxation period, to rest and regain strength without having to worry about the two others. This procedure requires that the mother is willing to have confidence in the father that he will care for the baby well. It is also known that breastfeeding can sometimes inhibit fathers from developing close relationship with their children and this has a negative effect on parenthood relations. Most often at this time, men feel excluded, jealous and resentful to the detriment of breastfeeding success and to the relationship between the father and the mother. Helping men to find other ways and situations where they can develop a close relationship with their children will be important and necessary. Men need to be offered the knowledge and support to minimize negative effects in the family due to breastfeeding.

Men also sometimes feel neglected and made disassociated by relatives, friends and even the maternity services. Men should be made to feel themselves as parents and not only like baby sitters or child care takers. The maternity services should develop strategies to improve on this relationship between the couple

## Giving the Right Information Is Crucial For Effective Involvement of Men

Information can, if delivered in a right way influence men and change their views and behaviour. Engaging with family professionals can impact positively on fathers' negative behaviour and parenting styles, increase their knowledge and understanding of child development, increase their confidence in their parenting skills, and lead to more sensitive and positive parenting and to greater involvement in infant and child care, and in interaction with children.

Men should be encouraged to be present during delivery by their partners. Their presence during delivery seems to have positive effects on the wellbeing of both the mother and the baby. Having the father nearby during the first hour of labour seems to make it easier for mother to successfully initiate breastfeeding and also seems to positively influence the duration of breastfeeding.

### Men's Attitude towards Breastfeeding

Some men have misconception and negative attitudes towards breastfeeding. To overcome these obstacles, issues of breastfeeding need to be discussed with both men and women during pregnancy and childbirth preparation visits. Health professional should make information available to both the father and mother.

The two most common perceptions with negative attitudes of men is the exposure of the mother's breast and that breastfeeding will make them less attractive. Actually, there is not much knowledge about why some fathers have negative views about breastfeeding. If we knew more about this, better measures would be taken to correct the situation.

As described above, a mother's perception of her partner's attitudes towards breastfeeding influences her choice of infant feeding method. However, she is often wrong about this. Scientific research has shown that men may have more favourable attitudes towards breastfeeding than their partners think.

### Postpartum Depression

Postpartum depression is a common affliction which severely can lower women's incentive to breastfeed and in other ways cause difficulties to babies' health. If rightly informed, men can be made to care for the psychological health of their partner, as they are likely to know them rather well and notice if there is some serious trouble arising. If necessary, help can be requested through contact with the local breastfeeding counsellor or health consultant.

## First-time Fathers are risk group

First-time fathers can be seen as a special risk group. They have a difficult time identifying themselves as fathers and surprisingly enough, health professionals tend to neglect them. With young couples, the quality of the relationship between both seems to be the most important factor for high men's involvement the months after childbirth. This is another argument for involving the importance of parenthood in the information offered at the maternity health care centre by professionals.

## Learning about Gender Issues

A men's relation to breastfeeding aims at improving on the environment and perceptions of what their role should be. Traditionally, caring for children is not an important part of the concept of masculinity, as it is the concept of femininity. Gender issues must be discussed and men's ideas about masculinity must be challenged.

Just like the mother, fathers need knowledge and incentives to be supportive. Attitudes concerning breastfeeding are influenced from all kinds of sources surrounding the family – relatives, friends, practitioners, legislators – and these attitudes can be linked to values of lifestyle and stereotype gender roles. In perspective, breastfeeding should be a concern, not only for the father, but for all men.

## Focus On Expansion of Men's Initiative Activities In 2011

1. Breastfeeding Promotion and protection through information and education
2. Parenting interventions focused on Gender Equality Promotion
3. Organization of capacity building training for health professionals on methods to reach, educate and empowerment men and youths on breastfeeding promotion
4. Prepare course tools for gender equality promotion in the context of breastfeeding to transform Men's Support Groups into Breastfeeding Advocate.
5. Advocate for maternity legislation for the protection of women and child rights to breastfeeding.
6. Encourage women to let their partners know that they approve of their exclusively breastfeeding babies for the first six months with complimentary feeding thereafter, and continued breastfeeding up to 24 months and above.
7. Advocacy for legislature to give more opportunities to engage more in concerns of home and child care, and mothers should be given the possibilities to engage in bread-winning jobs.
8. Encourage the creation of many Men's Support Groups, especially for assisting infants in vulnerable life situation.
9. Increase the knowledge of fathers of "newly born", who do not have all the facts necessary for appropriate and adequate child care.
10. Collect information and snap shots for publication in the e-newsletter « **Not for Fathers Only** » as exchange channel of experiences and promotion of dialogue.

