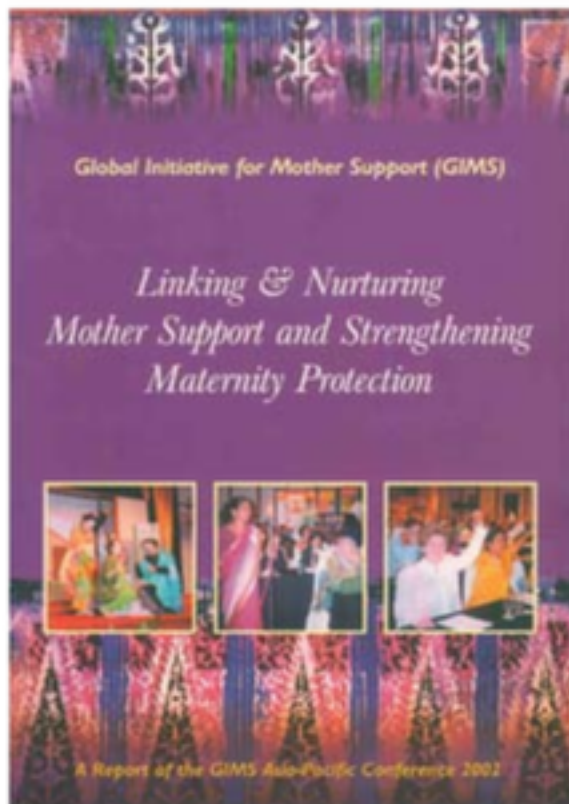


## GLOPAR (Global Participatory Action Research) Project

To be proactive about making a community more friendly to breastfeeding, the WBW 1996 Campaign called on WBW actors and advocates to use the Triple A approach at the time: ASSESS \* ANALYSE \* ACT. By 1996, WABA had developed the GLOPAR TOOLS (Global Participatory Action Research Project) to support national and community actors to take stock of the breastfeeding situation in their country and community. This involved: Assess, then analysing what is working, what is not and what needs changing or improving; then asking why things are the way they are, and finally, strategising on how to make the situation better for women to breastfeed. The tools also encourage groups to look at what resources are available, what actions may be needed and how to go about them.

The GLOPAR Assessment and Reporting tools were developed by Andrew Chetley, senior journalist and advocate on international development and breastfeeding, with assistance from Sarah Amin. Following the WBW 1996 Campaign, the tools were used by many countries to assess their country status on breastfeeding and to gain ideas for more strategic action. The GLOPAR Report Cards eventually became an annual WBW activity by countries to either celebrate progress, or to shame and lobby their governments to expedite more serious actions to improve breastfeeding rates and conditions that impact upon breastfeeding success. Many national breastfeeding advocates may or may not remember that the GLOPAR was indeed the forerunner for what is now the World Breastfeeding Trend Initiative (WBTi) – a successful assessment initiative led by IBFAN-Asia to engage countries to undertake more systematic analysis and reporting of their IYCF status.



## Global Initiative for Mother Support (GIMS)

By 2000, as the work around mother and other kinds of support became more prolific, it was strategic for WABA to organise a broader global initiative. It was an initiative that would give visibility to and fuel momentum for the broader vision of support for mothers. Women also needed support from family, health providers, the community and society in general. Support from government is also vital, in the form of labour, health and other regulations, and laws and policies that favour breastfeeding.