

IBFAN Asia Pacific

Annual Donor Report 2007: DGIS

Period: January 2007 to December 2007

Based on

IBFAN Asia Pacific's Strategic Plan 2003-2007

Organization:

Breastfeeding Promotion Network of India (BPNI)/

IBFAN Asia

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Profile

Organization: IBFAN Asia – RCO, Delhi (India)

1. **Entity-** RCO is a part of Breastfeeding Promotion Network of India (BPNI)

BPNI is a registered body with Government under Societies Registration Act XXI of 1860, Delhi R.No. S-23144

2. **Management-** It is governed by a Managing Committee consisting of:

- A Chief Coordinator
- A National Coordinator
- A Treasurer
- Five Members

Two members of the committee are based at the national BPNI office and are involved in day-to-day working and decision-making. Annual meeting of the committee decides about annual plans and expenditures as well as looks into lessons learnt and guides the future actions. As a new development in the region, Pacific region is now operating independently as IBFAN Oceania. Three regional representatives from East Asia, Southeast Asia and South Asia constitute the managing committee of IBFAN Asia, and they also govern the regional work.

3. **Rules & Regulations** - BPNI is registered under the Foreign Contribution (Regulation) Act (FCRA No. 23165080) with Ministry of Home Affairs, Government of India, New Delhi. All the foreign contributions received by the RCO have to be routed through above FCRA Account and accounts of all the receipts and payments duly audited by the Chartered Accountant has to be submitted every year to the Government in form FC-3 (Under Foreign Contributions Regulation Act 1976)

4. **Employees' salaries and taxation**

The salary/ consultancy etc. of all the employees are covered under Income Tax rules and Income tax is deducted every month as per rules, and deposited in Government Accounts. At the close of the year an annual income tax return is submitted by BPNI to the Income Tax Department, Government of India, giving the particulars of Employees/ Consultants, their total remuneration during the year and Income tax deducted there from, along with original deposit receipts of the deducted tax deposited in Government Account.

5. **Audit** - All Accounts books together with compliance of Income tax and other government rules are audited annually by the qualified Chartered Accountants:

Mr. H.P. Singh

FCA Membership No. 84209

Bhargva Associates (Registered with Institute of Chartered Accountants of India)

Shanti Niketan Building

4/9 Asaf Ali Road, New Delhi-110 002

List of Abbreviations

1. BFHI-Baby Friendly Hospital Initiative
2. BBF - Bangladesh Breastfeeding Foundation
3. BPNI – Breastfeeding Promotion Network of India
4. DFID- Department for International Development
5. EA – East Asia
6. GBPM - Global Breastfeeding Partners Meeting
7. GSIYCF – Global Strategy for Infant and Young Child Feeding
8. HIV – Human Immunodeficiency Virus
9. IBCoCo – IBFAN Coordinating Council
10. IBFAN – International Baby Food Action Network
11. ICDC – International Code Documentation Centre
12. IEC- Information, Education and Communication
13. IFANZ- Infant Feeding Association of New Zealand
14. IFP- IBFAN Focal Points
15. IMS Act – The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992
16. IT- Information Technology
17. IYCF- Infant and Young Child Feeding
18. LAC – Latin America
19. MC – Managing Committee
20. MDGs – Millennium Development Goals
21. NACO - National AIDS Control Organization
22. NEBPROF - Nepal Breastfeeding Promotion Forum
23. NGO – Non Governmental Organization
24. PPT – Power Point Presentation
25. QA- Question and Answer
26. RCO – Regional Coordinating Office
27. RF- Replacement Feeding
28. ROSA- Regional Office for South Asia
29. RR – Regional Representative
30. SA – South Asia
31. SAARC – South Asia Association for Regional Cooperation
32. SCN – Standing Committee on Nutrition
33. SEA – Southeast Asia
34. TAM- Tracking, Assessing and Monitoring
35. UN – United Nations
36. UNICEF – United Nations Children’s Fund

37. UNIFPA- United Nations International Fund for Population Activities
38. WABA – World Alliance for Breastfeeding Action
39. WG – Working Group
40. WHA – World Health Assembly
41. WHO – World Health Organization
42. WBTi- World Breastfeeding Trends Initiative

IBFAN Asia: Narrative Annual Report 2007

The annual report 2007 is a continuation of 2006 report and is based on our operational plans that are reviewed and revised every year according to new situations and needs. Inputs from the all the sub regions are included. Basically it reflects the implementation of our strategic plan 2003-2007.

Key Outcomes

The key achievement for the IBFAN Asia regional programme in 2007 was strengthening its partnership with key stakeholders. South Asian governments have been represented in all the South Asia Breastfeeding Partners Forums, held each year for four years. The unique and world class '3 in 1' training course (an integrated course for breastfeeding, complementary feeding and HIV and infant Feeding Counselling)" has received global appreciation and interest including that from the World Health Organisation. National interests on breastfeeding are growing. The work of all sub-regions has strengthened through the organisation of new actions, work on infant feeding during emergencies, and national assessments of infant and young child feeding policy and programmes. Following actions demonstrate the progress,

- 1 South Asia Breastfeeding Partners Forum 4 organized in New Delhi, and 5th planned in Bhutan in 2008, to be hosted by Ministry of Health, Bhutan
- 2 International '3 in1' training course on IYCF was organized in India and plans are in place to organise 4-5 national courses in 2008.
- 3 South Asia Report on 'State of the World's Breastfeeding' published and disseminated.
- 4 Future plans available for action in 2008 and beyond as our next five year plan is developed and submitted for funding.

Highlights of the year 2007

World Breastfeeding Trends Initiative (WBTi) www.worldbreastfeedingtrends.org

Making Sound Progress

Tracking, Assessing and Monitoring (TAM) system for assessment of the Global Strategy for Infant and Young Child Feeding

IBFAN Asia's flagship programme the World Breastfeeding Trends Initiative (WBTi), is now ready for a world-wide launch. Designed to assist countries in assessing the achievements and gaps in their policies and programmes, it initiates a national level study, discussion and analysis. Gaps thus identified are used for developing recommendations and advocacy to strengthen programs. WBTi thus helps in formulating plans of action that are effective to improve infant and young child feeding practices and guide allocation of resources.

In the year 2007, other IBFAN regions decided to join the initiative from 2008 onwards. At the South Asia Breastfeeding Partners Forum 4 held in New Delhi, India, network partners decided to repeat assessment in all 8 South Asian countries in 2008.

This work has been crucial to meet the first objective of our plan to promote implementation of the global strategy with policy makers, health workers and other partners. IBFAN Asia makes it happen through effective positioning of breastfeeding and infant and young child feeding issues in the national, regional and international agenda.

