



International Baby Food Action Network (IBFAN)

ASIA



Annual Report 2009

Submitted by:



Breastfeeding Promotion Network of India (BPNI)/
IBFAN Asia

BP-33, Pitampura, Delhi-110034

Tel: +91-11-27343608, 42683059

Fax: +91-11-27343606, Email: info@ibfanasia.org

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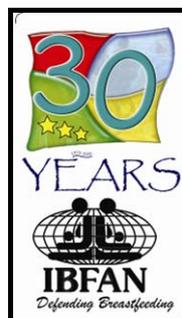


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Organization:



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Tel: +91-11-27343608, +91-11-42683059, Fax: +91-11-27343606

Email: info@ibfanasia.org

Contact Person:

Dr. Arun Gupta

Regional Coordinator, IBFAN Asia Pacific

BP-33, Pitampura, Delhi-110034

Tel: Mob. +91-9899676306, Home. +91-11-27026426

Email: arun@ibfanasia.org

*Focus on Infant Health is Critical to
Sustain Long-term Human Development.
Early Breastfeeding within One Hour and
Exclusive Breastfeeding for the First Six
Months Plays a Significant Role in
Achieving this.*

IBFAN's 7 Principles

1. The right of infants everywhere to have the highest level of health.
2. The right of families, and in particular women and children, to have enough nutritious food.
3. The right of women to breastfeed and to make informed choices about infant feeding.
4. The right of women to full support for successful breastfeeding and for sound infant feeding practices.
5. The right of all people to health services, which meet basic needs.
6. The right of health workers and consumers to health care systems, which are free of commercial pressures.
7. The right of people to organise in international solidarity to secure changes, which protect and promote basic health

Acknowledgements

IBFAN Asia acknowledges with thanks the support provided by Norad and Sida to implement our Strategic Plan for 2008-2013. It would not have been possible to achieve the result without this support during the second year of the Plan.

I am very thankful to the sub-regional representatives of IBFAN; Ms. Ines for Southeast Asia and Ms. Kim for East Asia. It is with their dedication and commitment that this action could be conducted in both these regions.

I am most grateful to the Government of Sri Lanka, Ministry of Health Care and Nutrition and Ministry of Child Development and Women Empowerment for hosting the “One Asia Breastfeeding Partners’ Forum-6” at Colombo in Sri Lanka. We thank UNICEF Sri Lanka and WHO country office for Sri Lanka for their support and collaboration at the Forum-6.

In South Asia, I am indebted to the contribution of our national focal points of SAARC countries, Afghanistan, Bangladesh, Bhutan, India, Nepal, Maldives, Pakistan, and Sri Lanka.

My sincere appreciation is due for everybody in our IBFAN Asia /BPNI team, who have spent several hours, day in and day out to make the Plan for 2009 successful.

Last but not the least, I thank all those who worked as background support people, who helped print the materials, develop the kits, packing and dispatching and contributed towards the success of the launch event and would I like to place on record deep appreciation for their kind efforts.

Dr. Arun Gupta MD, FIAP
Regional Coordinator
IBFAN Asia

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Introduction

The narrative report follows the objectives stated in the Strategic Plan 2008-2012/13 and the Annual Operational Plan of IBAFN Asia (**Annex-1**). This report is for the period January 2009-December 2009. The plan has been jointly supported by funds from Norad (January to December 2009) and from Sida (January to December 2009). This is the complete report of the year 2009, reflecting our achievements based on the operational plan. The operational plan 2009 was a realistic target set based on level of funding. As stated in the Strategic Plan, the Overall Goal is "To contribute to reduction in child malnutrition, and improvement in infant and young child survival, health and development through improved infant feeding practices", and all the objectives of both the Strategic and the Annual Plan have been designed to meet this Overall Goal. Activities and results (outputs) are provided for each of the objective developed for this purpose. IBFAN Asia activities relate to its three sub regions, South Asia, Southeast Asia and East Asia. As the Regional coordinating office is based in India, activities under objectives are clubbed under 1-6, 7 is about Southeast Asia, 8 about East Asia and 9 is about Codex. However, several of the activities and their impacts cross over to other objectives too; they could well be fitted under several heads.

Executive Summary

The Overall Goal of the Strategic Plan is “To contribute to reduction in child malnutrition, and improvement in infant and young child survival, health and development through improved infant feeding practices”, and the annual Plan for IBFAN Asia for 2009 were designed to meet this through nine objectives. IBFAN Asia activities relate to its three sub regions, South Asia, East Asia and Southeast Asia. As the Regional coordinating office is based in India, activities under objectives are clubbed under 1-6, 7 is about Southeast Asia, 8 about East Asia and 9 is about Codex. The second year of the five-year plan of IBFAN Asia has led to enhanced capacity of the regional office to take action, network, organise, launch new initiatives and contribute to the global agenda on Infant and Young Child Feeding and Nutrition. This has been particularly evident in the objectives related particularly to World Breastfeeding Trends Initiative, the ONE MILLION CAMPAIGN, and advocacy conducted by the RCO, especially in India.

The **first Objective**, related to the World Breastfeeding Trends Initiative (WBTi) was met in full, with 11 more countries from the Francophone Africa and the Arab World coming to the fold of the initiative. National assessment reports received from 33 countries from Asia, Latin America and Africa were uploaded on the web portal of (WBTi). 13 countries from Asia shared the experience of conducting national assessment during the One Asia Breastfeeding Partners’ Forum at Colombo, Sri Lanka. The assessment process using WBTi led to identification of gaps in policies and programmes in many countries. It further led to affirmative actions by the national governments.

The **second objective**, to launch the international web campaign and build global public opinion to support women and mothers, has been equally successful, with the launch being conducted in several countries on February 9, 2009. The website is called www.onemillioncampaign.org. Till December 2009, the campaign had 135,850 registered members. The first petition was submitted to the President of 62nd World Health Assembly at Geneva during the World Health Assembly.

Objective 3, that of facilitating and supporting programmes for increasing health workers skills (using the “3 in 1” training programme), has also been especially successful in India where several states are working with IBFAN’s host organisation, Breastfeeding Promotion Network of India, to train both trainers of trainers, as well as breastfeeding consultants, middle level trainers and field workers. RCO also supported training programmes in Nepal, Yemen, Bhutan and Afghanistan.

The **4th Objective** - Strengthening HIV and Breastfeeding working group in Asia - has seen continuous functioning of the working group, now with 19 members from different countries, on HIV and breastfeeding, which is being coordinated by the regional office and setting up of Google group <http://groups.google.co.in/group/ifhivibfanasiagroup>. RCO was invited in Asia Pacific UN PMTCT Task force meeting at Chennai, India; organised by UNICEF, WHO, UNFPA and UNAIDS and contributed in the international policy process on the subject. BPNI, the host organisation for the RCO was invited as a member of the expert group to formulate guidelines on Infant feeding in HIV exposed children, constituted by the National AIDS Control Organisation (NACO), Government of India.

It is probably in **Objective 5**, Increasing effectiveness of IBFAN in strengthening the breastfeeding movement and inputs at regional and international level, that the RCO has been most successful. BPNI, the host of IBFAN Asia, has been functioning as the regional coordinating office for South Asia since 1998 and of Asia since 2002. Besides coordinating all actions, the RCO maintains the websites of BPNI and IBFAN Asia, and now also the portals www.worldbreastfeedingtrends.org and www.onemillioncampaign.org. Through advocacy, RCO has been strengthening the regional network and coordination of all actions in relation to planning and implementation, review and evaluation. Technical assistance on child health and survival, HIV and breastfeeding and other related issues are its major work to support partners. Networking and building capacities for national groups and governments is another.

The RCO has a resource centre that publishes a newsletter to share information and update its contacts (more than 600). The RCO has published IBFAN Asia Newsletter No. 11 & 12 and the same has been disseminated to all networks and group of civil societies.

RCO is also responsible for contributing to the regional and the global agenda on child health and nutrition and participates in regional and international meetings to advocate for implementation of the global strategy for infant and young child feeding as well as other issues related to Code. It also coordinates the participation of sub-regional representatives in international policy guidance meetings of IBFAN every alternate year. Regular communication through SKYPE or using other channels, answering emails enquiries, writing regional and national advocacy articles, and meetings with parliamentarians and ministers, policy managers and other high profile individuals and holding media workshops are among ongoing works that the regional coordinator does for enhancing support to breastfeeding programmes. RCO coordinates to develop a yearly regional plan through a consultative process, which also helps to internally monitor and evaluate. Regional operational plan for IBFAN Asia for 2010 was developed at the management committee meeting held in Nov. 2009 at Sri Lanka. As BPNI, the host of the RCO is also the regional focal point of WABA, there is close cooperation and synergy created between the three networks.

In addition to the above tasks, the RCO has been playing an important role in advocacy to protect infant and young child feeding through prevention of conflict of interest at the international, regional and national level, including both governments and civil society groups. This advocacy has included several issues which impact optimal infant and young child feeding, such as national policies related to the Integrated Child Development Scheme in India, development of National Child Health Policy in India, public private partnerships in health and nutrition in India and internationally, changes in standards related to infant and young child feeding at Codex Alimentarius Commission, the role of international agencies such as Global Alliance for Improved Nutrition and UNICEF, WHO, FAO, etc. in protecting, promoting and supporting breastfeeding, and so on.

Objective 6 relates to organize global conference on conflicts of interests and Public Private Partnerships in child nutrition/ health. IBFAN-Asia has been concerned about the new policy trend of public-private partnerships (PPPs) i.e. partnerships with for profit entities that have a direct commercial interest in the outcome. To address this concern IBFAN Asia organized the Global Conference on “ Meeting Nutritional Challenges with Sustainability and Equity” in New Delhi, India that led to collaboration of at least 23 civil society groups, representing more than 150 people to lead to development of peoples charter, which calls for holistic solutions to problem of hunger and malnutrition including support to women for breastfeeding and avoidance of all kinds of conflicts of interests.

Objective 7 relates to IBFAN's work to mobilize action on Global Strategy for Infant and Young Child Feeding in Southeast Asia. The sub region contributed actively in the regional planning process. Country representatives from Southeast Asia participated and contributed immensely in the proceedings of the One Asia Breastfeeding Partners' Forum and the Codex Alimentarius workshop at Colombo, Sri Lanka. At national level, IBFAN groups contributed in the disaster situations, advocacy for protecting breastfeeding from the commercial interference and observing social mobilization programmes like world breastfeeding weeks.

