



ethical positions on Code compliance and integrate breastfeeding support principles and guidance in different position papers. Collaboration with ICM has led to including midwives in breastfeeding training programmes through several scholarships. The fact that midwives are frontline healthcare workers dealing with mothers during the antenatal and perinatal period makes it important for WABA to have them as allies and close partners.

“Let Good Unite” – Last month, the ‘Committee on Obstetric Practice’ of the ‘American College of Obstetricians and Gynecologists’ gave its opinion on ‘Optimizing Support for Breastfeeding as Part of Obstetric Practice’. Similarly, the International Academy of Paediatrics (IAP) has an active ‘Committee on Infant and Young Child Feeding’. Let our members join hands with local, national and international organisations, and work more closely with WHO and UNICEF to protect, promote and support breastfeeding.

– Dr Raj Anand, IAC Co-chair

Subsequent WBW campaigns that built on this theme were in 2007 and 2010.

Breastfeeding: The 1st Hour – Save ONE Million Babies (WBW 2007)



Immediate initiation of breastfeeding and exclusive breastfeeding for six months can save the lives of more than one million babies. WABA decided that one way to revive BFHI advocacy was to zero in on the vital message that newborns have to receive breastmilk within the first hour of birth as a life saving measure. An examination of 37 countries, covering 60 per cent of the population in developing countries by the Bellagio Child Survival Group published in The Lancet in 2003 revealed an increase in the rates of exclusive breastfeeding from 34% to only 41% in the first six months of children’s lives. Studies suggest an additional 1.3 million children would be saved annually if this rate were increased to 90%, while neonatal mortality would be reduced by 22% when children are breastfed within an hour of birth.

Skin to skin and initiation of breastfeeding within the first hour of birth.