The State of the World's Breastfeeding: South Asia Report, Published and Disseminated

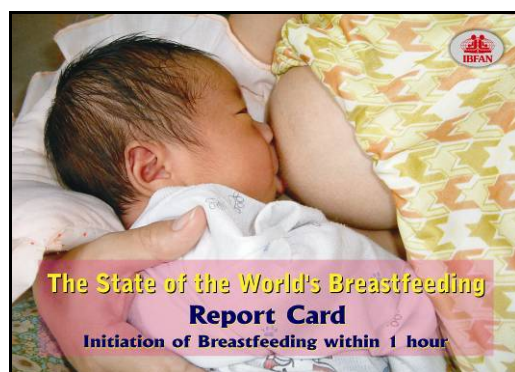
The State of the World's Breastfeeding: South Asia Report is a detailed report of the assessment of 8 SAARC nations in 2005. The preparation of the report has been a learning experience. It enabled us to make a serious analysis of the findings and suggest appropriate measures for future action plans. In this report, each gap is described and follow up action is suggested for the nation to take. It guides in prioritising investments in areas that need urgent or increased attention. The report will also serve as a benchmark. Repeat assessments beyond 2008 will reveal the level of improvement.

The report was printed and disseminated to the Asia contacts; all IBFAN regional coordinating offices (RCOs); WHO & UNICEF offices; donor agencies; Ministries of Health in South Asia, Southeast Asia and East Asia; participants of South Asia Breastfeeding Partners Forum-1, 2 and 3; media; professional organisations; all embassies in Delhi; right to food campaign; and participants of the Asia Pacific Conference on Breastfeeding held in 2003.

Development and Dissemination of the Report Card on Initiation of Breastfeeding and Exclusive Breastfeeding

IBFAN Asia gathered data on initiation of breastfeeding within one hour, from across the world through IBFAN groups. Sixty-five countries supplied the data, which was used to develop an international report card. Similar report card was developed for exclusive breastfeeding using

the recent data from UNICEF SOWC. Report cards map this information depicted in four colours showing where the nations stand on initiation of breastfeeding and exclusive breastfeeding.



South Asia Breastfeeding Partners Forum-4 organised successfully in New Delhi India

The South Asia Breastfeeding Partners Forum is an ongoing effort in South Asia, to protect, promote and support breastfeeding and is held in a different country each year to strengthen linkages between breastfeeding partners, which include governments, NGOs and INGOs, professional bodies and civil society organizations. The objectives of the Forum include taking stock of the status of breastfeeding in the region, identifying priority actions for the following year, and developing regional and national action plans. Bangladesh hosted the first Forum in Dhaka in 2004, Nepal in Katmandu in 2005, and Afghanistan in Kabul in 2006. The theme for Forum-4 was Save Babies: Support Women to Breastfeed.



The 3-day South Asia Breastfeeding Partners Forum-4 was held in Delhi at India Habitat Center from December 10th to 12th and attended by over 110 participants representing governments, national and international NGOs, civil society organizations, professional organizations, and media. The Forum was jointly hosted by the National Commission for Protection of Child Rights (NCPCR), the Breastfeeding Promotion Network of India (BPNI) and the International Baby Food Action Network (IBFAN) Asia, with support from Ministry of Women and Child Development (Government of India), Planning Commission (Government of India), United Nations Children's Fund (UNICEF), World Health Organization (WHO-India), Swedish International Development Cooperation Agency (Sida), World Alliance for Breastfeeding Action (WABA) and Netherlands Ministry of Cooperation and Development (DGIS).

Prime Minister of India recognises BPNI's role!

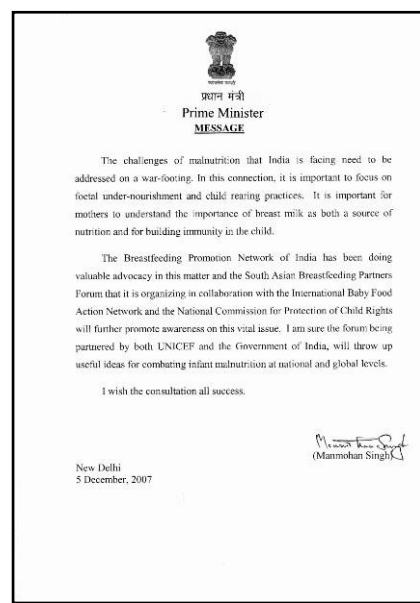
In his message to the Forum, which was read out at the inauguration, the Prime Minister of India, Dr. Manmohan Singh stated: “The challenges of malnutrition that India is facing need to be addressed on a war footing. In this connection, it is important to focus on fetal under nourishment and child rearing practices. It is important for mothers to understand the importance of breastmilk as both a source of nutrition and for building immunity in the child. The Breastfeeding Promotion Network of India has been doing valuable advocacy in this matter.....”

Shantha Sinha, Chairperson of the National Commission for Protection of Child Rights, in her written message, which was read by Ms. Shalini Prasad, member secretary, NCPDR, stressed the need to create environment where women could successfully feed their children in the best possible way.

Dr. Syeda Hameed, Member, Planning Commission, in her keynote address, informed the steps being taken in the 11th Plan to improve Optimal Infant and Young Child Feeding practices, including a scheme to financially help poor pregnant and lactating mothers, to enable them to practice exclusive breastfeeding as well as making the protection, promotion and support of breastfeeding a budgeted activity in implementing programs for the children.

This was followed by a very intense three day programme consisting of plenary sessions and discussion groups. Sharing of Status in 2007 of implementing the Global Strategy for IYCF in the context of MDG 1 and 4, took stock of the action taken to improve policies and programs related to optimal breastfeeding and complementary feeding in the participating countries. The post lunch session was on a district level project implementing breastfeeding counselling in over one million population and how it showed a significant rise in early and exclusive breastfeeding in just about one year. Uttarakhand State in India presented the state plan of action for the next five years for mainstreaming IYCF in the state. Sri Lanka shared its concerns of the new threats, including cultural and changes in lifestyle, posed by globalisation that need to be countered to ensure that IYCF is universalized. Utility of World Breastfeeding Trends Initiative (WBTI) was presented. Dialogue with media made them understand the importance of IYCF, and could explain their constraints when it came to coverage. The participants proposed the formation of a “Friends of Breastfeeding Group” among media community to further the issues related to IYCF.