Objective 8 relates to IBFAN's work to mobilize action on strengthening implementation of the Code and Global Strategy for Infant and Young Child Feeding in East Asia. The sub region contributed actively in the regional planning process.

The country representatives had a strategy meeting during the One Asia Breastfeeding Partners' forum at Colombo, Sri Lanka. 5 member countries from the sub-region conducted the National Public Education Programmes for strengthening implementation of the Code & IYCF. 11 members from 5 countries, China HK, Taiwan, Korea, Mongolia & Japan participated in the youth awareness workshops to build their capacity on IYCF. East Asian countries have very successfully launched the ONE MILLION CAMPAIGN.

Objective 9 relates with Global Breastfeeding Initiative for Child Survival CODEX Alimentarius Programme. BPNI, the host organisation for IBFAN RCO, participated and contributed in national policy decisions as a member of the shadow committee on CNFSDU for India. Regionally, a sensitisation workshop was organised by IBFAN Asia in collaboration with IBFAN's Codex coordinating office at INFAC Canada at Colombo, Sri Lanka in which government and non government representatives from 5 countries of Asia participated and formulated national and regional plans.

Highlights

World Breastfeeding Trends Initiative (WBTi) for situation analysis of the implementation of the Innocenti declaration and the GSIYCF at the national level: Assessments were completed, and reports prepared and submitted from 32 countries in Asia (including South, East and Southeast), Latin America and Africa. A wide representation of civil society organisations, professional organisations, UNICEF, and the national governments was achieved in all the assessments undertaken. Countries identified gaps and formulated recommendations to implement IYCF programmes. The capacities of countries were built up via WBTi training being conducted in five countries in Francophone Africa and eleven countries in the Arab World. The analytical report for South Asia was initiated. The Analytical WBTi Report for India was used for advocacy with the Ministries of Health, Women and Child Development, and the Ministry of Panchayati Raj (Local self government), as well as with the Prime Minister's Office and the Planning Commission. Nationally BPNI/IBFAN Asia is having a sustained interaction with the planning commission of India to implement the maternity benefit scheme. The Media was also informed about the report and India's ranking in it. Popular national dailies like the HINDU published articles on the WBTi report¹. Nationally, the WBTi is being developed for states and provincial governments. A State Consultation was held in India with collaboration from medical colleges, officials from the health department, nutritionists and UNICEF. As a result, a draft state level 'assessment tool' has been prepared by a state level working group. The WBTi Website was updated with new reports as they came in.

The ONE MILLION CAMPAIGN- Support Women to Breastfeed: This is a campaign of the World Breastfeeding Movement with just one mission, i.e. to mobilize public opinion through one million signatures, demanding support to women to breastfeed. The campaign was launched globally in February 2009, and up till December 2009 over 30,000 web-based and over 100,000 land-based signatures were collected – as part of the campaign for a petition demanding that governments across the world provide support to women to breastfeed and implement the International Code strictly. A separate interactive web-site was created for the campaign. The petition with the signatures was presented at the World Health Assembly held in May 2009 in Geneva. The resulting high receptivity to the campaign enabled wide dissemination of the campaign video, developed as an outreach tool. IBFAN Asia's regional coordinator participated, and made a speech at the WHA in collaboration with the Corporate Accountability International (CAI). A joint press conference was held at the WHA in which the issue of the conflict of interest was raised, and use of [WHO Framework Convention on Tobacco Control](#) (FCTC)-guidelines on conflict of interest was encouraged. The 'One Million Campaign' video was also uploaded on YouTube.² A Facebook group, 'Support breastfeeding-One Million Campaign' was created, and currently has more than 6,000 members.

¹ See: <http://www.hindu.com/thehindu/holnus/099200812211381.htm> and <http://www.hindu.com/mag/2009/01/11/stories/2009011150190500.htm>

² See: <http://www.youtube.com/watch?v=Xq6hGj6rMwk>

World Breastfeeding Week: The World Breastfeeding Week theme was observed in India with the usual enthusiasm, and activities were coordinated by BPNI/IBFAN Asia. The theme for the week was adapted for India: 'Breastfeeding: A Vital Emergency Response. Is India Ready?' Rallies, public meetings, essay competitions, training programmes for grassroots health and nutrition workers were conducted in 33 metropolitan and rural districts across the country, which received wide media coverage. Government organisations, medical colleges, professional organisations, NGOs and others came together to observe the week. New partnerships were developed with agencies concerned with disaster management, like SPHERE India, to jointly observe WBW. Regionally, the Theme was also chosen for the 'One Asia Breastfeeding Partners' Forum'. (See below for more information). BPNI/IBFAN Asia published three articles on the theme of WBW 2009 in the medical, nursing and a UN e-journal.

General Advocacy: General advocacy on IYCF was conducted regularly to maintain national and global attention on it. Nationally, advocacy was conducted with the Ministries of Health, Women and Child Development, Panchayati Raj, and with Prime Minister's Office and Planning Commission. Advocacy was also conducted with SPHERE with reference to IYCF, and especially breastfeeding, in its revamping of the standards for dealing with disasters and emergencies. A global consultation on nutrition challenges titled "Meeting Nutritional Challenges with Sustainability and Equity" was organised together with civil society organisations from India. Over 162 participants from 83 organisations took part. A 'People's Charter for Food and Nutrition Security' was developed and shared with all the members of parliament as an advocacy effort on food security. Apart from other demands, the Charter included demands for support to/for women to enable them to breastfeed. IBFAN Asia participated in the India Alliance for Child Rights as a core group member, to provide inputs on assessment of the government's response to CRC and to develop an alternate report. The organisation also included IYCF-related demands in the 'Essential Demands of the Right to Food Campaign' –for inclusion of 0-6 months children in the proposed Indian Food Security Act, and demand support to women to carry out optimal IYCF including breastfeeding. Five member countries of IBFAN East Asia, (China, China HK, Taiwan, Korea and Mongolia) conducted participatory surveys on the International Code, and National Public Education Programmes for strengthening implementation of the Code. The Thai IBFAN group, Thai Breastfeeding Center, has strategically introduced breastfeeding action through the royal program agenda for the people "Sai Yai Rak Haeng Krob Krua" –'Family's Bond of Love' project headed by no less than His Highness the Crown Prince MahaVajiralongkorn Mahidol, next in line to the throne in Thailand.

HIV and Infant feeding: An expert from IBFAN Asia was invited as a resource person to participate in 7th Asia Pacific UN 'Prevention of Mother to Child Transmission' Task Force Meeting in Chennai. He made a plenary presentation, and coordinated the group work on HIV and infant feeding. Twenty countries from the region shared best practices and challenges in implementing PMTCT services. As a result, the key recommendations of the meeting included the key conclusion of IBFAN's presentation i.e. investing in population-wide strategies like promoting optimal breastfeeding for all mothers and newborns to reduce HIV infection in children.

http://www.ibfanasia.org/HIV/PMTCT_25Dec09wCover.pdf

One Asia Breastfeeding Partner's Forum- 6 in Colombo, Sri Lanka: IBFAN RCO in partnership with Sarvodaya, organized the One Asia Breastfeeding Partner's Forum in Sri Lanka from November 18-21, 2009. The Forum was hosted by the Ministry of Healthcare and Nutrition, and the Ministry of Child Development and Women's Empowerment, of the government of Sri Lanka. More than 80 delegates from 18 countries participated in the Forum; including representation from governments, and attendance by a Parliamentarian from Bhutan. The Forum issued the Colombo Declaration, and met with the First Lady of Colombo to highlight the role of ensuring breastfeeding and proper complementary feeding during emergencies.

Capacity building in Infant and Young Child Feeding: BPNI and IBFAN Asia assisted the provincial governments of Andhra Pradesh, Punjab and Haryana in India, and national governments in Yemen, Bhutan, Nepal, and Afghanistan, in the training of counselors and trainers at various levels, using the "3 in 1" training programme.

Narrative Report 2009

Objective 1: To organize assessments of the global strategy for IYCF using and expanding world breastfeeding trends initiative, to other regions.

This is part of strengthening our global advocacy efforts to mainstream Infant and Young Child Feeding in child health and development programmes.

The World Breastfeeding Trends Initiative (WBTi) is a global initiative to assess policy and programs that support women to breastfeed. It is an integral part of the project “Global Breastfeeding initiative for Child Survival” (gBICS). Its purpose is to promote implementation of the global strategy with policy makers, health workers and other partners in order to create a positive environment for countries to take steps to harmonize/ strengthen their national policies, to highlight the gaps in policies and programs and to make recommendation for bridging the gaps.

The WBTi has been initiated in 67 countries in Asia, Africa, Latin America and Arab world and 32 countries have completed the assessment process. Many more countries are likely to join in 2010; in fact we have plans to reach about 100 nations permitting resources and action by other regional offices. Follow up in these countries would lead to development of national reports and report cards and these would be used for advocacy and briefings at national level. Country actions were shared and future plans were developed for the Asian countries during One Asia Breastfeeding Partners’ Forum 6 held at Colombo, Sri Lanka in November 2009.

The results of WBTi assessments are entered into the WBTi web portal (www.worldbreastfeedingtrends.org) as soon as they are received and verified. Over the years the portal will also provide a study of trends after having repeat assessments every three years, and will allow countries to compare their indicators with other countries or region. It will also provide easily understandable and user friendly graphic and mapping service to create reports, which would be particularly useful to donors and planners to effectively commit their resources in the area most in need.

The IBFAN Asia RCO Coordinated WBTi activities - including translation of documents in different languages, receiving and analyzing national reports from various countries, interacting with country contacts for WBTi about the contents of the draft report, finalizing the reports and uploading the findings on the WBTi website.

The IBFAN Asia RCO supported the training programmes at IBFAN Afrique at Burkina Faso and at IBFAN Arab world at Al-Ain, UAE with resource persons, material and coordination.

IBFAN Asia achieved the results of this objective by more than 100%

Activities and Results

1.1. Training workshop for IBFAN Afrique

IBFAN Asia RCO, in collaboration with IBFAN Afrique conducted a workshop on WBTi for the national assessment in Ouagadougou, Burkina Faso from October 23-29, 2009 in which 5 countries from the region including Côte d'Ivoire, Gabon, Niger, Togo and Burkina Faso participated.



1.2. Presentation of WBTi at Arab World Conference

The Regional Coordinator presented WBTi at the Arab World conference held on November 12, 2009 at Abu Dhabi and also talked about 'One Million Campaign Support Women to Breastfeed' by presenting the campaign video.