## Birthing the World 2010

November 25 – 26, 2010 went into record as the dates of the last Birth the World conference in Quebec, Canada. The organizers have been looking back on its lengthy gestation period spanning three years. According to the team, they are filled with pride at the success of the event and its influence that will be longstanding! They are determined to keep the dialog alive between professionals of all sectors in prenatal care, to distribute widely the contents presented, and to continue to nourish as well as push further the societal and professional reflection.

Prenatal health has been a major focus at the ASPQ for over 30 years. During this time, the ASPQ has build a vast network of partners with which it has worked on various issues in prenatal health, from pregnancy and birth to breastfeeding and children's first two years. Over 700 participants from all sectors in prenatal care, contributed to the interdisciplinary meeting: doulas, researchers, doctors, nurses, midwives, professors, social and community workers, advocates, psychologists, lactation consultants, etc. Birthing the World represents 148 speakers, 6 plenary sessions, 30 symposia, 25 workshops, 50 oral communication presentations, 17 poster presentations, and an Expertise Fair showcasing 20 community organizations from across Canada.

In its efforts to continue nourishing the discussions, collaborations, and reflections generated by Birthing the World, the Association pour la santé publique du Québec (ASPQ; Quebec Public Health Association) will periodically produce, in 2011, special editions of its prenatal health bulletin *Le PÉRISCOOP*. These publications will address themes and subjects presented during the event with an interdisciplinary viewpoint. For more information, write to-"Birthing the World" [mcperreault@aspq.org](mailto:mcperreault@aspq.org). Visit its website, [www.aspq.org](http://www.aspq.org) or write to Birthing the World at [info@aspq.org](mailto:info@aspq.org).

## Working dads entitled to 'breastfeeding' leave: EU

Europe's top court has said, dads are entitled to "breastfeeding" leave even when mums are self-employed. The European Union Court of Justice ruled recently, that a Spanish law caused an "unjustified discrimination on grounds of sex" because fathers are not afforded the same right as women unless the baby's mother is an employee. The Spanish workers' statute lets working parents take breastfeeding leave during the first nine months following the birth of a child, allowing an absence from work for an hour or a half-hour reduction in the working day.

*More in our next edition.*

## COL Supporting Mothers



*COL Partners During Exchange Meetings*

Linking Media to Health Development and targeting Mother and Child Care was at the centre of discussions during a Commonwealth of Learning, COL/UNESCO sponsored seminar at Kochi, India from the 24<sup>th</sup> – 28<sup>th</sup> November 2010. This was part of a week-long 6<sup>th</sup> Pan Commonwealth of Learning Forum attended by over 600 delegates from 54 countries.

The CEO, Sir John Daniel, and the Vice President of Col, Prof. Asha Kenwar, who doubles as the Programme Director, were present at two separate sessions to motivate COL partners on an initiative aimed at showing how all sectors of the community can be involved in project design, decision making, execution, monitoring and evaluation of Mother and Child Health Care. Most of the activities by the COL Community Media Group were gender driven.

WABA Men's Initiative Coordinator and Executive Director of Cameroon Link presented highlights on COL's current project in Lebialem, South West region of Cameroon. Radio programmes on "**Mother and Child Health Care**" related issues are delivered through a community radio station as a good example of how media can be used to modify attitudes within the context of behaviour change communication.

The involvement of men and youths in communities for mother and child health care support creates an enabling environment where men and youths, particularly fathers or partners, participate actively in sharing responsibilities with women as far as caring for their infants and young children is concerned. This is delivered through radio programmes conceived by them as part of the community actors for the rest of the community population targets.

The strategy uses "**Small People**" within the community to address big issues. Small people are considered as those not often consulted during decision making, though they constitute the majority in the community. The media mother and child health care programmes give the small people an opportunity to exchange during broadcast for their own voices to be heard.

Ian Pringle, the International Coordinator of COL Media Action moderated several sessions to conceive a plan of action for the next three years starting from 2012 on the promotion of Community media within the Commonwealth countries.