Next session was on scientific basis of the strategies for supporting women to be successful in early and exclusive breastfeeding. Indian experience of several medical colleges in



incorporating counseling skills on breastfeeding in the curriculum of undergraduate medical doctors in medical colleges was next and received good attention from participants. This was followed by discussion among four groups on current issues and gaps and what needs to be done. From these recommendations grew the regional plan of action for IBFAN Asia as well as the ideas for national actions. The recommendations were presented during a post lunch plenary session. Further to this was a session based on Human Rights Framework to discuss why a basic right of women such as right to breastfeed, and of infants such as right to adequate and appropriate nutrition needs legal support in order to be met fully. How it fits into Right to Food campaign and Peoples health movement was discussed. What support working women need for practicing optimal infant feeding made an important session? The lively discussion that followed threw up several possible strategies. The Forum unanimously endorsed the 'South Asia Declaration on Empowering Women for optimal infant and young child feeding', which was developed during the three days. The Declaration calls upon both SAARC and national governments to put in place systems that will enable all women in the region to feed their babies in the optimal manner.

- 1 South Asia Declaration on Empowering Women for Optimal Infant and Young Child Feeding (**Annex**)
- 2 Recommendations from groups (**Annex**)

IBFAN Oceania Breastfeeding Forum 11-13 September 2007 Auckland, New Zealand

Oceania region of IBFAN had decided to go independent since IBCoCo in September 2006 at Penang. However since the region was a part of the IBFAN Asia Pacific and certain activities were to be conducted under the 5 year plan project, Marcia Annandale who coordinated work in the region planned to organize the first IBFAN regional meeting in Auckland and invited almost all pacific island countries as well as Australia and New Zealand.

Participants from 6 countries, Fiji, Nieu Island, Solomon Island, Cook Island represented their governments. The government person responsible for infant and young child feeding work and IFANZ, Women's Health Action, and individual researchers represented New Zealand. Australia was represented by a long time breastfeeding advocate Jan Cornfoot. There was one person representing the Secretariat of the Pacific Community (SPC).

Day one highlight was where countries are with respect to the Global Strategy for Infant and Young Child Feeding and the International Code. It was followed by discussions and sharing of different experiences. On day 2 BFHI and other related issues were discussed. The Regional Coordinator Dr Arun Gupta made a presentation on the WBTi and the '3 in 1' training programme. It was very well received and many participants showed keen interest however, wanted that if WHO could somehow endorse it that would make things easy. Participants made a hospital visit to a BFHI place 'Birthcare' where a lactation consultant took the participants on a little tour of the place and it was really very encouraging to see that the place was certified in 2002 and followed up in 2005 as BFHI. Day 3 was devoted to making plans for the countries. Each one made a plan for him/her rather than for the country. These included making efforts to get governments agree on increasing priority to infant and young child feeding issues and

training of health workers in skilled counseling. Participants discussed several ways of fund raising and making the network sustain for long times to come. All agreed that it is necessary to have such meetings that trigger enthusiasm and action.

Draft action plans were shared with all and RR Pacific Marcia Annandale will make efforts to strengthen the network further. All participants posed faith in her leadership and wanted her to coordinate the region.

Activities in Southeast Asia

IBFAN South East Asia Network Meets in Bangkok

IBFAN SEA organised a meeting in Bangkok on Feb 20-22, 2007, which was attended by 22 participants representing Vietnam, Indonesia, Cambodia, Lao PDR, Philippines and Thailand. Key result of the meeting was establishment of 6 working groups to focus on different areas of work in SEA region as well as elections of the regional representative to the managing committee. Innes A. Fernandez was re-elected as IBFAN SEA Representative for the next 3 years. The region and participating IBFAN national groups made their plans for future actions. There are key thrust areas for future action, one is to work on the synchronized complementary feeding project using indigenous foods for the majority of the IBFAN SEA countries and another to conduct training on Code monitoring and campaign.



Advocacy for Breastfeeding Protection-national actions for Code Monitoring in SEA region

People's participation on protective measures such as legislation, policies and collective bargaining agreements were best expressed in public events that drew media mileage for public awareness and action.

Unethical tactics by milk producing companies and tremendous pressures exerted by US Chamber of Commerce and Trade in support of companies was thwarted by the soldiery of NGOs, campaign by IBFAN group and peoples participation that Supreme Court upheld the passage of the new implementing rules and regulations protecting breastfeeding against commercial influence. **(As per report attached in Annex-)**



Activities in East Asia

In 2007, IBFAN EA launched various activities for promoting the Global Strategy on IYCF including strengthening the network and capacity building, and organized an IBFAN EA Strategy Meeting. Code implementation training in the sub-region, were also conducted.

Promotion of Global Strategy for Infant and Young Child Feeding at national level through national level activities.

Translation and Introduction of Compilation of WHA Relevant Resolutions (1981-2006) in China

WHA relevant resolutions and the code are now available in Chinese. Health authorities and professional are aware of WHA and relevant resolutions, and they supports the revised China Regulations of Marketing of BMS. It is planned to translate and print documents in Chinese by August 2007 by IBFAN EA and introduce and distribute the compilation during August to September. To celebrate the 2007 World Breastfeeding Week, a two-day training course on IYCF and BFHI was conducted in the city of Xi'an, Shannxi Province, on 7th and 8th August, jointly by MoH, WHO and UNICEF. 136 participants came from 50 IYCF counties in 15 provinces. 60 copies of the compilation were distributed to each provincial Health Bureau. Based on the feedbacks of the first training course and requirements of non-IYCF province, MoH, WHO and UNICEF jointly organized the second training course for the other 16 province in the city of Guilin, Guangxi province during 27th and 28th September. 48 participants attended. 60 copies of the compilation were distributed to each provincial Health Bureau. Two courses for selected professionals and 60 copies per province are far from the real need. It is necessary and crucial that the WHA resolutions on infant feeding are accessible for more health professionals in China, as part of the preparation of the revised China Regulations on Marketing of Breastmilk Substitutes.

National campaign on IYCF in Korea

Consumers Korea Breastfeeding committee launched “2007 World Breastfeeding Week Campaigned: “Breastfeeding, 1st Hour” on 1 August 2007, at the Seoul City Hall Plaza, Seoul, Korea. Over 25 Breastfeeding Advisory Committee Members of Consumers Korea, staffs, members, monitors and participated in the campaign and distributed Korean WBW brochure “Breastfeeding, 1st Hour” to the Seoul citizens. 5000 copies were disseminated to hospital & medical doctors.



Code Training for Health Care Professionals in East Asia

Code Training was organised by Consumers Korea in Seoul, Korea from Oct 6-7, 2007. Over 46 health care professionals from China, Hong Kong, Japan, Mongolia and Korea supported by the International Baby Food Action Network (IBFAN). Professor of Nursing Science College of Ewha Woman's University, doctors and attorney at law from CK's breastfeeding committee spoke on the issues of the international code of marketing of breastmilk substitutes. Participants from China, Hong Kong, Mongolia and Japan spoke on the implementation of the international code in each country.