1.3. World Breastfeeding Trends Initiatives (WBTi) training programme at Arab World

Resource persons from RCO conducted workshop on WBTi about the national assessment for 30 representatives from 11 Arab World countries including Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Sudan and UAE in the programme held on November 15-16, 2009 at AL-AIN, UAE.

<http://worldbreastfeedingtrends.org/report/Arab-world-WBTi-Training.pdf>



1.4. Sharing WBTi assessment results from Asian countries

During the One Asia Breastfeeding Partner's Forum in Sri Lanka held from Nov. 18-21, 2009, representatives from 13 countries from South Asia, Southeast Asia and East Asia which completed the WBTi assessment during 2009, shared their experience. They elaborated using a uniform template for presentation, about the Methods used for collecting the data, Challenges faced during the national assessment, Positive experiences during the assessment process, what has changed after the assessment and Suggestions to improve the process of the national assessment. Template for the presentation was prepared by the IBFAN RCO and shared with the country contacts beforehand.



1.5. Provided inputs for WBTi assessment

The Regional Coordinator provided inputs at a meeting called by the Ministry for Women & Child Development, Government of India on strengthening nutrition and presented the WBTi India Assessment report, on Dec. 4, 2009 at New Delhi.

1.6. Dissemination and utilization of the information available from WBTi assessment

Data available from the WBTi assessment has been used at various forums for advocacy and dissemination of information.

- Resource person from RCO participated in the second international disaster management congress organized by the National Institute of Disaster Management, government of India, New Delhi and National disaster management authority, New Delhi and presented a paper titled 'Status of policies and programme addressing preparedness for appropriate infant feeding practices during the disaster in SA countries, using WBTi assessment data.
- Write up on WBTi were shared by RCO in various journals and newsletters including in a nursing journal and WABA e - link. (Annex-2)

1.7. State consultation meeting to develop sub national tools for WBTi:

A state level consultation workshop was held on Feb 7, 2009 at Gwalior, India in collaboration with Government Medical College to develop Sub National Tools for WBTi. Professionals from various government hospitals, officials from Health Department, UNICEF and Nutritionists attended.



1.8. Organized One Asia Breastfeeding Partner’s Forum in Colombo, Sri Lanka

The One Asia Breastfeeding Partners’ Forum – 6 was organised by IBFAN Asia and Sarvodaya, Sri Lanka on 18-21 November 2009 at Colombo, Sri Lanka. The Forum was hosted by the Ministry of Healthcare & Nutrition and the Ministry of Child Development and Women’s Empowerment and kindly sponsored by UNICEF and WHO Sri Lanka together with IBFAN Asia.



The theme selected for forum 6 – Breastfeeding In Emergencies: Challenges & Solutions was timely and important

given the recent emergencies faced in Asia. This forum gave practitioners, government health officials, UN agency officials and civil society organisations an opportunity to discuss challenges, solutions and lessons learned on breastfeeding and feeding the young child in emergencies. The Forum saw the participation of 108 participants from 19 countries in what probably is the Forum with the largest number of participants to date. The official ceremony of the Forum was held on 19 November 2009 with the participation of the Minister of Healthcare & Nutrition of Sri Lanka (who is also the present Chair of the World Health Assembly), who was the Chief Guest at the event. The Forum also saw the participation of a member of parliament from Bhutan and members of local government from many other countries, also reconfirming the commitment to promotion of breastfeeding at the highest levels within participating countries. This was further confirmed by the First Lady of Sri Lanka Madam Shiranthi Rajapakse, who hosted participating delegates to dinner at the President’s House (Temple



Trees).

The Forum was conducted over four days with Day 1 was dedicated to infant feeding during emergencies. On subsequent days, relevant topics like management of severe acute malnutrition, World Breastfeeding Trends initiative, Supporting women to breastfeed, experiences in capacity building of community health workers in infant feeding counseling, Codex Alimentarius, Complementary feeding initiatives, role of media in ensuring improved infant nutrition, tackling conflict of interest in infant nutrition were discussed. On day 4, a joint statement on ‘conflicts of interest in the area of child health

and nutrition’ was prepared with participatory process. During the final session participants discussed and agreed upon the Colombo Declaration on infant and young child feeding. **(Annex-3)**



1.9. Impact

a. Strengthening of regional networks: The regional networks of Asia, Africa, Afrique, Arab World and LAC have been considerably strengthened through the exercise of capacity building for assessment and follow up activities. The WBTi Coordinators Google Group has furthered this strengthening by giving the groups an opportunity to share their strengths and seek solutions with coordinators in other regions and countries.

b. Strengthened national actions: The assessment process using WBTi led to identification of gaps in policies and programmes in many countries. It further led to affirmative actions by the national governments e.g. Bhutan has included indicators on breastfeeding in their data collection surveys, developed a national policy, had national capacity building training on IYCF; In Afghanistan national policy on IYCF has been made, national legislation to protect breastfeeding enacted, national capacity building training on IYCF held; Pakistan has enacted rules and regulations for breastfeeding protection; and India has started the process to implement the maternity protection benefit scheme for women to support them to successfully breastfeed. In Mongolia, the selection criteria for BFHI was updated after WBTi and certification of BFHI was included into hospital accreditation system; in Gambia, the National Nutrition Agency has recently validated a new nutrition policy and issue of maternity protection has been including in a women’s bill, using the WBTi assessment report; in Uganda, the information generated from the WBTi was used for finalization of the IYCF policy guidelines development. Many more country is resorting to enhance work on various gaps identified with the WBTi assessment.

Many countries which participated in the WBTi assessment process followed up the action with preparation and sharing of country report cards. **(Annex-4)**

REPORT CARDS

<p>World Benchmarking Trends Initiative (WBTI)</p> <p>AFGHANISTAN Report Card 2008</p> <p>86.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 86.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>ARGENTINA Report Card 2008</p> <p>85 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 85/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>BANGLADESH Report Card 2008</p> <p>87 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 87/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>BHUTAN Report Card 2008</p> <p>72 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 72/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>BOLIVIA Report Card 2008</p> <p>90 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 90/150</p>
<p>World Benchmarking Trends Initiative (WBTI)</p> <p>BRAZIL Report Card 2008</p> <p>81 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 81/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>CAPE VERDE Report Card 2008</p> <p>43.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 43.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>CHINA Report Card 2008</p> <p>80.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 80.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>Colombia Report Card 2008</p> <p>77 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 77/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>Costa Rica Report Card 2008</p> <p>95 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 95/150</p>
<p>World Benchmarking Trends Initiative (WBTI)</p> <p>DOMINICAN REP. Report Card 2008</p> <p>58.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 58.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>ECUADOR Report Card 2008</p> <p>65.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 65.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>GAMBIA Report Card 2008</p> <p>77 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 77/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>GHANA Report Card 2008</p> <p>105.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 105.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>INDIA Report Card 2008</p> <p>69 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 69/150</p>
<p>World Benchmarking Trends Initiative (WBTI)</p> <p>INDONESIA Report Card 2008</p> <p>57.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 57.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>KOREA REP. of Report Card 2008</p> <p>73 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 73/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>MALAWI Report Card 2008</p> <p>121.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 121.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>MALDIVES Report Card 2008</p> <p>119 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 119/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>MEXICO Report Card 2008</p> <p>49 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 49/150</p>
<p>World Benchmarking Trends Initiative (WBTI)</p> <p>MONGOLIA Report Card 2008</p> <p>107 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 107/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>MOZAMBIQUE Report Card 2008</p> <p>100.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 100.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>NEPAL Report Card 2008</p> <p>80.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 80.5/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>NICARAGUA Report Card 2008</p> <p>99 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 99/150</p>	<p>World Benchmarking Trends Initiative (WBTI)</p> <p>PAKISTAN Report Card 2008</p> <p>88.5 / 150</p> <p>The State of Inclusion and Young Child Wellbeing (WCYI) Practices (Indicator 1.0) Policies and Programmes (Indicator 8.0)</p> <p>Total Score (Indicator 1-13): 88.5/150</p>

Objective 2: To launch the international web campaign and build global public opinion to support women and mothers.

Scientific evidence points out that there is a strong need to focus on early initiation of breastfeeding and exclusive breastfeeding for the first six months to improve child survival and quality of life. Women, to succeed in breastfeeding, need ongoing support of health care sector, community, and work place employers. However, there is gross lack of understanding or will to create these support systems for women.

Support systems need to include care of the women during her life cycle, special care and attention during pregnancy, at birth, during the period of lactation at the level of the family, the community and the health care systems, especially accessibility of skilled counseling. In addition to these systems, working women need support from employers and the state for affordable and accessible child care support such as crèches at worksite, and from legal system that ensure maternity entitlements. And finally, equally important is support in the implementation of the international Code to protect women from aggressive marketing tactics of the baby food industry.

The ONE MILLION CAMPAIGN, aimed at collecting initially one million signatures, was launched across the globe on 9th February 2009. The Campaign works at two levels - at the international level to strengthen international pressure to create such support systems, and at the national level to create a surge of public demand for such action. The Campaign aims to take the issues related with breastfeeding beyond policy makers, institutions, and networks and alliances of institutions, into people's homes. It enables each person to articulate his/ her support, because "my daughter, wife, aunt, mother, granddaughter, etc. deserves this" thus turning the personal into the political.

The campaign is a logical step after the national groups have conducted their assessments so that it can focus on key gaps and call for action to bridge these towards strengthening Infant and Young Child Feeding policy and programmes.

The main instrument of raising people's voice are petitions, which are to be signed by representatives of a wide category of professionals, service providers, managers, activists, civil society groups and individuals in their various capacities, leading to the creation of new networks, enlarging existing ones and taking the concern to areas where it does currently exist.

Alliances and networks like WABA, People's Health Assembly and Women's Groups and Networks are key partners in spreading the campaign with their core partners and in their constituencies especially of women, health providers and youth through their websites, their newsletters and their grassroots work. Where national petitions, national IBFAN groups will take on this activity, resulting in the strengthening of the breastfeeding movement, as well as the role and position of the groups that take on leadership roles.

The first petition, developed after the scandal of melamine poisoning of infants in China, is addressed to world leaders, and demands stricter implementation of the International Code, better provision of maternity entitlements including baby friendly work places, and creating of national

action plans with defined budgets for protecting promoting and supporting breastfeeding. The petition was handed over to the President of World Health Assembly Mr. N.S de Sliva in Geneva in May 2009.

