



Siti Norjannah Moin (right), mother of the Malaysian breastfeeding movement, with Tengku Ina.

Since 1993, World Breastfeeding Week and the Baby-Friendly Hospital Initiative have become the focus of breastfeeding efforts in the country. Training was the key component. Then UNICEF Regional's Director Dr Lye Maung appointed PPPIM to provide the '40 Hours WHO/UNICEF Breastfeeding Counselling: A Training Course'. To improve the quality of training in the country, Dr Felicity Savage, then from WHO, was brought in to train five national trainers and we immediately trained others from neighbouring countries, namely, Malaysia, Indonesia and Myanmar. Since then, PPPIM has been providing various training support for healthcare workers, healthcare professionals, as well as breastfeeding mother-to-mother support groups. Currently, we are running training programmes to make more hospitals Baby-Friendly.

Since 1992, PPPIM also sits on the Ministry of Health's various committees: on the Code of Ethics on Infant Formula Products, the Disciplinary Committee of the Code, Codex Alimentarius and on World Breastfeeding Week. The rest is history! There are just too many stories to tell of all the collaborative efforts between PPPIM and WABA over this 25-year period. WABA has brought together the Ministry of Health, Ministry of Defense, other key ministries, local and international agencies and NGOs to enhance PPPIM's work in breastfeeding. This has been instrumental in so many ways as such support from WABA has assisted PPPIM to strengthen and spread breastfeeding awareness from 1992 to the present from the top to the bottom at most levels! Thank you.

– Siti Norjannah Moin, PPPIM President and WABA Local Governance Coordinator



BAP Course Director Dr Felicity Savage conducting a session during the 2012 BAP Course.

WABA Breastfeeding Advocacy and Practice (BAP) Course

Under the BFHI, health care workers in a maternity facility must be trained. Initially, training was done through an 18-hour course developed by WHO/UNICEF. Subsequently, this was revised to the 20-hour course. Standard courses have been developed for health personnel and made available by local BFHI authorities. These courses range from 20 hours to 40 hours.

At WABA, the Training and Education Working Group, together with the Health Care Practices Task Force have, over the years, advocated for a higher level training course/programme that was more advanced for doctors and senior healthcare professionals. This was in order to equip them with more evidence-based knowledge that would enable them to effectively advocate, set policies, develop curriculum and conduct training be it at national, ministerial, hospital or departmental levels.