

IBFAN Asia Pacific

Annual Donor Report 2006: DGIS

Period: January 2006 to December 2006

Based on

IBFAN Asia Pacific Strategic Plan 2003-2007 and the Operational Plan 2006

Organization:

Breastfeeding Promotion Network of India (BPNI)/
IBFAN Asia Pacific
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Profile

Organization: IBFAN Asia Pacific – Regional Coordinating Office (RCO), Delhi (India)

1. **Entity-** The RCO is a part of Breastfeeding Promotion Network of India (BPNI), the host organization.

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

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

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

Two members of the committee are based at the national BPNI office and are involved in day-to-day decision-making. Annual meeting of the committee decides about annual plans and expenditures. Four regional representatives constitute the managing committee of IBFAN Asia Pacific, and they govern the regional work.

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

4. **Employees' salaries and taxation**

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

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

Mr. H.P. Singh

FCA Membership No. 84209

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

Shanti Niketan Building

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

List of Abbreviations

1. ABPP – Afghanistan Breastfeeding Promotion Partners
2. BBF – Bangladesh Breastfeeding Foundation
3. BFHI – Baby Friendly Hospital Initiative
4. BPNI – Breastfeeding Promotion Network of India
5. IBCoCo – IBFAN Coordinating Council
6. IBFAN – International Baby Food Action Network
7. IFANZ- Infant Feeding Association of New Zealand
8. IYCF – Infant and Young child Feeding
9. MC – Managing Committee
10. MNMMR – Maternal and Neonatal Mortality/Morbidity Reduction Network
11. MoPH – Ministry of Public Health
12. NGO – Non Government Organisation
13. PHAP – Pharmaceutical Healthcare Association of the Philippines
14. RC – Regional Coordinator
15. RCO – Regional Coordinating Office
16. ROSA- Regional Office for South Asia
17. RR – Regional Representative
18. SA – South Asia
19. SAFOG – South Asia Federation for Obstetric and Gynaecology
20. SCN – Standing Committee on Nutrition
21. SEA – Southeast Asia
22. T O T – Training of the Trainers
23. TAM- Tracking, Assessing and Monitoring
24. UCMC – University College of Medical Sciences
25. UK – United Kingdom
26. UN – United Nations
27. UNICEF – United Nations Children’s Fund
28. USA – United States of America
29. WABA – World Alliance for Breastfeeding Action
30. WBTi- World Breastfeeding Trends Initiative
31. WBW – World Breastfeeding Week
32. WG – Working Group
33. WHA – World Health Assembly
34. WHO – World Health Organization

IBFAN Asia Pacific: Narrative Annual Report 2006

The annual report 2006 is a part of the IBFAN Asia Pacific's Strategic plan 2003-2007. The report is a continuation of 2005 and is based on our operational plan of 2006, which was developed with inputs from the region and it also forms the basis of our evaluation.

Highlights of the year 2006

1. Building Effective and Stronger Partnerships: South Asia Breastfeeding Partners Forum 3: November 2006, Afghanistan

After a successful Forum 1 in Dhaka and Forum 2 in Khatmandu, and as part of South Asia plan to strengthen national IBFAN focal points, and organise this event annually, IBFAN Asia Pacific, along with the Ministry of Public Health (MoPH), Islamic Republic of Afghanistan, UNICEF ROSA, UNICEF Afghanistan and WHO Afghanistan successfully organised the South Asia Breastfeeding Partners Forum-3 in Kabul, Afghanistan from 20-22 November 2006. The Afghanistan Breastfeeding Promotion Partners (ABPP) acted as the local host. This was the first time that a South Asian government (Government of Afghanistan) organised the Forum. It brought together 70 participants from six South Asian countries - Afghanistan, Bangladesh, Bhutan, India, Nepal and Sri Lanka. Apart from government representatives, IBFAN national Focal Points, public interest groups, United Nations agencies, media, Kabul University, professional bodies and other international bodies. The theme of this Forum was 'Breastmilk Saves Lives, Saves Money'. The Forum sought to identify ways and means to scale up the coverage of initiation of breastfeeding within one hour and exclusive breastfeeding for the first six months in South Asia, and to protect, promote and support optimal infant and young child feeding practices. One of the key events at this Forum was a 'Media Panel Discussion'. Ten media resource persons from Afghanistan and India interacted with the participants to strengthen linkages. The key objectives of the Forum included strengthening the network; review of actions in South Asian countries to bridge the gaps found in assessment of the *Global Strategy* done in 2005; sharing country experiences; developing country specific action plans for 2007; updating on several issues like 'Double Burden of Malnutrition', 'Economics of Breastfeeding', etc. Some of these future plans developed for 2007 include the following actions:



- Afghanistan plans to submit the draft Code to Ministry of Justice for endorsement and further follow up, monitor the Code, establish national and provisional breastfeeding promotion committees, conduct a baseline survey;
- Bangladesh plans more work on the national Code and IYCF practices, and to conduct T-O-T;
- Bhutan plans to conduct survey on IYCF practices, do advocacy for approval of BMS Code by National Assembly and reactivation of National Committee on promotion and protection of breastfeeding as IYCF committee;
- India plans to conduct IYCF counseling training courses, and develop training programmes for different categories of health workers; it also plans to launch a campaign on initiating breastfeeding in the first hour of birth and to take breastfeeding to high level political attention;
- Nepal plans to promote early initiation and exclusive breastfeeding, reactivation of legislation on BMS Code, maternity leave and BFHI concept; and
- Sri Lanka plans to mobilize communities through participatory approaches, conduct training of trainers, introduction of violation of Code to local level leaders, etc.