Achievement of results 100%

Activities and Results

2.1. Global Launch of the ONE MILLION CAMPAIGN and related activities-

- On February 9, 2009, Mr. Mani Shankar Aiyer the then Minister of Panchayati Raj, Government of India, and his Excellency, Mr. Lars-Olof Lindgren, Ambassador of Sweden, inaugurated the launch of the 'The One Million Campaign: Support Women to Breastfeed' in New Delhi, India.. General Secretary of Communist Party of India, pediatricians, media and policy makers NGO partners, and working mothers from the construction sites participated in the event Till December 2009, the campaign had 135,850 registered members.



Mr. Lars-Olof Lindgren, Ambassador of Sweden signing the petition

- Nepal Breastfeeding Promotion Forum organized a press conference on 9th February 2009 at Hotel Shanker Kathmandu to launch 'The One Million Campaign: Support Women to Breastfeed', which was attended by about forty reporters from various national as well as international press. The press conference was chaired by Dr G P Ojha, Director General, Department of Health Services, Chief of the Child Health Division and Chief of Nutrition Section and representatives from UNICEF and HO. The, President of Nepal Breastfeeding Promotion Forum highlighted the objective of the campaign and explained why it was so important for Nepal in view of low rate of early initiation of breastfeeding and exclusive breastfeeding.

- **Launch of ONE MILLION CAMPAIGN- Support Women to Breastfeed in Taiwan.**

On April 4, 2009, being the Children's Day in Taiwan, the one million campaign to support women to breastfeed was launched. The event involved health professional bodies in Taiwan, and Taiwan Academy of Breastfeeding, Chinese Dietetic Society, Taiwan Midwife Society, Taiwan Pediatric Society, Taiwan Obstetrics and Gynecology Association and Taiwan Nurses Association. The group also reached Health Authorities and had a meeting with the Director General Ms. Mei-Ling Hsiao, Bureau of Health Promotion, Department of Health, also Mr. Weigang Huang, the Director of Division of Maternal, Infant and Genetic Health, Bureau of Health Promotion. The Taiwan group also organised a community service: provided breastfeeding counseling for the public at Taichung City. Apart from this they disseminated the campaign to neighboring countries, e.g. the



Philippines, Malaysia, Hong Kong, Korea, Singapore, Indonesia, China, Japan, and Pakistan and asked for their support.

2.2. Submission of Petition of 'ONE MILLION CAMPAIGN- Support Women to Breastfeed'.

On 20 May 2009, the petition was submitted to the President of 62nd World Health Assembly at Geneva during the World Health Assembly. A presentation was made by the IBFAN Asia Regional Coordinator to the delegates of Committee B of the World Health Assembly as a representative of Corporate Accountability International. A demand was made for a resolution next year on Infant and Young Child Feeding Nutrition,



asking for ending corporate interference on infant nutrition, ending Public Private Partnerships in nutrition with conflicts of interests, creating support systems for women and proposal of a budgeted and coordinated action plan on breastfeeding and Infant and Young Child Feeding. (Annex-5)

2.3. Maintenance of the campaign portal

The web portal of the One Million Campaign was active throughout the year and received tremendous response in the form of signing the petition, giving comments in peoples' views and entries on the blog.

A screenshot of the One Million Campaign website. The header features the logo (a stylized 'O' with a breast and baby) and the text 'ONE MILLION CAMPAIGN Support Women to Breastfeed World Breastfeeding Movement'. It also shows '136765 people already joined us.' and a list of languages: English, Spanish, German, Italian, French, Chinese, Arabic. A navigation bar includes links for HOME, CAMPAIGN, RESOURCES, DONATE, MEDIA, PEOPLE'S VOICES, BLOGS, and ABOUT US. The main content area has a headline: 'ONE MILLION CAMPAIGN ONE MILLION PEOPLE RAISE THEIR VOICES for ONE ACTION -TO SUPPORT WOMEN TO BREASTFEED'. Below this is a text box with statistics: 'About 10 million of the world's children die every year before they reach their fifth birthday. That is, over 27,000 per day, or over 1100 per hour. Of these, over a third - more than 450 - are less than a month old. Growing evidence tells us that [good breastfeeding practices](#) can save thousands of these babies. Unfortunately, not even half the women of the world carry out adequate breastfeeding. 135 Million babies are born every year. Because of lack of support, only 64 million women initiate timely breastfeeding. Only 48 million women practice exclusive'. To the right is a 'ACT TODAY!' box with 'Join the ONE MILLION CAMPAIGN', 'Click here to sign the petition', and 'Tell a Friend Click Here' with a pink person icon.

2.4. Dissemination of the publicity material

IBFAN Asia RCO also developed and disseminated material- brochure, posters, book mark and stickers for ONE MILLION CAMPAIGN at all available opportunities. The material along with a covering folder were distributed to regional partners, networks and civil societies for advocacy.

Objective 3: Facilitating and supporting programmes for increasing health workers skills (using the “3 in 1” training programme).

The need for developing specialist counselors on infant and young child feeding counseling including HIV and infant feeding have been strongly felt by UNICEF and WHO also in addition to governments and health professionals.

IBFAN Asia RCO, in collaboration with its’ partners in India has developed a unique world class training programme - the “3 in 1” (an integrated course for breastfeeding, complementary feeding and infant feeding and HIV counseling) to develop trainers and counselors in infant and young child feeding. The training programme is being used increasingly for capacity building of the family level and community level counselors and national, state and district level trainers.

Activities and Results:

3.1. Training of Women’s group at Bhaktpur- Nepal

A training of women group was conducted in the “Infant & Young Child feeding Counseling” in phased manner in the Bhaktpur Mincipal area of Nepal. The necessary training material was adapted from the 3 in 1 training course prepared by IBFAN and translated in the local language.

3.2. Supporting State Governments of India to build their capacity to skilled counseling on Infant and Young Child Feeding

BPNI has conducted 4 training courses in the state of Punjab, 6 in Haryana and five in Andhra Pradesh to develop community level counselors and trainers. The total number of such counselors trained during this year is more than 350. These trainings were conducted in collaboration with Government of Andhra Pradesh, National Rural Health Mission (NRHM) government of Punjab & National Rural Health Mission (NRHM) government of Haryana. In Punjab, these trainers have further conducted the 3 days training for the family level counselors (frontline workers like ASHA and ANMs) which were supervised by the national trainers of BPNI. The teaching aids and training material has been translated in the local language Punjabi in Punjab and Telugu in Andhra Pradesh by BPNI. (Annex-6,7)

Training at Andhra Pradesh



Training at Punjab



3.3. Review of BFHI project

During the month of May 2009, one of our volunteer intern trainee visited Lalitpur town in Uttar Pradesh state of India to review the BFHI project and study the role of counselors in supporting lactating women there. She visited primary health centres, district hospitals, conducted meeting with monitors, supervisors and project coordinator for BFHI project and interviewed women in the concerned villages regarding the role of monitors and supervisors in their lives.



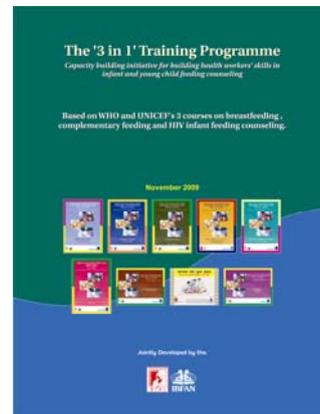
3.4. TOT for national trainers in Yemen

In July 2009 IBFAN Asia provided support to the government of Yemen for building their national capacity in counseling on Infant and Young Child Feeding.: One of our course director Dr MMA Faridi conducted a TOT of the '3 in 1' Infant and Young Child feeding Counseling A training programme, (Integrated breastfeeding, complementary feeding and infant feeding & HIV counseling). Six Master Trainers and 22 IYCF Counseling Specialists have been developed after successful completion of the training in 13 working days. He also helped them develop their plan of action along with short and long term measures. (Annex-8)



3.5. Publication of document

IBFAN Asia has published a document on the '3 in 1 Training Programme' which gives detailed information about the methodology of the training program. The document was released by the honorable health minister of Sri Lanka, during the One Asia Breastfeeding partners Forum at Colombo, Sri Lanka in November 2009 (<http://bpni.org/Training/3-in-1-TP-BPNI.pdf>). (Annex-9)



3.6. TOT for national trainers in Bhutan

During December 2009, the RCO supported the government of Bhutan to conduct a '3 in 1' training programme for the capacity building of health workers in Bhutan. The chief of the training cell of BPNI was the course director to train the national trainers for the country.

3.7. Leverage

IBFAN Asia coordinated the Code training in Afghanistan- Prepared the training material and a resource person from RCO conducted training of trainers in Kabul.

Objective 4: Strengthening HIV and Breastfeeding working group in Asia

Infant feeding in HIV positive women requires an enhanced attention to implement international guidelines in the Asian countries. IBFAN Asia is attempting to highlight the importance of the issue and to contribute in strengthening technical inputs on the subject.

Achievement 100%

Activities and Results

4.1. Continuous, functioning working group on HIV and breastfeeding coordinated by the regional office and setting up Google group

The IBFAN Asia working group on HIV and Infant feeding continued to work this year also. The group interacts on a Google group titled IF HIV IBFAN ASIA GROUP with a URL - <http://groups.google.co.in/group/ifhiobfanasiagroup>. Working group members are regularly sent important documents and research studies electronically. RCO also communicate with international organizations like WHO and WABA about the technical issues on the subject. The RCO also act as a resource centre for providing documents on the subject to researchers and policy makers.

4.2. Contribution in international policy process at Asia Pacific UN PMTCT Task force meeting

IBFAN Asia was invited to participate in the 7th Asia Pacific United Nations Prevention of Mother-to-Child Transmission (PMTCT) Task Force meeting, held in Chennai, India on 22-24th September, 2009. The meeting was organised by the UNICEF Regional Office for South Asia, in conjunction with the East Asia and the Pacific Regional Office and in collaboration with WHO, UNFPA and UNAIDS. The theme of the meeting was "Making the most of PMTCT in low and concentrated epidemic setting". Dr. JP Dadhich, consultant HIV and breastfeeding programmes in RCO represented IBFAN Asia and made presentation in the plenary session titled "potential of promotion and support for optimal breastfeeding to all mothers and babies to prevent HIV infection in children". He also facilitated the group discussion on HIV and Infant feeding and helped developing recommendations for the meeting.