Text Book Analysis in East Asia

Text books were analysed right from kindergarten to medical school in China, Hong Kong, Korea, Mongolia and Japan. By analyzing the textbooks it was noticed that there was a lot of misleading breastfeeding information in high school textbooks and lots of 'incorrect' expression on breastfeeding. It was recommended that breastfeeding advocates should be consulted in the process of writing these chapters. The final report of Analysis on Breastfeeding information in high school textbooks, "Baby Friendly Textbooks", was outcome of the examination of 15 textbooks in Korea, 2 textbooks in Mongolia, 4 textbooks in Japan, 7 textbooks in China and 3 textbooks in Hong Kong. It was focused that in all books there were some areas that could be improved to provide a more positive attitude and accurate knowledge of breastfeeding to students.



A lot of misleading breastfeeding information and incorrect expressions on breastfeeding were in 15 high school textbooks in Korea. It was categorized by 3 main points; incorrect definition, wrong information on breastfeeding and complementary feeding and misleading concepts on the value of breastmilk and formula. Two books had incorrect definition of breastmilk, 7 books had wrong information on breastfeeding and complementary feeding and 4 books had misleading concepts on the value of breastmilk and formula. To make healthy future of children in Korea, it is hoped that educational materials to high school students should also be incorporated with positive and accurate breastfeeding information. And the process of approval

before publishing the textbooks, it requires thorough examination from professionals in medical areas. The results of analysis were distributed by Consumers Report on May 2007.

Consumers Korea BFC recommend that breastfeeding professionals should be included or consulted in the process of writing school textbooks. After the final report of analysis on breastfeeding information in high school textbooks, Consumers Korea submitted results of analysis to the Ministry of Education. And Ministry promised to change the textbook as the "Baby Friendly Textbooks".

Consumers Korea organized education programmes for expanding this project to the East Asia IBFAN partners and 4 countries China, China HK, Japan, Mongolia also joined high school textbooks analysis.

In China, they didn't find the information on breastfeeding in the textbooks of general high schools. However, the knowledge of breastfeeding was found in the subject of Home economics and Nurses in the vocational high school education. It was focused that by analyzing those textbooks there was something wrong information was incomplete on breastfeeding. Even 5 textbooks analyzed in Medical College in China, the information on breastfeeding was incorrect or required to be updated. Nine items were reviewed in every textbook such as What is the benefit of Breastfeeding? How to breastfeed, How should you attach your baby to your breast? and Sings that your baby is feeding well, etc.

In Hong Kong 5 biology textbooks were analyzed and discovered it was that some areas could be improved to provide a more positive attitude and accurate knowledge of breastfeeding to their students. Working Group of Baby Friendly Hospital Initiative, Hong Kong Association suggested 5 points.

- Publishers should be careful in the provision of visual images.
- Some books mix parental care with breastfeeding. "Suckling" should be used in breastfeeding and not "sucking".
- Should expand the scope in mentioning physiology of breastfeeding, advantages of breastfeeding to baby, mother and society.
- Regarding the STS connection, "Discuss the pros and cons of breastfeeding" would deliver a wrong message to the students about breastfeeding.
- The WHO recommendation on breastfeeding should be included in all textbooks.

In Japan, 4 high school textbooks were analyzed. The textbooks were reviewed as 'substance' section and 'column, list, figure' section. Each section was analyzed for correct and incorrect information in high school textbooks. They found the information to be incorrect.

In Mongolia, there is no separate concept of high school and mid school. All Mongolian mid schools have one textbook which was taught on Health subject. This textbook have three series first two series are published and provided, third is not yet published, so two textbooks were examined. However, lot of sufficient information about breastfeeding and breastfeeding methodology are introduced in the Medical college and University student textbooks but not much in mid schools.

Strengthening Network and Capacity Building

IBFAN East Asia organized meeting with consumer organizations and IBFAN East Asia focal point for Strengthening network and capacity building in East Asia region. The regional representative participated in the Consumers International Asia Pacific regional meeting in August 2007 and discussed breastfeeding in the AP region with leaders of consumer organizations.



HIV Infant feeding work strengthened further

As a follow-up activity to the rapid assessment of HIV and Infant Feeding in 5 countries of Asia, the coordinators of the activity at country level were contacted and asked to furnish information about the progress made on the issue of HIV and infant feeding since the assessment workshop. Dr. Samsad from Bangladesh informed about dissemination of the findings from the assessment in two major international conferences held in Bangladesh. Dr. Wahdati from Afghanistan informed about a major policy change after the assessment workshop in the form of setting up of a new department in the health ministry for HIV. The new department intends to put a separate budget for HIV and Infant feeding activities. India is already on the verge of reforming their policy on infant feeding and HIV to include recent WHO recommendations.

Regular follow up with the members of IBFAN Asia working group on infant feeding and HIV has been kept. Important documents and research studies are shared electronically, e.g. the 'Consensus statement on HIV and Infant feeding' based on WHO HIV and Infant Feeding Technical Consultation.

Special emphasis was given to the issue at the South Asia Breastfeeding Partners Forum – 4. A group discussion led to various recommendations and a South Asia declaration. The declaration includes a specific recommendation for HIV and infant feeding, namely "National governments develop and implement a 'National Programme for Infant and Young Child Feeding' that mainstreams latest national and international evidence on infant and young child feeding in the context of HIV and ensure that women receive skilled quality counseling and support in the form of full range of interventions to practice optimal infant and young child feeding."

We were invited to participate and make a presentation on "Infant Feeding and HIV prevention: Ensuring HIV Free Child Survival" in the international conference on actions to strengthen linkages between sexual and reproductive health & HIV/AIDS, held at Mumbai India. A Power Point presentation was made on this topic and now a chapter has been included in the final publication.

2nd International Training Course on National Level Capacity Building organised



IBFAN Asia along with BPNI and with the support of UNICEF organised the 2nd International training course from 15th Jan to 28th January 2007, for developing 'National trainers' on the "Infant and Young Child Feeding Counseling – A Training course: The 3 in 1 course (An integrated course for counseling on breastfeeding, complementary feeding and HIV and Infant Feeding)" The objective of the course was to build national capacities to address the skill building of all health care workers for counseling on IYCF. National trainers and 'Infant and young child feeding counseling specialists' were trained from Indonesia, Nepal and India. The participants included medical doctors, nurses, PhD scholars in nutrition, faculty of medical colleges and PPTCT counselors. Over the next year India has planned to conduct 5 sessions. WHO has shown interest in observing the 3 in 1 training course as indicated by the mail below.

>>> On 4/3/08 17:28, "Vallenas, Rosa Constanza" <vallenasc@who.int> wrote:

>>>

>>>> Dear Arun,

>>>>

>>>> Thank you very much for remembering my interest in the "3 in 1" course

>>>> and for sending the dates of the upcoming courses. I'm glad to see

>>> that the course will be replicated several times this year. There may be a

>>>> chance that I can attend the course in Ranchi (Sept-Oct). I'll need to

>>>> re-discuss internally about my possible participation and will get back

>>>> to you.