## Men Revisited Support Strategy At GBPF



The Men's Working Group organized a workshop during the Global Breastfeeding Partners' Forum, GBPF from 17<sup>th</sup> -19<sup>th</sup> October 2010 in Penang, Malaysia. WABA organized the global event in conjunction with the 20th anniversary of the Innocenti Declaration, one of the most significant events which formed the basis of the breastfeeding movement. WABA, in collaboration with its Core Partners (ABM, LLLI, ILCA, IBFAN, and Wellstart International), celebrated and strengthened its network while discussing two of the Innocenti Declaration targets: implementation of the Ten Steps to Successful Breastfeeding, which became the Baby-Friendly Hospital Initiative (BFHI) and protection of the breastfeeding rights of Working Women. The Men's workshop discussions was built on the issues in tandem with the Men's Initiative's objectives, plan of action and ideas to expand more support for the Men's Working Group (MWG). The main focus was basically to think of effective strategies to involve men from the network in the promotion, protection and support breastfeeding and how the current Men's Initiative can become a platform of permanent dialogue. The vision of MWG is 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. 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. Participants at the workshop were invited to create men's support groups in the different regions and contribute to the MI e-newsletter by highlighting their work. It is expected that after the GBPF, there is going to be an increased and enhanced involvement of fathers and men in parenting and supporting women in breastfeeding; an increase in 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. The men resolved 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.

## Africa Rekindles Child Survival

## WB ISSUES GENDER RECOMMENDATIONS



Africa rekindled child survival and maternal health interventions towards the attainment of Millennium Development Goals through effective integration of Infant and Young Child Feeding Programmes at Port Louis, Mauritius from the 20<sup>th</sup> - 24th September 2010. The conference was organised by the International Baby Food Action Network, IBFAN Africa, with the support of the World Health Organisation, UNICEF and the Government of Mauritius. The Regional office of IBFAN Africa supports 32 countries: 27 countries in Anglophone Africa: Botswana, Burundi, Cameroon, Comoros, Eritrea, Ethiopia, Gambia, Ghana, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mauritius, Namibia, Nigeria, Rwanda, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe and 5 countries in Lusophone Africa: Angola, Cape Verde, Guinea Bissau, Mozambique and Sao Tomé & Príncipe. Countries in the African region as well as world-wide, pledged to reduce under-five mortality rate by two thirds, between 1990 and 2015. "Child survival and maternity health" is the Millennium Development Goal 4.

IBFAN Africa Regional Meeting is a strategic planning activity that is held once every three years for IBFAN members in the Anglophone and Lusophone countries. The meeting hosts National Coordinators of infant and young child feeding programmes and group leaders from about 33 member countries in Africa. To attend these meetings, IBFAN friends, partners, donors and collaborators are also invited.

The Regional Meeting in Mauritius was an opportunity to:

- Enrich and update participants on new issues and developments on Infant and Young Child Feeding;
- Provide a forum for reviewing progress of our work and sharing of experiences and information;
- Create consensus on interpretation of new knowledge and matters of mutual benefits, and
- Make recommendations on the strategic direction for the Network in IYCF for the next 3 years.

Regional Meetings are also an opportunity for IBFAN members to elect the IBFAN Africa Advisory Committee (IAAC) members. The term of office of Dr. Lourdes Fidalgo of Mozambique as chairperson was extended for another three years. The Advisory Committee formulates major IBFAN regional policies and advises the Regional Coordinator on issues of implementation and coordination of regional programme.

*The World Bank has issues a series of recommendations aimed at promoting gender and development policies worldwide. The World Bank is inviting countries to implement the roles as a means of promoting gender equity within communities:*

**Establish a clear results and accountability framework that supports gender policy.** A clear results and accountability framework helps build analytical foundations for policy measures that support a country's gender and development agenda.

**Mainstream gender needs at the country level and ensure client-country ownership.** To achieve effective results in supporting gender mainstreaming in a country, it is critical to ensure client demand and to align project and policy objectives with that demand, while keeping such objectives realistic

**Fund incentives for effective gender-related action in client countries.** Strengthening the collection, analysis, and dissemination of gender-disaggregated and gender-relevant data is important for designing gender-aware and -equitable policies and projects.