4.4. Contribution in the national policy process

BPNI Contributed in formulating national HIV infant feeding guidelines for India as a member of the expert group organized by the National AIDS Control Organization of India and the department of Pediatrics Lady Hardings Medical College, Delhi. The new draft guideline has been prepared keeping in view the latest WHO revised principles and recommendations on HIV and infant feeding 2009. (Annex-10)

4.5. Contribution in the state policy process

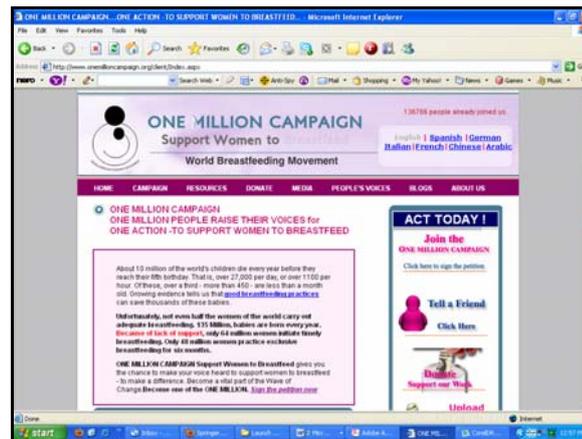
BPNI was invited by State AIDS Control Society, Madhya Pradesh state of India and GR Medical college, Gwalior in October 2009 to deliver a lecture on HIV & Infant Feeding in a State level meeting of experts. Participants for the meeting were state government officials, medical college faculty and senior pediatricians and obstetricians from various parts of the state.



4.4. Development of question answer booklet

IBFAN Asia RCO has developed a draft of question answer book on HIV and infant feeding for the use at community level. The document is in the process of review and will be published and disseminated soon.

Achievement 100% results



5.5. International and national advocacy to protect, promote and support breastfeeding:

- Support to Bhutan for development of the national breastfeeding policy and strategy:** In the month of June, the regional coordinator helped government of Bhutan in analyzing the situation of Bhutan towards development of their national policy and strategy to protect, promote and support breastfeeding. After extensive interviews with people in policy, health service and community he has submitted a draft strategy on IYCF which will lead to final document and then develop a plan of action on it for next 3-5 years. This helped sensitize their key policy makers. One Member Parliament in fact took part in the South Asia Breastfeeding Partner's Forum-6 in Sri Lanka, and promised to take this issue seriously.



- An Asian Regional Seminar on Millennium Development Goals, MDGs 4 and 5 was organized by FIAN on July 4-5, 2009, in New Delhi (India) to make an assessment of the implementation of MDG 4 and 5 in the Asian Region and to contribute to reducing child mortality and improve maternal health through increased access to nutritious food. IBFAN Asia was invited in the seminar as resource persons and made presentations on “Assessment of Millennium Development Goals” and “Role of Breastfeeding in reducing child malnutrition. **(Annex-12)**
- WHO (regional office for western pacific) invited IBFAN Asia to participate as an observer in ‘the WHO/UNICEF workshop to review progress and actions to improve child survival’ held at Xian, China on **13-16 October 2009**. IBFAN RCO deputed Dr Yupayong from Thailand, to attend the workshop. The workshop discussed issues which were related to maternal and child health in five thematic areas: Newborn care, including skilled birth attendants, IMCI including malaria, Nutrition, EPI and Health System. Dr Yupayong attended the nutrition group and

shared experiences on Exclusive Breastfeeding, Complementary Feeding, and Code of Marketing. **(Annex-13)**

- IBFAN Asia Regional Coordinator took part and provided inputs at the World Alliance for Breastfeeding Action (WABA) meeting on **27-31 October 2009**. Key inputs included finalizing of WBW 2010 theme slogan “Breastfeeding - Just 10 Steps! The Baby-Friendly Way”. He also helped in finalizing of the Public Private Partnership position paper.
- Regional Coordinator had a meeting with Thailand MOH , Director of MCH and Thai Breastfeeding centre in connection with WBTi assessment in Thailand on **1-2 November 2009**
- Regional Coordinator briefed Minister of Health Sri Lanka for the upcoming World Health Assembly in 2010 seeking support for a resolution on IYCN on **23 November 2009**.
- Prepared and sent a letter of protest to the organizers of the 19th International Congress on Nutrition (ICN), Thailand about the conflict of interest arising out of sponsorship of the congress by the food companies. **(Annex-14)**

5.6. National advocacy

- **The World Breastfeeding Week 2009**
 - BPNI coordinated actions across the country during the World Breastfeeding Week-2009, prepared action folder and shared widely. Activities were coordinated in collaboration with Sphere India. **(Annex-15)**
 - BPNI prepared an article on WBW-2009 theme prepared for Indian Medical Association’s magazine. **(Annex-16)**
 - The Nightingale Nursing Times published an article written by National Coordinator, BPNI titles “The World Breastfeeding Trends Initiatives: Where does India Stand?” in a special issue during world breastfeeding week. **(Annex-17)**
- **BPNI was invited to participate** in the consultative meeting organized by Medicine Sans Frontier and National Institute of Nutrition meeting at Hyderabad on **1-2 April 2009** to discuss the treatment modalities of Severe Acute Malnutrition. 2-day meeting did not result in any conclusion because of deep divide between the MSF, WHO, UNICEF and scientists who presented being on one side, and the civil society, pediatricians from medical schools of India, Right to food activists, and commissioners of supreme court, planning commission Government of India officer, and state government officers on the other side of the fence.
- Making the Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 as amended in 2003. On **March 18 2009**, BPNI supported a state level workshop to implement ‘the IMS Act’ to protect breastfeeding effectively. New ways of curbing marketing and promotion of baby food companies were discussed and participants who were senior government



officials, learnt about the legislation, and helped by police department they also promised to take action.

- An article titled “Mainstreaming early and exclusive breastfeeding for improving child survival” written by the national coordinator of BPNI was published in the indexed journal “Indian Pediatrics”. The article spelled out the ways and means of universalizing exclusive breastfeeding in the Indian context. The article was disseminated to BPNI and IBFAN Asia contacts electronically. **(Annex-18)**
- Participated in the meeting held at New Delhi, India on Sept. 30, 2009, convened by Ministry of Women & Child Development, to discuss Codex Proposal of Government of India. BPNI participated in the meeting as a member and registered our opposition to the outcome of the new standard proposed by the government. **(Annex-19)**
- BPNI participated in the 2nd International Disaster Management Congress (NIDM) held in New Delhi India on November 5, 2009 as a resource person and presented a paper on addressing preparedness for appropriate infant feeding during the disaster in South Asian countries, utilizing data from the WBTi assessment. **(Annex-20)**
- **BPNI** Provided inputs to Member Health, Planning commission Government of India on maternity entitlements on **26 November, 2009**.
- BPNI participated in “Rally against Hunger” organized in collaboration with an NGO- “Right To Food” in November 2009 to demand to passage of the National Food Entitlement Act. Over 5000 grassroots activists, agricultural workers, farmers, lawyers, doctors and others coming from 18 states walked to Parliament Street, demanding a comprehensive “Food Entitlements Act” and immediate action in drought- affected areas.
- IBFAN Asia Regional Coordinator participated, contributed in the proceedings and delivered a lecture in the workshop on National Consensus on Management of SAM Children through Medical Nutrition Therapy jointly organized by All India Institute of Medical Science and Indian Academy of Pediatrics in New Delhi, India in November 2009. **(Annex-21,22)**
- **Informing the debate on Severe Acute Malnutrition in India, the Asian region as well as globally:** Regional Coordinator co-authored a position which has generated serious debate on whether SAM is best prevented and managed by following optimal infant and young child feeding practices, especially breastfeeding and use of locally procured food items, or with a centrally produced and packaged product. The Global Conference on Meeting Nutrition Challenges with Equity and Sustainability, held on 2nd and 3rd August, brought together several possible local solutions to SAM. Regional Coordinator was also invited to present the case for local solutions at workshop on “National Consensus on Management of SAM Children through Medical Nutrition Therapy”. He has since been invited by the MOH, India, to share IBFAN's position on management of SAM. Regionally, the Colombo Declaration, developed by representatives of 17 Asian countries at the One Asia Breastfeeding Partners Forum 6, held in Colombo, Sri Lanka from November 18 to 21, 2009, specifically states: *“Take immediate steps to prevent malnutrition through various measures including universalizing optimal feeding practices, provision of good diverse food to meet all nutritional requirements, provision of safe drinking water,*

provision of adequate health care, and adequate child care support systems such as day care centers". The contributions of IBFAN Asia to this debate have resulted in meetings between various stakeholders including organisations such as MSF with IBFAN members in Europe and other parts of the world.

- BPNI has firmed up links with 'the Plan International' and looking forward to work in partnership on the issues related with infant and young child feeding.
- BPNI regularly Contributes to UN solution exchange online discussion group on various issues related with policies, community interest on child & mother health, and nutrition.
- BPNI prepared and disseminated a book on Recipes for complementary feeding for children. **(Annex-23)**
- BPNI contributed an article on "Need for supporting breastfeeding during emergencies and risks of artificial feeding" in the e news letter of The Solution Exchange MCH group (an initiative of UN agencies). **(Annex-24)**
- BPNI prepared and disseminated a press release on breastfeeding and H1N1 flu during the recent epidemic. **(Annex-25)**
- BPNI submitted comments to the draft of the advertising bill on food and health claims being developed by ministry of food processing, government of India
- BPNI was invited in a training programme for the community leaders organized by National Institute of Public Cooperation and Child Development (NIPCCD) --- National Coordinator delivered a lecture on the breast problems.

Objective 6: To organize global conference on conflicts of interests and PPPs in child nutrition/ health

Since the adoption of the 2002 Global Strategy on Infant and Young Child Feeding, IBFAN has been concerned about the lack of understanding of the term “Conflict of Interest” and accepted principles for avoiding conflict of interest. Neither WHO nor UNICEF could provide a definition or specific guidelines. IBFAN Asia thus attempted to address this gap and by creating awareness among the stakeholders and organized an international conference on the subject.

Achievement 100%

August 2 and 3: IBFAN-Asia has been concerned about the new policy trend of public-private partnerships (PPPs) i.e. partnerships with for profit entities that have a direct commercial interest in the outcome. Our concern continues and to this end we Organized the Global Conference on “Meeting Nutritional Challenges with Sustainability and Equity” that led to collaboration of at least 23 civil society groups, representing more than 150 people to lead to development of peoples charter, which calls for holistic solutions to problem of hunger and malnutrition including support to women for breastfeeding and avoidance of all kinds of conflicts of interests. Draft guidelines to avoid conflicts of interests were developed as part of this work, and this is ongoing.

