

Newsletter

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Editorial

Governments of EAPRO Region Commit to Improve Exclusive Breastfeeding

at the 7th East Asia and Pacific Ministerial Consultation (MINCON), Siem Reap, Cambodia

On March 25, 2005 *the Siem Reap Declaration* was signed; making it a historic milestone in the governments' endeavors to discharge their responsibility to fulfill the rights of all children in our region. The Declaration outlines challenges in addressing children's needs and promoting children's rights in three specific areas: disparity, adolescence, and in child survival, growth and development. It also outlines principles of action as well as goals and strategies for addressing these areas. Under child survival, growth and development, the declaration clearly urges governments to **promote exclusive breastfeeding for the first six months of life, continue for up to two years with appropriate introduction of complementary feeding consistent with the Global Strategy for Infant and Young Child Feeding; International Code for Marketing of Breastmilk Substitutes; and Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding.** In the principles of action the declaration recognized the role of partnership with civil society organisations.

Two years ago, we gave a call to governments of Asia Pacific to implement the *Global Strategy for Infant and Young Child Feeding*. It seems to have been heard, what a great moment for the children of Asia Pacific! Now is the time for ACTION.

Taking from the Global Strategy the first priority of all nations should be to implement the International Code for Marketing of Breastmilk Substitutes. We need to protect all mothers and children from commercial influence and follow up on the Code would be a minimum and reasonable step in protecting them. Secondly, all governments should assess their current status of the implementation of the Global Strategy to find out the gaps and priorities for actions to be taken and finally allocate resources for these actions. These are critical actions that emerge from common understanding of the Siem Reap Declaration to which we are all committed.

Challenges, of course, are many including increasing HIV prevalence. Commercial sector exploitation will be a big challenge in the next decade -baby food companies will do whatever is possible to boost their sales through clever marketing and hard sell advertising. **We need to stop that.** The governments should partner with NGOs, IBFAN groups and those who work in public interest. The recent World Health Assembly (WHA) Resolution 58.32, on 'Infant and young child nutrition' calls upon member States to allocate funds for action plans of INFANT AND YOUNG CHILD FEEDING . It also calls for freedom from sponsorship to child health programmes by those having "conflicts of interest".

The Declaration makes a good start to generate action for child survival, growth and development; hope it has a better picture at the 8th MINCON after 2 years.

Dr. Arun Gupta

Regional Coordinator, IBFAN Asia Pacific



Breastfeeding Anytime Anywhere
The First Lady of Timor Lesté Kirsty Sword Gusmao breastfeeding her 4 months old son Daniel



Report from the RCO: January - June 2005

Following is a brief summary of activities of the RCO from January to June 2005.

January- APPAR document and the software finalized after incorporating the comments from the participants of the South Asia Breastfeeding Partners Forum-1 (SABPF-1); shared the advocacy documents (electronically and print copies) on infant feeding and emergencies with the Tsunami affected regions like Tamil Nadu and Sri Lanka; shared the Asia Pacific Newsletter-3 (APN-3) with the network; shared the report of SABPF-1 with its participants, network, governments, UN agencies, NGOs of SAARC countries, updated RCO's contact database with participants of the SABPF-1; updated the website with the report of the SABPF-1 and the APN-3, gave a call to the network to share their activities with the RCO to be included in the Asia Pacific Newsletter-4 (APN-4); Nepal Breastfeeding Promotion Forum (NEBPROF) contacted to finalize the theme of the South Asia Breastfeeding Partners Forum-2 (SABPF-2).

February- finalized dates for the 'Review and Planning Meeting' of the Managing Committee; Draft Operational Plan for Asia Pacific and South Asia were developed; prepared and submitted the report for ICDC from July-December 2004, prepared the tentative agenda of the Managing Committee meeting and shared with the Regional Representatives, venue for the Managing Committee meeting selected and finalized; Regional Coordinator participated and provided inputs into the two preparatory meetings for the 7th East Asia and Pacific Ministerial Consultation on children and acted as resource person for the conference of the CARK region Kazakhstan on 'Prevention of HIV infection in infants'; organised meeting of 25 organisations to lobby for not repealing the IMS Act; Draft of APN-4 started, finalized the theme of the SABPF-2 'Ensure Exclusive Breastfeeding, Save Newborn Lives'.

March- Prepared the Annual Report of DGIS from January to December 2004 and submitted to GIFA office, A Working Group (WG) on infant feeding and HIV constituted and the list shared with RRs to strengthen the WG, actions initiated to make APPAR as 'world breastfeeding trends TAM' (Tracking, Assessing and Monitoring) to make it available globally; RC participated in the 7th East Asia and Pacific Ministerial Consultation on children and had discussion with Dr. Caleb Otto to increase the strength of the Pacific islands on the programs of IBFAN Pacific and the upcoming Regional meeting of the Pacific; CAF (Care for Afghan Families) affiliated with IBFAN Asia Pacific; prepared the minutes of the Managing Committee meeting and shared with the RRs.