**Establish clear management accountability for gender mainstreaming.** Management needs to be accountable for the development and implementation of a system that monitors the extent to which gender-related concerns are adequately addressed in projects and policies, including effective reporting mechanisms..

## Men working with Youths

The plans for action by the WABA Youths during the GBPF 2010 included creating and demanding a generation for quality life. This can be achieved by calling on all generations to collectively support, promote and protect breastfeeding. Youths intend to find issues that resonate with all generations like obesity, because this can be taken as an emergency. Youths intend to sustain a healthy generation.

Youths will be using alternative ways to promote breastfeeding during the new cycle of activities. The objective of the youths is to link breastfeeding with current hot topic in health.

To put breastfeeding on the list of healthy life style choices and bringing breastfeeding to the fore front of conventional and traditionally means with uninvolved groups. The World Breastfeeding Week 2011 will be centered on the Youth. Health Care Workers would have to invite the youths to get involve in the preparation and execution of activities. The grand mother, grand father and youths should work together to reduce the problems created by obesity. Youths are requested to produce short videos that carry breastfeeding promotion messages communicated within the communities for information and education purposes.

## Using Community Radio to Address Mother & Child Health Care Issues

### Linking Media to Mother & Child Health Care



COL Lebialem, Cameroon Trainers - of - Trainers

“**Asongah Leghung Emeh Boh Mwuah**” (Mother & Child Health Care Radio Programme) is title of a 12-month long healthy community’s project in Cameroon with the support of the Commonwealth of Learning and facilitators from Story Workshop Malawi. The trainers were Charles Simbi and Gladson Makowa, both from the Story Design Workshop Organisation based in Lilongwe, Malawi were hosted by Cameroon Link. Collaboration among different local community groups is one of the key principles of the healthy Community of Open and Distance Learning (CODL) approach adopted by Cameroon Link and the Malawi Story Design Workshop organisation. The project aims at coaching populations at grass-roots to design and broadcast programme episodes on mother and child health care issues within their communities as a means of promoting behaviour change communication. The COL model is designed to be flexible and adaptable, centred on a few key principles:

- Non-formal education approaches to media, for example, the identification of learning objectives and a learning process,
- Collaborative process involving media-Information Communication Technology (ICT), health-development authorities and experts, and community networks,
- Participatory design and operation of learning programmes,
- Story-based approach to learning content (alongside information from experts)
- Blended and multichannel approach to learning that combines media content with face-to-face interactions and other types of learner support using print, mobile phones, etc.

As the title of the programme “**Asongah Leghung Emeh Boh Mwuah**” (Mother and Child Health Care) shows, broadcast is done using the local language of the populations to encourage mutual exchange between the local broadcasters and the population during live radio shows.

*By Alethia Ashu,  
Lebialem Community Radio, Menji, Cameroon*

### Mom Makes US\$ 6795 Monthly At Home Working At Home



Kelly Richards never thought she would have a job working at home until one day she filled out a simple form online. Before she knew it, she discovered her secret to beating the recession, and being able to provide for her family while at home with her two children.

In a phone interview she said, "I actually make about \$5,000 -\$7,000 a month using the internet. It is enough to comfortably replace my old jobs income, especially considering I only work about 10-15 hours a week from home." Working online has been a financial windfall for Kelly, who struggled for months to find a decent job during the struggling economy. She lost her job shortly after the recession hit and needed reliable income. She was not interested in the "get rich quick" scams we see all over the internet. She added that she just needed a legitimate way to earn a living and her best part of working online is that she is always at home with the kids and this saves a lot of money." She describes how her remarkable journey started: "It was pretty easy; I filled out a short form and applied for a job at home For more on this story, click on the following link- <http://www.consumertips-online.net/Job-Report/index2.php?t=180>

Social and environmental support for breastfeeding has been

### HP2020 Agenda Targets Barriers to Breastfeeding in the US

brought to the forefront of United States of America’s public health priorities with the launch of the Healthy People 2020 (HP2020) agenda. The U.S. Department of Health and Human Services said, HP2020 objectives will continue to track national breastfeeding rates, but new objectives will also address recognized barriers to breastfeeding success. New targets will focus attention on worksite support and maternity care practices: areas that often present obstacles for breastfeeding mothers.