1. Peoples Charter for Food and Nutrition Security (**Annex-26**)
<http://www.ibfanasia.org/gc/Peoples-Charter-for-Food-and-Nutrition-Security.pdf>
2. Report of Global Conference on Meeting Nutritional Challenges with Sustainability and Equity
<http://www.ibfanasia.org/gc/conference-report.pdf>



Objective 7: To mobilize action on Global Strategy for Infant and Young Child Feeding in Southeast Asia.

IBFAN South Asia sub region countries are actively involved in strengthening infant and young child feeding programmes in the region

Actions and Results:

7.1. Participation in the One Asia Breastfeeding Partners’ Forum at Colombo, Sri Lanka

There was a very active participation from countries of the region in the One Asia Breastfeeding Partners’ Forum at Colombo, Sri Lanka. Countries presented their experience of WBTi assessment in the respective countries. Participants from Philippines creatively presented a Pantomime depicting a mother’s struggle to breastfeed her infant during a disaster situation and how the formula company tried to push the formula.



7.2. Participation in the Codex orientation training at Colombo, Sri Lanka

Representatives from 3 countries participated in the first Codex Alimentarius training workshop at Colombo and formulated national regional plans.

7.3. Participation in community action during natural disasters

IBFAN Groups in the region also contributed immensely to provide lactation counselling services to

the women affected by natural disaster in Philippines and Indonesia. Arugaan, Philippines, had 40 skilled lactation experts to help women for a lactation massage, breastfeeding counselling, management of wet nursing, re-lactation, breastmilk expression & preservation and cup feeding.

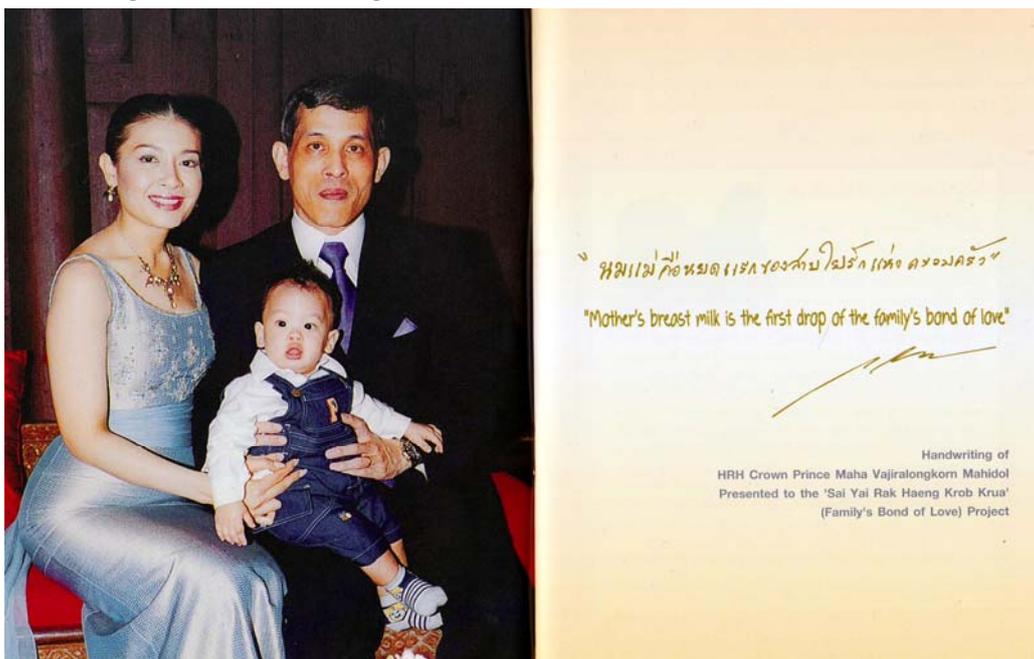


7.4. Bio-monitoring of breastmilk contaminants

IBFAN in the region is also working on the bio-monitoring of breastmilk contamination as a participating country and the launching of Campaign against toxic chemicals that is harmful to the children and foetus.

7.5. National level advocacy

Thailand IBFAN group Thai Breastfeeding Center has strategically introduced the breastfeeding action through the royal program agenda for the people “Sai Yai Rak Haeng Krob Krua” –Family’s Bond of Love project headed by His Highness the Crown Prince Maha Vajiralongkorn Mahidol, the next to the throne King of Thailand. Malaysian IBFAN group Breastfeeding Information Bureau - BIB is working with the Ministry of Women and Family who will push the Ministry of Health to recommend the draft National Code to regulate the marketing of breastmilk substitutes to the Parliament.



7.6. Observing the World Breastfeeding Week

The World Breastfeeding Week was observed in the 11 SEA countries namely: Philippines, Vietnam, Indonesia, Malaysia, Thailand, East Timor, Singapore, Brunei Darussalam, Myanmar, Cambodia, and Lao PDR. IBFAN groups actively participated in the programmes during the week.



7.7. Protecting breastfeeding from commercial influence and ensuring infant foods safety

The Eco-Waste Management Coalition comprised of health and environment groups together with Philippines' IBFAN Arugaan have waged a campaign against Bisphenol A in the feeding bottles and infant formula and infant food cans. Philippines' Arugaan submitted the yearly National Milk Code Monitoring Report to WHO and concluded that all the multinational companies have formidably violated the law -Philippine Code on Marketing of Breastmilk Substitutes, Breastmilk Supplements and Related Products or EO 51.

Objective 8: To mobilize action on Global Strategy for Infant and Young Child Feeding in East Asia

In 2009, IBFAN East Asia member organizations launched activities on Strengthening Implementation of the Code and the Global Strategy for Infant and Young Child Feeding. Each country has its own peculiarities. There are 6 countries (China, China HK, Taiwan, Mongolia, Japan, and Korea) in the East Asia. By making the most of each country's characteristics, they are doing the role of market watch such as bellows:

- 1) Monitoring
- 2) Behavior change
- 3) Unique policy (each country has its own unique policy change)

Actions and Results:

Strengthening implementation of the Code and the Global Strategy for Infant and Young Child Feeding.

8.1. Organizing EA strategy meeting etc.

IBFAN EA strategy meeting in Sri Lanka conjunction with "One Asia Breastfeeding Forum" 2009 held in Sri Lanka. Members from China, China HK, Taiwan, Korea & Mongolia participated and discussed regions strategy for 2010.

8.2. Conducting the National Public Education Programmes for IYCF

5 Member countries, China, China HK, Taiwan, Korea and Mongolia conducted the National Public Education Programmes for strengthening implementation of the Code & IYCF. Each country conducted participatory survey on WHO Code for awareness of health workers in hospital, distributors and mothers. And after code monitoring, they organized National Education Programmes to the public or Experts & Governments officers for promote of IYCF.

8.3. Strengthening sub region, expanding the network etc.

Meetings and communications were conducted for strengthening the region and expanding the network.

8.4. Organising youth awareness workshops to build their capacity on IYCF

This activity was postponed to 2009 last year.

11 members from 5 countries, China HK, Taiwan, Korea, Mongolia & Japan participated in the youth awareness workshops to build their capacity on IYCF held on 2-4 August 2009 at Seoul, Korea.

Achievement 100%

Objective 9: To strengthen CODEX Alimentarius Programme at national & regional level

The globalization of food standards has special implications for infant foods (infant formulas and complementary foods). Appropriate infant and young child feeding is a critical component for health outcomes of children. Thus the protection of breastfeeding and suitable complementary feeding as recommended by the World Health Organization is an essential factor for the Codex mandate for “Consumer protection”. IBFAN work to contribute in Codex processes at global and national level.

Achievement 100%

- BPNI Participated in the national codex process in India as a member of the Shadow Committee of Codex Committee on CNFSDU
- **Issues related with the Codex Alimentarius needs due attention as they deal with many important aspects of infant feeding. To sensitize the IBFAN contact from the region a Codex training workshop was organized at Colombo, Sri Lanka on 23 November 2009 by IBFAN Asia.** The participation included Government, non-governmental agencies and civil society from 5



countries including India, Lao PDR, Nepal, Philippines, Sri Lanka and Vietnam. The workshop was organized in collaboration with IBFAN’s Global Codex Programme coordinator Elisabeth Sterken from INFACT Canada.



Summary statement on use of funds compared to budget

Total budget proposal for the year 2009 was **EURO 307,130**.

Out of this NORAD approved approximately 17.5% totaling EURO 53,706 for the year 2009. SIDA had already approved the proposal for 5 year commencing July 2008 to June 2013 @ SEK 1,000,000 (SEK One million) per year. For year of 2009 SEK 1,000,000 were received which is equivalent to EURO 93,251. We also had a budget of EURO 3752 receivable from DGIS being final installment of Phase out grant for earlier project No. 6509 (for five years 2004-2007) and EURO 5,956 left over from the current project for the year 2008. In this way the total budget for the project for the year 2009 became EURO 156,665 to implement our work plan. Accordingly the work plan was revised and implemented. Section on financial report provides the details.

Deviation from annual plans

None

Assessment of the effectiveness of the programme

Ideally such an assessment should have been made by the outsiders, but based on what country coordinators, regional representatives have been writing to us after launch of the WBTi and ONE MILLION CAMPAIGN- Support Women to Breastfeed and the One Asia Breastfeeding Partners' Forum - 6; one can safely make a blanket statement that our programme has been hugely successful. A paragraph on Impact is written with each objective to help get a quick understanding of the type of and extent of success. Nothing succeeds like success, someone said it well.

Assessment of risks and problems

Programme of the year 2009 went smooth as planned after the development of operational plan based on resources. Understanding of the WBTi has been an issue at some places where government sometimes refused to part with information or civil society groups did not use the exact methods and tools.

Lessons Learnt

These are more in terms of organizing and executing the work plan.

- ❖ Assessment of policies and programmes on Infant and young child feeding at national level leads to identification of gaps and also lead to realization that initiatives are required to bridge the gaps.
- ❖ Involvement of national political leaders, who have some social inclination, is found to be a useful strategy to draw attention to the issues both by people and media.
- ❖ Involvement of governments is possible and crucial to over all work to make the progarmme work for people. At more than half the places groups could involve governments in their work directly.
- ❖ Persistence advocacy with recent evidence generated by international research on nutrition and child survival works.
- ❖ Engaging with and involving civil society is highly effective. This has been clearly demonstrated in the case of the fight against PPPs in India, where RCO together with civil society groups made their voices heard and the Government of India took preliminary action.
- ❖ On programme front many countries have reported consideration of strengthening their programmes to deal with breastfeeding and infant feeding.
- ❖ We have found that the ONE MILLION CAMPAIGN- Support Women to Breastfeed www.onemillioncampaign.org is understood as web based and we worked around to develop the methods to reach out to those without access to the net by getting them to sign the hard copy of the petition. This has resulted in thousands of additional signatories to petition and more are possible. Hard copies of petitions have the potential of generating firstly numerous signatures, and secondly, cementing our relationships with various networks and organisations working at the grassroots, and thus taking the message to the people's home.