April- The Regional Coordinating Office presented the World breastfeeding trends initiative (WBTi) - tracking, assessing and monitoring (TAM) to the representatives

of different organisations including WHO India; proposed to form 'Team India', Contact established with UNICEF Bhutan and Government of Bhutan to carry out the assessment of the Global Strategy, Dr. JP Dadhich appointed as the co-coordinator of the WG on infant feeding and HIV; work plan developed for infant feeding and HIV; APN-4 ready and sent for printing. Shared the Annual Report of IBFAN Asia Pacific January to December 2004 with the RRs; The Operational Plan of IBFAN Asia Pacific 2005 and South Asia finalized and shared with the RRs.

May- RC participated at the WHA 2005, a MOU has been signed between IBFAN GIFA and IBFAN Asia Pacific; meeting with the Regional Advisor Health and Nutrition UNICEF Baltic States for demonstration of 'World breastfeeding trends' for these countries; shared news with the network electronically, and resource center updated.

June- RC presented the work of IBFAN Asia Pacific to GTZ Frankfurt for the possibility of future collaboration; five countries contacted for doing rapid assessment on infant feeding and HIV status in their countries and a small grant of USD 750 given to each country; the summary report of the assessment shared with the network; shared the WHA resolution 58.32 with the network; APN-4 with IBFAN Asia Pacific Update 2 mailed to the network; Save Future of the Child Organisation (SFCO) affiliated with IBFAN Asia Pacific; Agreement to Perform Activities (APA) for 2005 were signed by RR East Asia, Southeast Asia and Pacific; Funds were transferred to RR East Asia, RR Southeast Asia and RR Pacific.

Visitors at the RCO

Sarah Amin and Lakshmi Menon from WABA visited the RCO in the month of May.

Call for South Asia Breastfeeding Partners Forum-2

Nepal Breastfeeding Promotion Forum (NEBPROF) will host South Asia Breastfeeding Partners Forum-2 from October 26-28, 2005 at Kathmandu, Nepal with the support of Regional Coordinating Office, IBFAN South Asia and UNICEF ROSA. The theme of the forum is "Ensure Exclusive Breastfeeding, Save Newborn Lives". All are invited to participate. Please ask governments, UN agencies, NGOs to participate and support.

Stop Press Bravo Mongolia!!

Mongolia's Code for Marketing of Breastmilk Substitutes has been approved by the Parliament of Mongolia according to the latest information from the MOH Mongolia.

Working Group on Infant Feeding and HIV

To work on 'Preventing Infant HIV', in the Asia Pacific region, IBFAN Asia Pacific has constituted a Working Group (WG) on HIV and Infant feeding. Following are some of the objectives with which this WG works: Updating and Information Exchange, Contribute to developing key documents, Promotion of UN framework for Priority Action on HIV and Infant feeding, Link with WABA's taskforce on HIV and Infant feeding, Provide inputs into global agenda, Promote national actions on HIV and Infant feeding.

So far, there are 20 members from 8 countries of IBFAN Asia Pacific on this WG, which is coordinated by the Regional Coordinator Dr Arun Gupta. Dr. JP Dadhich has been appointed as the co-coordinator of the WG.

Kazakhstan Supported CARK Region-Wide Conference on prevention of HIV Infection in Infants. Almaty, Kazakhstan. March 1-3, 2005.

On request from the UNICEF Regional Office CEE, CIS, Baltic States, Dr Arun Gupta, Regional Coordinator IBFAN Asia Pacific made a presentation at Almaty, Kazakhstan. These countries had already made a decision to promote replacement feeding (RF) to infants born to HIV positive mothers, keeping the UKRAINE initiative as a model. His presentation highlighted how to ensure that "Infant and Young Child Feeding Counselling" is available to all women on an individual basis and all infant feeding options are provided to women who are tested HIV positive. This is available on <http://www.ibfan-asiapacific.org/img/almaty%20.pdf>. It was also highlighted that protecting, promoting and supporting breastfeeding in general population continues and not undermined keeping the MDGs in mind.

WHA Resolution 58.32

After a process of seventeen months, involving four debates during the EB sessions 113 and 115 and the 57th and 58th WHA, and two open-ended working groups which revised 3 different drafts of the resolution, the revised resolution WHA 58.32 on infant and young child nutrition was finally adopted on May 25 at the final plenary of the Assembly. The new resolution impacts the multi-billion dollar turnover and profits of the baby food industry by attempting to deal with marketing practices such as health and nutrition claims and sponsorships, and the resolution addresses the rights of consumers to accurate information about the quality of products for the most vulnerable.