>>>>

>>>> I've noticed that the dates for Ranchi are the same for the Specialist

>>>> course and for the course for National Trainers. Is that OK?

>>>>

>>>> I hope you don't mind that we're including India in the list of

>>>> countries where the integrated course (adapted) has been introduced.

>>>>

>>>> Best regards,

>>>>

>>>> Cota

WHO HQ Geneva

Inputs into 34th Session of the Standing Committee on Nutrition Working Group on Breastfeeding and Complementary Feeding, at Rome

The regional coordinator participated in the 34th session of the SCN working group on Breastfeeding and Complementary feeding in February 2007 at Rome. Amongst the many issues, he made a presentation on the theme for WBW 2007 'Breastfeeding the 1st Hour-Save One Million Babies'. He also made a presentation on the IBFAN Asia's WBTi programme which was largely appreciated and is a part of the SCN report of the working group on breastfeeding and complementary



feeding. The report of South Asia was in fact launched at this conference. This was the first opportunity to discuss with NORAD if they would like to fund IBFAN and breastfeeding action. Later developments did make a headway as IBFAN has been called in to submit a global proposal. Along with WABA an exhibition was organized at the SCN which was a popular destination for the delegates.

Regional Coordination

Effective coordination at the regional office is crucial and determines the effectiveness of programme. Ongoing response to emails, technical support, development and writing of advocacy documents, consultations, networking, include the work of coordinator.

Strengthened sub-regions

All four sub-regions have been working almost independently and flexibly with support of the RCO. There has been reasonable progress in each of sub-regions ably led by the representatives. Many new contacts have been established with UN, governments, and other public interest groups.

Review and Planning Meetings of the Managing Committee

The IBFAN Asia managing committee meeting was held in September 2007 at Penang, Malaysia during global breastfeeding partners meeting and reviewed its actions and further fund raising plans. Minutes were recorded based on which monitoring and evaluation of our work is regularly done at the Asia office in Delhi. Next planning meeting is scheduled at Penang in September 2008.

Management of funds

Funds were shared with all RRs equally for implementing the operational plan 2007 through the annual contacts and reporting system. These have been managed well and reported.

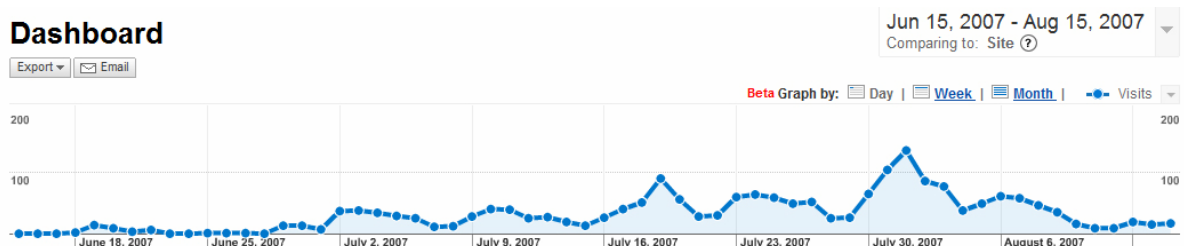
Updating IBFAN Asia Website <http://www.ibfanasia.org>

IBFAN Asia website is reorganized as www.ibfanasia.org as Pacific region has decided to function independently. The website is uploaded with documents, reports and publications from time to time. All-important documents, articles, scientific updates, news from the region are shared with the network on regular basis. Every effort is made to keep it updated.



Our website www.ibfanasia.org has in fact become clearinghouse for information on breastfeeding. Here is the report of its usage as given below

IBFAN Asia (www.ibfanasia.org) Visitors Overview Jun 15 – Aug 15, 2007



We uploaded our new website at the end of May 2007 and registered it in Google Analytics after 10th June 2007, you can see here that visitors have increased 100% from 10th June to 31st July 2007.

The main documents that were uploaded during Jan. 2007-Dec. 2007 are as follows:

- 1 www.ibfanasia.org is organised with 10 areas of action “Infant Young Child feeding Policy and Programme.
- 2 An article “Initiating breastfeeding within one hour of birth: A scientific brief” by Dr. Arun Gupta “uploaded on IBFAN Asia website and shared widely. http://www.ibfanasia.org/Article/Initiating_breastfeeding_within_one_hour.pdf
- 3 Course Announcement for “Infant and Young Child Feeding Counseling Specialist” uploaded on the website and shared widely. http://www.bpni.org/training_3in1_course.html
- 4 News 'Breastfeeding helps reduce HIV transmission chances' uploaded on the website and shared widely. http://www.bpni.org/News/breastfeeding_HIV.jpg
- 5 South Asia Breastfeeding Partners Forum-3 report uploaded on IBFAN Asia website.

<http://www.ibfanasia.org/Reports/SABPF-3.pdf>

- 6 APN-8 uploaded on IBFAN Asia's website <http://www.ibfanasia.org/Newsletter/NL-8.pdf>
- 7 The State of the World's Breastfeeding: Initiation of breastfeeding within one-hour report card (<http://www.ibfanasia.org/Reports/rc-IB.pdf>) uploaded on www.ibfanasia.org and <http://www.worldbreastfeedingtrends.org/>
- 8 An article "Lipid profile of term infants on exclusive breastfeeding and mixed feeding: a comparative study" uploaded on the website and shared widely http://www.ibfanasia.org/Article/Initiating_breastfeeding_within_one_hour.pdf
- 9 Information of World Breastfeeding Week has uploaded on IBFAN Asia website www.ibfanasia.org
- 10 Document "Infant feeding counseling for HIV-infected and uninfected women: appropriateness of choice and practice" uploaded on website. http://www.ibfanasia.org/HIV/IFC_HIV.pdf
- 11 Video on "Initiation of breastfeeding within one hour" uploaded on www.ibfanasia.org
- 12 www.ibfanasia.org updated with WBW's new information and documents.
- 13 Speech of Hon'ble Prime Minister of India on Independence day uploaded on www.ibfanasia.org
- 14 "World Breastfeeding Week 2007: An early start on breast milk saves infants" lives uploaded on www.ibfanasia.org
- 15 Timely Initiation of Breastfeeding within 1st Hour of Birth uploaded on www.ibfanasia.org
- 16 All the documents, presentation, papers and photo gallery of SABPF-4, held in India in December 2007 are uploaded on www.ibfanasia.org

Updating Country Files

As reported in the previous reports, the RCO maintains files of each country separately with all the relevant information. These files are updated regularly with important information and communication.