Challenges and Opportunities

Even as the challenges were met innovatively in 2009, they provided opportunities for widening the base of advocacy. The new challenges that will be faced by RCO in the coming years and the opportunities that are created include

- ❖ Encouraging wider participation of governments in carrying out national assessments of the Global Strategy as part of the World Breastfeeding Trends initiative and reaching to more countries in various parts of the world to undertake the assessment.
- ❖ Ensuring Infant and young child feeding as a public health intervention in improving child survival and preventing child malnutrition, for both of which, the region is struggling to achieve the international targets such as MDGs.
- ❖ Encouraging wider and more effective participation of partner groups such as the Global Partners of WABA and IBFAN in the WBTi assessments in countries where no assessment has yet been carried out, and in spreading the ONE MILLION CAMPAIGN further, including getting signatures on hard copies of the petition.
- ❖ Increased advocacy with policy makers as well as civil society for strengthening infant and young child nutrition, when global recession may result in governments cutting expenditure in the social sectors which include health and nutrition.
- ❖ Increased action including advocacy with civil society and decision makers at the national and international level including with UN bodies and Codex, on issues related to conflict of interest in infant and young child feeding, infant feeding and HIV, and infant feeding in disaster situations.
- ❖ Advocacy to scale up nationally models that have shown positive results in reducing infant mortality and malnutrition and thereby have the potential to meet MDG 4 by documenting such models and widely disseminating the documentation to policy makers, parliamentarians, and civil society organisations.
- ❖ IBFAN Asia has become an important contributor to the debate on management of malnutrition in children, both globally and within India and the South Asian region. IBFAN Asia invited to participate in consensus building exercises on how Severe Acute Management in children below 5 has to be prevented and managed. The Colombo Declaration that emerged at the South Asia Breastfeeding Partners' Forum held in November in 2009 calls upon countries to promote the use of indigenous locally prepared foods for treating malnutrition, including during emergencies.

**Summary of financial report of use of
funds compared to budgeted vis a vis
actual utilization**

IBFAN Asia

BP-33, Pitampura, DELHI-110 034 (India)

Summary of Financial Report of use of funds compared to budgeted vis a vis Actual utilization

Project: Global Breastfeeding Initiative for Child Survival (gBICS) in 2009, NORAD Funding & (Global Proposal for Coordinated Action to Achieve MDGs 4 and 5) funding by SIDA for the period 2008-2013

Originally the total budget proposal for the year 2009 was EURO 307,130

Out of this NORAD approved approximately 17.5% totaling EURO 53,706 for the year 2009. SIDA had already approved the proposal for 5 year commencing July 2008 to June 2013 @ SEK 1,000,000 (SEK One million) per year. For year of 2009 SEK 1,000,000 were received which is equivalent to EURO 93,251. We also had a budget of EURO 3752 receivable from DGIS being final installment of Phase out grant for earlier project No. 6509 (for five years 2004-2007) and EURO 5,956 left over from the current project for the year 2008. In this way the total budget for the project for the year 2009 became EURO 156,665.

Accordingly the work plan was revised as below:

IBFAN Asia Budget for the year Jan-Dec. 2009			
	Activity	Original proposal €	Revised work plan
1	To organize assessments of the GS for IYCF using and expanding WBTi to other regions (due to lack of funds some activities were dropped)	58,700	19,235
2	To launch the international web campaign and build public opinion to support women and mothers	14,200	15,900
3	Building national capacity for increasing health workers skills (using the "3 in 1" training programs (Due to lack of funds only one activity- 'support to a training unit in India to facilitate the '3 in1' to organize and facilitate training ' was retained)	49,500	4,400
4	Strengthening the HIV and breastfeeding working group in Asia	10,400	8,400
5	Increasing effectiveness of the IBFAN in strengthening the breastfeeding movement and inputs at regional and international level	64,530	55,730
6	To organize a global consultation on conflicts of interests and PPP in child nutrition/ health (due to lack of funds the plan was revised to Euro 14,500 out of this Euro 11,500 were planned to be raised from local stake holders and balance to be met by IBFAN Asia .	40,000	3,000
7	To mobilize action on Global Strategy for Infant and Young Child feeding in Southeast Asia	34,800	25,000
8	To mobilize action on Global Strategy for Infant and Young Child feeding in East Asia	35,000	25,000
	TOTAL	307,130	156,665

IBFAN Asia Budget for the year Jan-Dec. 2009					
Budgeted v/s Actual receipts					
	Donor	Budget €	Actual receipt €	Variance	Remarks
1	Balance from 2008 project	5,956	5,956		
2	NORAD	53,706	54,417	711	Due to exchange rate
3	SIDA	93,251	90,597	-2654	Due to exchange rate
4	DGIS	3,752	3753	1	
5	Bank interest		250	250	
6	Misc. receipts		74	74	
	TOTAL	156,665	155,047	-1618	

IBFAN Asia-2009: Budgeted v/s Actual Expenses				
	Activity	Work plan €	Actual utilization	Remarks
1	To organize assessments of the GS for IYCF using and expanding WBTi to other regions	19,235	20,744	All activities accomplished
2	To launch the international I web campaign and build public opinion to support women and mothers	15,900	19,051	The launch of ONE MILLION CAMPAIGN on 9 th Feb. 2009 was accomplished in a big way hence some extra expenses were incurred over the budgeted amount.
3	Building national I capacity for increasing health workers skills (using the "3 in 1" training programs	4,400	4,100	Due to lack of funds only one activity –'support to a training unit in India to facilitate the '3 in 1' training programmes' was retained.
4	Strengthening the HIV and breastfeeding working group in Asia	8,400	6,390	Draft of question answer book has been developed for field test; it will be published and disseminated.
5	Increasing effectiveness of the IBFAN in strengthening the breastfeeding movement and inputs at regional and international level	55,730	53,982	All activities accomplished
6	To organize a global consultation on conflicts of interests and PPP in child nutrition/ health	3,000	2,280	In collaboration with local partners a global conference on 'Meeting Nutritional Challenges with Sustainability and Equity' was organized. Due to lack of funds the budget was Euro 14,500 (11500 towards contributions from local partners and 3000 from IBFAN Asia) The meeting was successfully conducted.
7	To mobilize action on Global Strategy for Infant and Young Child feeding in Southeast Asia	25,000	22,198	Due to floods, one activity, GSIYCF- WBTi process will be taken up this year..
8	To mobilize action on Global Strategy for Infant and Young Child feeding in East Asia	25,000	25,749	All activities accomplished.
9	Global Breastfeeding Initiative for child survival CODEX Alimentarius programme		553	A CODEX training for 5 countries was organized at Colombo, Sri Lanka. Euro 3011 was contributed by INFACT, Canada and balance Euro 553 was contributed by IBFAN Asia
	TOTAL	156,665	155,047	

IBFAN ASIA				
THE SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY (SIDA)				
<i>A GLOBAL PROPOSAL FOR COORDINATED ACTION TO ACHIEVE MDGS 4 AND 5 "PROTECTING, PROMOTING AND SUPPORTING BREASTFEEDING THROUGH HUMAN RIGHTS AND GENDER EQUALITY APPROACHES" DURING 2008-2013</i>				
SUMMARY OF FINANCIAL STATEMENT FOR THE PERIOD JANUARY TO DECEMBER 2009				
A.	RECEIPTS			
	DONOR		US\$	Explanatory Note
	BALANCE B/F		2,898.00	
	SIDA (SEK 1,000,000)		126,186.00	
		TOTAL (A)	129,084.00	
B.	EXPENSES			
PROGRAMME NO.	PROGRAMME ACCORDING TO LFA	Budget US\$	Actual Expenses US\$	Explanatory Note
1	Organizing assessments of the GS for IYCF using and expanding WBTi	16,302	17,694	
2	Launch the intl web campaign and build public opinion to support women & mothers	13,475	16,250	
3	Build national capacity for increasing health of workers skills	3,729	3,497	
4	Strengthening the HIV and breastfeeding working group in Asia	7,119	5,450	
5	Increasing effectiveness of the IBFAN in strengthening the breastfeeding movement	46,100	42,882	
6	Organize a global consultation on conflicts of interest and PPPs in child nutrition / health	2,542	1,944	
7	To mobilise action on global strategy for Infant and Young Child feeding in Southeast Asia	21,187	18,934	
8	To mobilise action on global strategy for Infant and Young Child feeding in East Asia	21,187	21,961	
9	Global Breastfeeding Initiative for child survival CODEX Alimentarius programme	-	472	
	TOTAL EXPENDITURE FOR JAN TO DEC 2009 (B)	131,641	129,084	
		(B)	129,084	
	PERCENTAGE OF TOTAL EXPENDITURE AGAINST RECEIPTS = (B) / (A)		100%	
C.	OTHER SOURCES OF INCOME			
	DONORS	Income SEK	Income US\$	Explanatory Note
1	NORAD (BALANCE B/F)		4,538	
2	NORAD		76,106	
3	DGIS (Phase out grant Core funding 2004-2007 Project 6509)		4,736	
4	Bank interest		348	
5	Misc. receipts		101	
	TOTAL (E)		85,829	

**Audited Income and Expenditure
Statement for the period 1st Jan - 31st Dec
2009**

BHARGAVA ASSOCIATES

Chartered Accountants

3rd FLOOR, 4/9, ASAF ALI ROAD,
NEW DELHI 110002
Phone 011-65161592 Fax 011-23273259

CERTIFICATE

We have audited the attached Expenditure Statement and Sources of Finance thereof of IBFAN ASIA, having its office at BP-33, Pitam Pura Delhi 110088 for the period 1st January, 2009 to 31st December, 2009. The said statement was drawn up on the responsibility of the financial manager. We are responsible for issuing an auditor's report on the said statement. While preparing this report we have relied on the reports/statements of the overseas members of the IBFAN-Asia's Network as under:-

Overseas Net Work Member	Amount		Particulars of Report Relied upon by us
	Euro	US \$	
IBFAN Asia - South East Asia Region	22198	30288	Un-audited Statement of Expenses
IBFAN Asia East Asia Region	25749	35784	Un-audited Statement of Expenses

Our audit was carried out in accordance with generally accepted audit guidelines. According to these guidelines, an audit should be planned and implemented in such a way as to make it reasonably certain that the financial statement contains no substantive errors. An audit includes an examination based on sample observations of information supporting the amounts and the explanatory notes in the financial statement. It also evaluates the principles of financial reporting used in drawing up the financial statement and any significant estimates made by the financial manager, and assesses the overall impression made by the financial statement. We believe that our audit forms an adequate basis for our opinion.