The final text of the resolution targets four key areas in which member states are urged to take action:

1. To alert health care professionals and the public to intrinsic contamination of *Enterobacter sakazakii* and other pathogens.

2. To ensure that nutrition and health claims are not permitted for breastmilk substitutes.
3. To ensure that financial support and other incentives for programs and health professionals working in infant and young child health do not create conflicts of interest.
4. To ensure that research on infant and young child feeding, which may form the basis of public policies, always contains a declaration relating to conflicts of interest and is subject to independent peer review.

Log on to www.who.int/gb/ebwha/pdf_files/WHA58/WHA58_32-en.pdf

IBFAN Group in Mexico gets Sasakawa Prize

The Sasakawa Health Prize is given every year to recognize individuals or institutions for their outstanding innovative work in health development and to encourage the further development of such work. The Prize is given during the World Health Assembly in Geneva.

This year (2005) the Sasakawa award was given to Dr. Marcos Arana, Director of the Center for Training and Education in Ecology and Health for Peasants (CCESC) in Mexico. During the ceremony, the president invited him to address the Assembly.

The Center has been providing primary health-care services through a health care system created for refugees and local inhabitants in Chiapas, based on active participation of communities and volunteer community health workers. The Center has also been promoting health services in conflict areas. A clinic and health houses were constructed for women, as well as a center for children with physical and mental disabilities. The Center also promotes environmental and human rights education. The center has been an active member of IBFAN since its creation.

World Breastfeeding Trends Initiative (WBTi) Tracking, Assessing and Monitoring (TAM) the status of Global Strategy for Infant and Young Child Feeding by the countries

World Breastfeeding Trends Initiative with APPAR Tool Kit is a prestigious development of IBFAN Asia Pacific. APPAR Toolkit is a web-based software toolkit to track, assess and monitor (TAM) the status of Global Strategy by countries. After presenting this software during IBCoCo and WABA GBPM-III as I shared with you in my last newsletter, countries other than those in Asia Pacific showed interest in this. The IBFAN Asia Pacific Council decided to give it a global face and now is under development to include all the countries of the globe. IBFAN hopes to present it during the 'Innocenti 15' with collaboration of UNICEF and other global partners. Log on to www.worldbreastfeedingtrends.org to see the toolkit.

IBFAN Asia Pacific

Resources

The Global Strategy for Infant and Young Child Feeding – Flyer

This flyer provides a general understanding of the Global Strategy for Infant and Young Child Feeding.



Nurturing the Infant and Young Child – A Simple Guide to the Global Strategy for Infant and Young Child Feeding

It is a simple and comprehensive version to the main document of the Global Strategy for Infant and Young Child Feeding endorsed by WHO/UNICEF.

This document is also available in CD format



US\$ 3

IBFAN Asia Pacific Newsletters

They are published twice a year. It shares the activities of the region, scientific updates, news from the regional coordinating office, contact points and resources of IBFAN Asia Pacific.



Compilation of Presentation in CD format

- a. Asia Pacific Conference on Breastfeeding
- b. Infant Feeding and HIV: A Regional Colloquium for the Asia Pacific

US\$ 5

Report on Infant Feeding and HIV - A Regional Colloquium for the Asia Pacific



Revitalising Breastfeeding - The Report on Asia Pacific Conference on Breastfeeding and National Convention of BPNI



Asia Pacific Conference on Breastfeeding and National Convention of BPNI - Summary Report

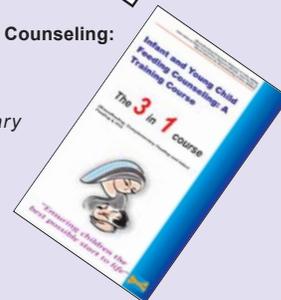


Infant Feeding & HIV Counselling - A Training Course



Infant and Young Child Feeding Counseling: A Training Course

(Breastfeeding, Complementary Feeding and Infant Feeding & HIV)



Protecting, Promoting and Supporting Breastfeeding - The Indian Experience

This book is more than a documentation of the growth of the Indian movement to centrestage breastfeeding in national and international health policies, and restrain the infant food industry's unethical marketing practices. It also helps in understanding why breastfeeding is central to child survival, what undermines breastfeeding, and what can be done to prevent it.

US\$ 12

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The IBFAN Asia Pacific Newsletter is published twice a year. For more copies, you can request the IBFAN Regional Coordinating Office, Asia Pacific. Please, share information and pictures of your region, with the RCO on the above address.