For more information on Healthy People 2020, visit [www.healthypeople.gov](http://www.healthypeople.gov). USBC publications, including an analysis of the barriers to exclusive breastfeeding, can be downloaded from USBC’s Publications page

## Real Men Support Breastfeeding Testimonies

This page highlights what moms say about men's support to breastfeeding.

### **Genevieve Schirm-Joyce**

My husband has been AMAZING – He sat up with me as I nursed my newborn every 2 hours through the night. He even pumped and would get the lactation aid ready. He still does as if it is his role in the breastfeeding process. He knows more about breastfeeding than many mothers!

### **Nicola Adolphe**

I'm currently training to be a breastfeeding counsellor... My partner is supportive and I joked with him about the idea of both of us running breastfeeding sessions for parents-to-be because a supportive father makes the world of difference

### **Imogen O'Reilly**

My husband has been nothing but supportive, encouraging and helpful when it comes to breastfeeding. He's almost as much an activist as I am! Kudos for good men who support breastfeeding!



### **Isiah Anthony Silva**

I write about breastfeeding that relates to females and why moms just need to RELAX! With a varied group of contributors sending reviews, anecdotes and hard facts, we hope to show the world just how awesome



breastfeeding can be. I read about an organization “Eats for Feets” that is helping connect women who want to donate breast milk to those who need it. Reading about this service warmed my heart. The idea of women donating their nutrient-rich, appropriate milk to other women in need seems to me to be a beautiful initiative... This was done for hundreds of years. Even 60 years ago women would breastfeed another mom's child so the baby would not starve if the mom will ill or passed away.

### **Burke Suda**

Breastfeeding is best, always was and always will be...This e-newsletter should help make it even better and safer for our little tiny people. All my kids are over the average percentile because I gave them the very best from the start. Support breastfeeding even in public!



## How to submit articles for publication in MS E-newsletter

The themes of interest should refer to any actions taken, specific work done, investigations and projects carried out from different perspectives and from different parts of the world which have provided support to women in their role as breastfeeding mothers.

The guidelines for contributing an article are as follows:

Up to, but not exceeding 250 words.

Name, Title, Address, Telephone, Fax and e-mail of the author

Affiliation

Brief biography (5-10 lines)

Web site (if available)

Please be specific in including details where relevant: names of places, persons and exact dates of events. Try as much as possible for your contributions to meet datelines for publication.

If there is a lot of information, please write a summary of 250 words or less and provide a website url or link for readers to access the full report or article or send the full report or article and the MWG will send it to WABA for considering placing on the WABA website on the Men's Initiative web page.

### Mother Support Task Force Resets Team

The WABA Mothers Support Group revamped its editorial board during the GBPF 2010. The mothers made a joint presentation as in coming coordinators and out going coordinators. Paulina Smith said, not all of the activities' sheet was achieved. She added that the mother support group succeeded in mapping groups around the globe and the WABA web site shows where the groups exist.. Mother Support guidelines were also put in book format following the World Mothers' Support Summit in Chicago in 2008. Anne Batterjee took over from Paulina Smith as new coordinator of the group.

### BFHI & Education Work Groups

This group's activities was reported by Marina Rey, Asha Benakappa and Rae Davies.. The World Breastfeeding Week will be looking at Peer Counselling as an activity. The group suggested that data base from health facilities should be communicated for the consolidation of reports. They called for 'Pumping or Breastfeeding' activities to be gender wise. World Breastfeeding Week 2010 was described as a great success, and it was suggested that WABA would evaluate the impact after 30 years. Specific indicators would be used to evaluate WBW, especially as 2011 will be the year of celebrating WBW after its launching 30 years ago.

## WABA MWG Core Group Members

The Global Initiative for Father Support (GIFS) was launched at the Global Forum II, Arusha Tanzania, 2002 to support Fathers of breastfeeding children. In October 2006, in Penang, Malaysia, the WABA Men's Initiative was born.

### WABA MWG Core Group Members

**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  
Editorial Supervision: Aida Redza, Revathi (WABA)

*The Men's Initiative Newsletter is designed to share news, plans and actions of men's/young male's involvement and roles in the breastfeeding movement, mother support, gender justice and other areas of interest. If you are a father supporting breastfeeding, or know of*

*The views expressed in the articles, supplements and inserts, do not necessarily reflect the views or policies of WABA or its Core Partners.*

.....  
*someone working with a father support group, send us a report of your activities.*

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).

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