The Expenditure of US \$ 30288 incurred by IBFAN Asia – South East Asia Region includes expenditure of Euro 6525, US \$ 9044 incurred during the period July 2008 to December 2008.

Subject to the foregoing, in our view, the said statement presents a true and fair picture of the expenses incurred during the period 1st January, 2009 to 31st December, 2009 in accordance with generally accepted financial reporting principles. The obligations imposed by the grant decision have also been met.

For BHARGAVA ASSOCIATES,
Chartered Accountants,



Place : NEW DELHI
Date : 29TH April, 2010

IBFAN ASIA

Strategic Plan IBFAN Asia 2008-2012

INCOME & EXPENSES STATEMENT FOR THE PERIOD 1st JAN TO 31st DEC 2009

A.	Activity	EXPENSES		Explanatory Note
		Budget Euro	Expenses Euro / US \$	
1	To organize assessments of the global strategy for IYCF using and expanding WBTi to other regions	19,235	20,744 / 28,829	Amount utilized for conducting training w/s for WBTi for Asia, Africa & Latin America. Facilitate assessment of GS implementation in SA, organizing One Asia Partners' Forum at Sri Lanka
2	To launch the international web campaign and build public opinion to support women and mothers	15,900	19,051 / 26,476	Amount utilized for hiring web space, IT professional staff & dev of web portal & launch of global 'One Million Campaign'
3	Building national capacity for increasing health workers skills	4,400	4,100 / 5,698	Amount utilized to support training cell to facilitate trainings; imparting training on IYCF Middle Level Trainers in Punjab & Haryana states in India; support for IYCF training in Nepal; support to Yemen for building national capacity in counseling on IYCF.
4	Strengthening the HIV and breastfeeding working group in Asia	8,400	6,390 / 8,880	Amount utilized for functioning W/G on HIV and B-F and development & dissemination of documents
5	Increasing effectiveness of the IBFAN in strengthening the breastfeeding movement and inputs at regional and international level	55,730	53,982 / 75,021	Amount utilized for strengthening resource centre; regional coordination. RCO support secretariat; advocacy; media w/s; WBW celebration; protest against conflict of interest; public rally on child rights; case studies on nutrition situations in states etc.
6	Organize a global consultation on conflicts of interest and PPP in child nutrition / health	3,000	2,280 / 3,169	Amount utilized for holding a 'Global Conference on Meeting Nutritional Challenges with Sustainability and Equity' to understand the global and local challenges to nutrition programming in the context of human right to food; to develop tools for advocacy to governments to adopt holistic frameworks to eliminate malnutrition among children.
7	To mobilise action on Global Strategy for Infant and Young Child feeding in Southeast Asia (See Note Below)	25,000	22,198 / 30,288	Amount utilized for facilitating Codex training for 11 countries of SEA. Facilitating national assessment using WBTi & strengthening of sub region.
8	To mobilise action on Global Strategy for Infant and Young Child feeding in East Asia.	25,000	25,749 / 35,784	Amount utilized for facilitating Codex training for region; organizing strategy meetings; organizing youth awareness workshops to build capacity on IYCF issues and networking and communication.
9	Global Breastfeeding Initiative for child survival CODEX Alimentarius programme	-	553 / 769	Amount utilized for organizing a Codex training for 5 countries at Colombo, Sri Lanka
TOTAL (A)		156,665	155,047 / 214,913	

Note : Includes Expenditure of Euro 6525; US \$ 9044 incurred during the period July 2008 to December 2008. This amount was not reported in the Statement of 2008.

B INCOME

DONORS		Euro	US \$
1	Balance from year 2008 project	5,956	7,436
2	Sida (Global Proposal for Coordinated Action to Achieve MDGs 4 & 5)	90,597	126,186
3	DGIS (Phase out grant -Core Funding 2004-2007 Project No. 6509)	3,753	4,736
4	NORAD (gBICS in 2009)	54,417	76,106
5	Bank interest	250	348
6	Misc receipts	74	101
TOTAL (B)		155,047	214,913

IBFAN ASIA
BP-33, PITAMPURA
DELHI-110 034 (INDIA)

Dr. ARUN GUPTA
Regional Coordinator
IBFAN Asia



IBFAN Asia, RCO, India

Auditor's Information

The following is information with regard to our Auditors.

The auditors are appointed in the Annual General Meeting (AGM) of the members and ratified by Central Coordinating Committee (CCC).

Our Auditors, The Chartered Accountants firm, is a team of highly qualified & experienced persons. They are registered with Institute of Chartered Accountants of India, a statutory body established under the Chartered Accountants Act.

THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA
(Decentralised Office)
ICAI BHAWAN, PLOT NO. 52, 53 & 54, VISHWAS NAGAR, SHAHDARA, DELHI - 110032
Tel.:011-22303033 Fax.:011-22303057
E-mail:nromem@icai.org Website: <http://www.icai.org>

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the undermentioned firm of Chartered Accountants is registered under the Chartered Accountants Act, 1949 and the Chartered Accountants Regulations, 1988 made thereunder. The name/s of the Proprietor/Partner therein is/are given below:

Regn. No. (F.R.N)	000582N
Name of the Firm	M/s. BHARGAVA ASSOCIATES
H.O. Address	3RD FLOOR SHANTHI NIKETAN 4/9 ASAF ALI ROAD NEW DELHI 110002
Year Of Establishment	16/09/1978
Date from which it is continuing as a Partnership Firm	16/09/1978
Constitution of the Firm as on	18/05/2010

Particulars of Partners

Member Name	Membership Number	Admission Date as Partner/ Proprietor	*Deemed Date	FCA Date	ACA Date	Individual Practice/ Association with Other Firm/Occupation	Paid Asst. in same firm From To
MR. ACHHAR KUMAR	FCA 016533	16/09/1978	10/02/1975	11/02/1980	10/02/1975	Partner in M/s. A K ASSOCIATES (000596N)	
MR. SINGH HARVINDER PAL	FCA 084209	01/04/1994	14/05/1992	01/03/1990	20/02/1985		
MR. AGGARWAL VIJAY	FCA 093387	01/04/1998	24/01/1996	14/05/2001	24/01/1996	Proprietor of M/s. VIJAY SHUBHAM & ASSOCIATES (017042N)	

V. SAGAR
(JOINT SECRETARY)



The Institute of Chartered Accountants of India

(A statutory body established under an Act of Parliament)

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The Institute of Chartered Accountants of India (ICAI) is a statutory body established under the Chartered Accountants Act, 1949 (Act No. XXXVIII of 1949) for the regulation of the profession of Chartered Accountants in India. During its nearly six decades of existence, ICAI has achieved recognition as a premier accounting body not only in the country but also globally, for its contribution in the fields of education, professional development, maintenance of high accounting, auditing and ethical standards. ICAI now is the second largest accounting body in the whole world.

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Annexes

1.	IBFAN Asia WORKPLAN Jan-Dec. 2010
2.	E-WABA Link. Issue 2/09. October 2009
3.	Colombo Declaration on Infant and Young Child Feeding
4.	Countries Report Card
5.	Submission of a petition: "No More Milk Scandals, Support Women to Breastfeed": The One Million Campaign. Geneva, 18 May 2009
6.	BPNI/IBFAN Asia Training Programme "IYCF: A Training Course, the 3 in 1 course in the state of ANDHRA PRADESH , India.
7.	Report on Capacity Building Training Course on Infant and Young Child Feeding Counseling for Development of Middle Level Trainers in 2 districts of Punjab (NRHM)
8.	National Capacity Building Program For Implementation of Optimal Infant & young Child Feeding in the Community
9.	Infant and Young Child Feeding Counseling: A Training course (The '3 in 1 course') Capacity Building Programme to develop "Infant and Young Child Feeding Counseling - Specialists"
10.	National Consultative on Feeding Recommendations for HIV Exposed Infant
11.	IBFAN Asia newsletter No. 11 & 12, December 2009
12.	Presentation: Campaigns demanding the right to food for infants and children, and women - Breastfeeding (July 4-5, 2009)
13.	Invitation Letter: WHO/UNICEF Workshop to review progress and actions to improve child survival, 13-16 October 2009, China
14.	Letter: Protest in Light of Conflict of Interest
15.	WBW 2009 Action Folder
16.	Article: Breastfeeding - a vital emergency response - Is India ready? By Dr J.P. Dadhich. Your health of Indian Medical Association, August 2009
17.	Article: The World Breastfeeding Trends Initiatives: Where does India Stand?" by Dr. J.P. Dadhich. The Nightingale Nursing Times, August 2009
18.	Article: Mainstreaming early and exclusive breastfeeding for improving child survival. Indian Pediatrics January 2009
19.	Letter: Meeting of Codex shadow committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) date 25 September 2009
20.	Presentation: Status of policies and programmes addressing preparedness for appropriate infant feeding practices during disasters in the South Asian Countries. November 5, 2009.
21.	Presentation: Case Against Product Based Nutrition Therapy for SAM Children, Nov 26-27, 2009
22.	Report on 2-day workshop "National Consensus Workshop on Medical Nutrition Therapy for Severe Acute Malnutrition", November 26-27, 2009
23.	Book: Complementary Foods for Infants and Young Children: Recipes for the People by the People
24.	Review Article: Need for supporting Breastfeeding during Emergencies and Risks of Artificial Feeding. Solution Exchange
25.	Press Release: Breastfeeding can prevent Swine flu in Babies, 26 August 2009
26.	People's Charter for Food and Nutrition Security

27.	Article: Commercialising Young Child Feeding in The Globalised World: Time to call for an end. Right to Food and Nutrition Watch. 2009
28.	Article: Count Infants in the Food Security Law. July 2009
29.	Article: Status of the Policies and Programmes addressing preparedness for appropriate infant feeding practices during the disasters in the South Asia Countries. Dr. Arun Gupta, Dr. J.P. Dadhich, Ms. Beena Bhatt and Ms. Radha Holla Bhar. 2 nd India Disaster Management Congress. 4-6 November 2009.
30.	Report of Southeast Asia Region
31.	Report of East Asia Region