Liga ng mga Barangays National Convention, Philippines



Breast health camp by Blue Veins, Pakistan



Breastfeeding mother at Batapola Tsunami Survivors Camp, Galle



Dr. Marcos Arana receiving the Sasakawa Prize

Action News from Countries of Asia Pacific

- ☛ **Afghanistan:** Organisation CAF (Care of Afghan Families) affiliated with IBFAN Asia Pacific. Breastfeeding counseling course organised by UNICEF and facilitated by Felicity Savage King. Dr Bashir from CAF developed a draft proposal plan to start the IBFAN activities in Afghanistan and to start a 'Breastfeeding Counseling Corner'.
- ☛ **Bangladesh:** A 'Breastfeeding Management Center' was opened in Dhaka. Two hundred internee doctors were trained in 14 days. BBF organised a meeting with stakeholders for 'Rapid assessment of HIV & Infant feeding' situation in Bangladesh. A conference on BFHI was held in Dhaka. 'International Traveling seminar on Maternity Protection' was held by BBF in Kolkata and Dhaka. Training on assessment of BFHI was conducted for maternity staff. Two days training on the Code was conducted. Legal action was taken against 5 companies violating the code. Technical training was given on mother support group.
- ☛ **Bhutan:** Contact established with UNICEF Nutrition officer and Health Ministry for assessment of Global Strategy status of the country using APPAR Software Toolkit.
- ☛ **Fiji:** Nadi hospital awarded Baby Friendly status.
- ☛ **Federation of Micronesia (FSM):** A Baby Friendly Initiative workshop was conducted. Educational materials on ten steps of BFHI distributed to 50 health assistants.
- ☛ **India:** The Ministry of Food Processing Industry put up a proposal to repeal the IMS Act under the new 'Food Safety and Standards Bill 2005'. A fierce and persistent campaigning by BPNI along with its partners for not repealing the IMS Act with the Planning Commission, the National Advisory Council and Mr. Sharad Pawar, the Minister of Agriculture, it was finally saved. A Task Force on Infant feeding and HIV formed. National Aids Control Organisation, GOI in collaboration with BPNI added chapters on Infant feeding and HIV in the counseling course for VCCTC under PPTCT program. That is a great achievement of BPNI.
- ☛ **Malaysia:** Interest from the MOH in 3 in 1 Training Course. Norjannah represented IBFAN at Codex Alimentarius-Food Labeling Meeting in Kota Kinabalu. Malaysian Breastfeeding Association organised a meeting with stakeholders for 'Rapid assessment of HIV & Infant feeding' situation in Malaysia.
- ☛ **Nepal:** South Asia Breastfeeding Partners Forum-2 theme finalized. Dr Prakash Shreshtha participated in the WHA as an official delegate. A project on 'Father Support Group' conducted in Balaju Industrial district of Nepal. Nepal Breastfeeding Promotion Forum organised a meeting with stakeholders for 'Rapid assessment of HIV & Infant feeding' situation in Nepal.
- ☛ **New Zealand:** New Zealand's Parliament health select committee recommends changing laws to protect breastfeeding. The committee recommended an advertising and education strategy and establishment of National breastfeeding Council to provide leadership on the issue. Planning for Regional Pacific Meeting underway.
- ☛ **Pakistan:** Blue Veins organisation established 4 'Father Support Groups'. Blue Veins started to develop training module for Father Support Groups. 'Save Future of the Child Organisation (SFCO)' affiliated with IBFAN Asia Pacific.
- ☛ **Palau:** Dr Caleb Otto participated in the WHA as an official delegate. The bill on implementation of the Code is in the Parliament of Palau.
- ☛ **Philippines:** The Department of Health (DOH) organised 'Liga ng mga Barangays National Convention'. In this convention the DOH was able to advocate and promote breastfeeding to the participants.
- ☛ **South Korea:** CACPK organised a seminar for nurses and professional health workers on code and exclusive breastfeeding. A draft of The International Code for Marketing of Breastmilk Substitutes was submitted to the National Assembly.
- ☛ **Sri Lanka:** IBFAN Focal Point educated mothers on various aspects of breastfeeding during Tsunami. Brochure for Father Support Group developed in the local language.
- ☛ **Thailand:** Pediatrics Society of Thailand distributed the fact sheet on Code violation prepared by the Chair of TBFA.
- ☛ **Tonga:** The ministry of health (MOH) organised '1st Breastfeeding Counseling Course' for the health professionals. Efforts being made to make Vaiola hospital Baby friendly.



Coming together to save the IMS Act, India



Workshop on Rapid Assessment of HIV & Infant Feeding status in Afghanistan



Amara Peeris, IFP Sri Lanka, Addressing Mothers group in Tsunami camp



Travelling Seminar on Working Women and Maternity Protection by BBF



BFHI award giving ceremony at Nadi Hospital, Fiji



Breastfeeding training in Fiji



IBFAN team at World Health Assembly (WHA) 2005 at Geneva



CARK Region-wide Conference on prevention of HIV Infection in infants at Almaty



Workshop on Rapid Assessment of HIV & Infant Feeding status in Nepal