IBFAN Asia Pacific Newsletters (APN)

During 2007, we had published APN 8, which was delayed due to unavoidable reasons. Number 9 and 10 are planned together to be published in mid 2008.

What had been planned but could not be realized and why?

Based on the operational plans 2007, most of activities that were planned have been achieved. One activity that had to postpone is the newsletter 9 and 10. This was because of lack of sufficient time. A staff member had to leave REGIONAL COORDINATOR to pursue higher studies, and replacement was not available for some time. Later we had a part time consultant who is quite committed and effective.

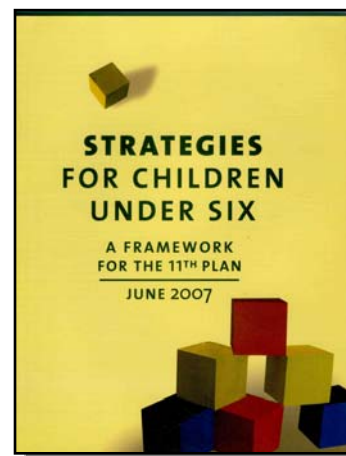
Two documents namely, 'A South Asia position statement on HIV and Infant feeding' and 'An update on HIV and Infant feeding for the policy makers and planners' are in the process of review and would be published by June 2008. These documents could not be published because people felt new evidence is pouring in on the subject and needed to be incorporated to make these documents up-to-date.

The participation of other countries in the project on Indigenous Foods for Breastfeeding Babies case stories was not completed by Malaysia because of family illness and fall out of some respondents due to residence transfer. While the countries of Cambodia, Laos, Myanmar expressed desire to pursue this project with monitoring from other experienced countries. Thus, the plan study tour on the crèche establishment where breastfeeding and complementary feeding in the context of GSIYCF is perpetually practiced maybe realized soon for other countries learning and implementation. Singapore and Brunei are the two well off countries that need ample budget in undertaking the project case stories. It takes time and bureaucracy to work on the integration of government funds and program. Thus, the status quo of waiting. Unexpectedly beyond control was the computer fall out where the files for the project indigenous foods covering three countries namely Indonesia, Vietnam and East Timor were corrupted by a computer virus. Thus, delay of book of knowledge on "Indigenous Foods for Breastfeeding Babies of IBFAN SEA Case Stories".

What was not planned but still performed and why?

Strong linkage with the “Right to Food Campaign” and PHM in India

The Breastfeeding Promotion Network of India (BPNI) has developed strong linkage with the peoples health networks. We jointly develop positions on infant nutrition and survival that complement each other. We also participated in the national conventions of both the campaigns. This time a workshop was jointly organized on breastfeeding and its role in infant survival, which was well received by the participants and raised several questions on implementation of the National Guidelines on Infant and Young Child Feeding. This linkage is important to expand the issue in wider public health debate. We joined in publication of a key document entitled “Strategies for Children Under-Six”. This is a demonstration of very strong link with the ‘right to food’ and ‘right to health’ groups. It was shared with the policy makers and programme managers for advocating Breastfeeding and Optimal IYCF practices. A paper under the same title was later published in the Economic and Political Weekly. It has made impact in some states. Following email message from programme person on State of Gujarat demonstrates its effectiveness.



Dear Dr. Gupta,

Greetings!

I am sorry for all delays but we all were very busy with Gujarat Government's new initiative "Nirogi Bal Varsh" which shall be launched on 2nd April.

I am happy to inform you that "Malnutrition" is one of the major agenda under this initiative.

I am planning a workshop for Health ICDS convergence in managing Malnutrition in the state and I shall be very soon writing to you to be one of our resource person for the same. I want to take a support of document "Strategies for children under six" which I am convinced is the effective document towards effective policy advocacy.

I was and am very eager to meet you for the advocacy you talked to me on phone as I am convinced ICDS need to be part of Health.

I am also eager to meet you to explore possibility of working with BPNI at National level as Nutrition is my first priority and I am qualified i applied nutrition and have worked in the field of Community nutrition since 1998. Also your central co ordination committee is missing west zone of India.

We shall discuss about BPNI proposal when we meet for the workshop.

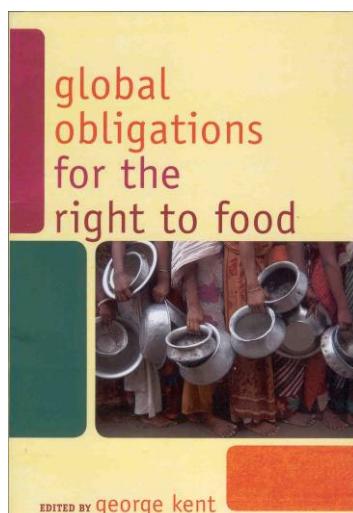
Looking forward to meet you soon at Delhi as well as Ahmedabad.

Regards!

VIKAS

Completed the chapter titled ‘Global Obligations for the Right to Food’ for the book ‘Global obligations for Right to Food’ published by the Rowman & Littlefield in New York. This action will help position infant survival and infant’s right to food within the larger global issue of right to food and may attract a global mechanism to be established for the purpose of

implementing a minimum essential programme of services to ensure this.



Supporting National Capacity Building for Timor Leste

The Aloia foundation and the National Breastfeeding Association of Timor-Lest with the support of IBFAN Asia organized the Training of Trainers (TOT) on Infant and Young Child Feeding Counseling at Dili Timor-Leste from 12th Feb to 2nd March 2007. Eight master trainers and 16 participants took part in this training. Dr MMA Faridi from BPN/IBFAN Asia, India acted as the course director. The training was conducted in Tatum the local language of Timor-Leste with the help of local translator. The course materials had already been translated in Tatum. The staff from the Ministry of Health also participated in the training. This activity was important for us having received mandate to assist countries in the region. Timor is a nation with very poor indicators of child health and needs urgent help. Moreover the first lady of Timor has also shown keen interest and provided her support to the cause.



Fund raising meetings with Ms. Gunilla Essner, Sida, Sweden

The regional coordinator IBFAN Asia met with Ms Gunilla Essner of Sida, Sweden on May 24th 2007 at Stockholm and made Power Point presentation titled “Working together to Save Children’s Lives”. Future funding of IBFAN was discussed and he presented her with the global appeal of IBFAN. She suggested that WABA and IBFAN could apply in a joint proposal from now onwards and Sida is likely to continue support to breastfeeding. This action was an important consideration and is an outcome of ongoing work within IBFAN.



Fund raising meeting with NORAD, Norway



The regional coordinator had a meeting with NORAD team on 5th June at Oslo and made presentation titled “Breastfeeding Interventions are the KEY to MDG-4” in the context of India, South Asia, Asia and global appeal for funding to the team of NORAD. They asked us to get in touch in October for further enquiries and submission of the global proposals. As far as India work is concerned, it was discussed that under the newly launched initiative Norway India Partnership Initiative (NIPI), BPNI could

work with them and IBFAN Asia could also support a similar work in Pakistan. This action was a follow up of the meeting with Anne Baerug from Norway and Anne Liv Evensen, Advisor NORAD, held during the SCN meeting in Rome in March 2007.

Fund raising meeting with CIDA Canada

In the month of October 2007, IBFAN Regional Coordinator Elisabeth Sterken set up meetings with the Cida Canada, to discuss partnerships. Meetings were successful to link with the right people, head of the nutrition and health division. She promised to take this forward through regional desks.

Support to Research for Exclusive Breastfeeding and Vitamin D

IBFAN Asia identified a research institution within a medical school where they are conducting breastmilk and breastfeeding research for settling basic issues. We supported the work of the role of exclusive breastfeeding on the status of Vitamin D in infants. The study is on and being completed soon. This researcher approached us for support to buy some kits for which medical school was not able to fund. We decided to support, as the research will give the breastfeeding movement very valuable information. She has completed her work and submitted to authorities.

Training of Infant and Young Child Feeding Counseling Specialists in India

In the month of May & June 2007 five trainings of IYCF Counseling Specialists were organized in different places in India where 110 IYCF Specialists were trained. These specialists will now be able to help mothers to be successful in exclusive breastfeeding, appropriate complementary feeding and help in selecting feeding option for HIV+ve mothers.



The creation of father support group for men involved in breastfeeding in Philippines.

It was inevitable not to tap men in participatory parenting as role model in support for breastfeeding mom. They proved effective in advocacy campaign.



Lessons Learnt

1. Focus on infant health and survival is required globally to draw the attention of all, including donors towards funding of breastfeeding action. The breastfeeding movement in general and advocacy of other groups on health must be focused on “infant” to bring forth issues related to infant health and survival. This has resulted in favourable environment in policy rooms, who otherwise may not want to listen to breastfeeding action arguments.
2. Persistent pays as with NORAD and Global right to food groups to include breastfeeding and infant on discussions and debates.
3. Inadequate resources and shortage of staff are major difficulties in ensuring large amount of qualitative and quantitative work. However this difficulty has to be overcome through networking with other donors.
4. Sub-regional activities like South Asia Breastfeeding Partner's Forums are a key and successful strategy to initiate actions. Similar action is anticipated in Pacific this year in 2008 when 12 countries will participate.
5. Enlarging debate of breastfeeding through a public health forum is a useful work, as it helped in positioning breastfeeding in the national agenda in India successfully.
6. Advocacy campaign is a challenging creative endeavor. Headstrong encounter with milk companies who possessed enormous clout and finances extolled the resources of the volunteers committed group like IBFAN in the Philippines. What was best was the formation of solid coalition, the Save the Babies that generated many faces of support. Example, UNICEF may not be able to give outright funds but can provide instant logistical support and materials. WHO Manila office for the first time joined cooperation and was generous in its support in many ways. Also, the regional office of WHO had understood the advocacy and issued strong stand on the Code and criticized the milk companies unethical behaviors. DOH depended on the public advocacy of NGOs and POs especially staging public events news in support of their policy and action. The Philippine experience on the Code and campaign is an educating tool as well as entertaining in the history of SEA- Southeast Asia. "Linking Locally, Acting Globally" becomes an effective tool. It took the La Leche League International leaders and members in a conference in Chicago an understanding and solidarity support for the Code and breastfeeding protection when they watched the PowerPoint version on the Philippine struggle. Dialogue exchanges and lobbying for a cause is best achieved through personal presence and human touch. Thus, mentoring IBFAN partners in pursuit of sustainability through ten day study tour exchange visits to institute the GSIYCF through crèche center establishment is the most viable option of fund generation in one's country. The Philippine experience with the crèche center will be the training country and show window for the IBFAN SEA members and breastfeeding advocates.

Future Plans

- Focus will be on further strengthening of the network in the sub-regions and national level.
- Involving more countries and regions to participate in WBTi national assessments of infant and young child feeding policy and programmes
- South Asia countries will repeat assessments in 2008.
- Organising South Asia Breastfeeding Partners Forum 5 in Bhutan
- Documentation of Position statement on Infant feeding and HIV and Question answer booklet on breastfeeding and HIV

Operation Plan IBFAN Asia Pacific 2007

| Objective/Activity | Work plan | Accomplished or not |
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| <p>1. Advocate to policy makers, health workers and other partners, implementation of the Global Strategy on IYCF and initiate discussions at regional, sub-regional and national level</p> | <ul style="list-style-type: none"> • To organize South Asia reastfeeding Forum-4 in any of SA countries. • To organize Pacific Breastfeeding Partners Forum • To disseminate advocacy documents like: <i>Innocenti Declaration</i>, IBFAN's Position Statement, Say No to Sponsorship etc. to highlight the issue of Sponsorship as part of the promotion of the Global Strategy. | <ul style="list-style-type: none"> • South Asia Breastfeeding Partners Forum -4 organized in New Delhi (India) Dec. 10-12, 2007 • Oceania region of IBFAN organized regional Breastfeeding Forum in Auckland and invited almost all pacific island countries as well as Australia and New Zealand from Sept 11-13, 2007 . • These will be reprinted and disseminated • 250 copies of book titled – “Strategies for Children Under Six” in the movement of – Breastfeeding & health of young children was printed and distributed to policy makers and other stake holders for advocating Breastfeeding and Optimal IYCF practices. |
| <p>2. To develop and launch tools for assessment and monitoring the status and progress of the GSIYCF</p> | <ul style="list-style-type: none"> • To launch worldwide WBTi • To publish a detailed report “The State of the World’s Breastfeeding: South Asia to highlight the success of south Asian countries • Web based tool will be made further user-friendly with more technical inputs • Initiate actions for local adaptation of tools at national level | <ul style="list-style-type: none"> • Preparation are on • 1000 copies of the “The State of the World’s Breastfeeding –South Asia Report published and disseminated • It is an ongoing activity • It is an ongoing activity |
| <p>3. Increase effectiveness of the IBFAN groups in Asia Pacific region</p> | <p>a. Annual review meeting: Annual review meeting of the managing committee will be held to review national actions, regional progress and plan for future</p> <p>b. Capacity building grants: The RCO will provide capacity building grants to the RRs for further strengthening sub-regions, and capacity building grants to groups for strengthening research activities on breastfeeding.</p> | <p>Annual review meeting was held in Penang on 9th September 2007</p> <p>The sub-regional offices have been provided funds to organize local activities and for coordination purpose. RCO does it through an agreement signed by both..</p> <p>Supporting National Capacity Building for Timor Leste: The Alola foundation and the National Breastfeeding Association of Timor-Leste with the support of IBFAN Asia organized the training of</p> |

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| | | <p>trainers on IYCF at Dili Timor-Leste from 12th Feb to 2nd March 2007</p> <p>In the months of May & June 2007 four trainings of Infant & Young Child Counseling Specialists were organized at different places in India where 110 IYCF Counseling Specialists were trained .</p> |
| | c. Asia Pacific Newsletter: Newsletter No. 9 & 10 will be developed and published. | Will be published in mid 2008 |
| | d. IBFAN Asia Website: The IBFAN Asia Pacific website will be updated | IBFAN Asia website was further strengthened by the new Systems Manager IT, who made serious efforts to update the website regularly and make it user friendly. |
| | e. Internal meetings: Regular meetings at RCO for internal review and monitoring of plans will be held. | Regular reviews are conducted at RCO |
| | f. Networking Visits: Meeting with government officials, press conferences, public events, other regions for promoting WBTi will be held. | <p>All RRs, country contacts regularly network to take forward implementation of the <i>Global Strategy for infant and young child feeding</i>. RRs visit them for support whenever required. Reports reflect these actions</p> <p>Meeting in Sida, Sweden: The regional coordinator, IBFAN Asia met with Ms. Gunilla Essner of Sida on May 24th 2007 at Stockholm and made Power Point presentation titled "Working together to Save Children's' Lives"</p> <p>Meeting with NORAD Norway: The regional coordinator had a meeting with NORAD team on 5th June 2007 at Oslo and made presentation titled "Breastfeeding Interventions are the KEY to MDG-4" and made appeal for funding support</p> <p>Meeting with funding agency, Canadian Intl Development Agency (CIDA) on 12th October 2007 at Ottawa</p> |
| | g. Advocacy at International meetings: | Inputs into 34 th Session of the Standing Committee on Nutrition Working Group on Breastfeeding and Complementary Feeding at Rome: the regional coordinator participated in Feb 2007 |
| | h. Regional Coordination: RC functions effectively and coordinates all actions | RCO functioning effectively and in its 5 th year. Reporting, monitoring and all kind of management procedures are in place. |
| | i. Support Secretariat Functioning: SS functions as per TOR. | SS functioning effectively. As planned earlier a new person Systems Manager IT was appointed to work on WBTi and IBFAN website. We have made good progress on hosting the web based dynamic software and hope this will |

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| | | be launched successfully. |
| Sub-regional actions | The RRs will visit network partners to build national capacity for training, project development and resource mobilization etc. | It is a routine activity. All RRs, country contacts regularly network to take forward implementation of the <i>Global Strategy for infant and young child feeding</i> . RRs visit them for support whenever required. Reports reflect these actions |
| | a. South Asia Breastfeeding Partners Forum: To increasing commitment of partners , Forum-4 in the series will be organized in any south Asia country | South Asia Breastfeeding Partners Fourm-4 was organized in New Delhi, India in Dec 2007 |
| | b. Pacific will follow up and build partners in IBFAN action on Infant and Young Child Feeding in Palau and Australia. Develop a fact sheet and CD on breastfeeding substitutes, compile and publish ' Look What They're Doing in New Zealand' | Done |
| | c. East Asia will work on national action to promote Global Strategy for Infant and Young Child Feeding | Analysis of High school textbooks on Breastfeeding Information was conducted in Mongolia, Japan, Hong Kong, China & Korea Code implementation "training in sub-regions was organized in Soul, Korea in Oct 2007 where Korea, Japan, China, China HK, Mongolia participated |
| | d. Southeast Asia will continue to further the complementary feeding project work | This is an ongoing activity being implemented by regular interactive plays and counseling |
| 4. To stimulate national actions for Code Monitoring and campaigns and push for its implementation along with subsequent WHA Resolutions | a. In the Pacific region a fact sheet and CD on feeding breastmilk substitutes will be developed and shared and a ' Look What They're Doing in New Zealand' monitoring report will also be published | Done |
| | b. We will continue to support national actions on Code implementation using the training and monitoring funds. | Done, integrated with other actions |
| | c. Unethical marketing of companies will be exposed. | Done, integrated with other actions |
| | d. Analyze Code in South Asia countries and what difference it is making. | It is an ongoing activity |
| 5. To Promote use of indigenous foods in the Asia Pacific Regional, national and community level | SEA will continue to implement the project on Indigenous Foods for Complementary Feeding of Breastfeeding Babies using the Guideline Protocol in three batches with 5 case studies of breastfeeding babies who will be six months old to start on complementary feeding. First batch covers countries namely Malaysia, Thailand, Vietnam and Philippines. Second batch covers countries namely, Timor Leste, Indonesia, Singapore, Laos PDR and Cambodia. Lastly, the third batches covers countries namely Myanmar and Brunei Darussalam. Actions | A workshop on Indigenous Foods for Complementary Feeding was organized in February 2007 in Thailand where 22 participants from Vietnam, Indonesia, Cambodia, Lao PDR, Philippines & Thailand participated |

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| | coming out of the regional workshop in December 2006 will be followed up. | |
| 6. To examine policies on infant feeding and HIV and place it in larger context of optimal IYCF for optimal infant health | a. To organize the 2 nd international training course : | IBFAN Asia along with BPNI and with the support of UNICEF organized the 2 nd International training course from 15 th Jan to 28 th Jan 2007, for developing “National trainers” on the “Infant and Young Child Feeding Counseling-A Training course: The 3 in 1 course (An integrated course for counseling on breastfeeding, complementary feeding and HIV and Infant Feeding)” |
| | b. Finalize and publish the Position Statement on HIV and Infant feeding, and an update on the issue | As it is in the process of review, it will now be published in June 2008 |
| | c. Participate in international meetings on HIV and infant feeding | Participated and made presentation on “Infant Feeding & HIV prevention: Ensuring HIV Free Child Survival” in the international conference at Mumbai, India |
| 7. Exclusive breastfeeding campaign: | a. Disseminate exclusive breastfeeding campaign materials for promoting early and exclusive breastfeeding with a feedback form. (The materials include 5 technical documents, 5 paintings on the theme of breastfeeding, 5 breastfeeding pictures, 5 greeting cards) | It was accomplished It was done 25000 copies of “Breastfeeding: The 1 st Hour Save ONE million babies! “ was published and disseminated |
| | b. Analyze and evaluate the feedback for region and countries | It is an ongoing activity |
| | c. Encourage national groups to adapt/ translate and use these materials | It is an ongoing activity |
| | d. Develop updated advocacy documents on timely initiation of breastfeeding within one hour, and exclusive breastfeeding for the first six months | 2000 copies were published and disseminated |