Finally, on 22nd November 2006, the ‘Kabul Declaration on Infant and Young Child Feeding’, developed over the three days of deliberations, was endorsed by the participants. It has ten action recommendations. During the closing ceremony, Dr. Faizulla Kakar, Technical Deputy Minister of MoH, Afghanistan, in his closing remarks assured ...*I will promise you that breastfeeding will be put on high priority... that you can check after one year.* (**Annex-1,2**)

Bhutan proposed to host South Asia Breastfeeding Partners Forum-4 in Bhutan in September 2007. The report of the South Asia Breastfeeding Partners Forum 3 is available on: <http://www.ibfanasia.org>

2. ‘Save the Babies Coalition’ in Philippines: Putting the Best Foot Forward

The WBW 2006 theme: ‘Code Watch – 25 Years of Protecting Breastfeeding’ was very timely in the Southeast Asian region especially since the US business interests have started intruded into the government decision making processes, in particular in relation to National Code laws, as can be seen in the case of Philippines and Lao PDR.

The furious battle between the baby milk industry and the government continues. Several US pharmaceutical companies like Wyeth, Mead Johnson, Abbott and European Novartis and GlaxoSmith Kline, many of which are also making infant milks and foods, formed an NGO named PHAP (Pharmaceutical Healthcare Association of the Philippines) and sued eight officers of the MOH including the Minister/Secretary of Health for passing revised implementing rules and regulations (rIRR) of the Philippine Code popularly known as Milk Code. The rIRR of the Milk Code has a strong provision banning health and nutritional claims and has extended the coverage to include children two years of age. It also carries administrative sanctions such as monetary fines and revocation of product permits by the BFAD (Bureau of Food And Drug) of MOH/DOH.

The rIRR of the Philippine Code was developed over two years of debate and consultations with the Task Force Milk Code, of which IBFAN group Arugaan is a pioneering member. Each

provision was hotly debated every week by the IBFAN group and its volunteer lawyers and Nestle's vice-president for a year since July 2005 till it was passed after three public hearings in May 2006.

PHAP used a large, well-known law firm to lobby the Supreme Court justices. At the same time, the US Department of Commerce and Trade wrote to the President of Philippines, using threats of withdrawal of business to pressurize the Court to issue a Temporary Restraining Order. Currently, the milk -pharma companies are protecting their annual profits to the tune of 21.1 billion pesos (US\$1.00 = P48.00) extracted from poor Filipino women who are led to believe that these milks are better than breastmilk for their infants.

Arugaan, with encouragement from UNICEF and WHO, mobilized NGOs and formed '**save the babies coalition'** supporting the MOH/DOH. A public campaign on the issue was also launched, that included creative actions such as 'Lawyers meet Leaders', which in turn led to an Intergenerational Plea to lift the TRO at the Supreme Court last December. The matter was also discussed at depth and baby food marketing strategies examined at a public forum - 'Truth or Lies' - IBFAN UK's Patti Rundall and IBFAN Canada's Betty Sterken spoke. Another spectacular innovative public action is the 1,000 slogans on breastfeeding by 1,000 Breastfeeding Defenders during World Breastfeeding Week August 2006. In addition, the new group 'Children for Breastfeeding' in the Philippines brought together 3000 mothers breastfeeding at one time last May; the event made it to the Guinness Book of Records.

The IBFAN solidarity work was strengthened by the help given by UK Babymilk Action and their celebrities, particularly the solidarity letter by Canada, USA, WABA which was signed by the leading international breastfeeding organizations and lately by the Australian groups: Australian Breastfeeding Association and the Uniting Church who demanded that the three American milk companies stop pressuring the Filipino people and government. All these solidarity actions gained media mileage and boosted the morale of the Filipino groups. The milk-pharma industry in Philippines has been issuing paid advertisements on media regularly and has hired RTI to destroy the credibility of breastfeeding research studies soundness and government statistical data. The milk companies like Fontera from New Zealand had used Indian research studies to back up their claims that their brand of cow's milk *Alaska* is good for treatment of diarrhea. It was in the form of a news item and was published in the major newspapers.

The Philippines case will have critical regional impact. If the government loses the cases to the milk-pharma companies, the efforts of the governments of other Southeast Asian countries who are in the process of revisiting their draft laws like Thailand, Malaysia, Timor Leste, Indonesia, etc, will be affected. (**Annex-3**)

3. IBFAN moves to new heights with the launch of Infant Feeding Association of New Zealand

Sue Kedgley, Member of Parliament, officially launched the 'Infant Feeding Association of New Zealand' (IFANZ) on 10th May 2006 in Wellington. IFANZ, was formed as a Trust to promote the health and well-being of infants and young children and their mothers in New Zealand and internationally, through the



protection, promotion and support of optimal infant and young child feeding practices. It also aims to provide education and information that is free of commercial influence, to enable informed decision-making about infant and young child feeding and to support full implementation of the *International Code of Marketing of Breastmilk Substitutes* and subsequent relevant World Health Assembly Resolutions. Many baby food companies like Heinz Wattie, Nutricia and Wyeth are violating the *International Code of Marketing of Breastmilk Substitutes*. As the 11 action points of the New Zealand Ministry of Health's Code Review (2004) are insufficient to guard against unethical marketing practices in the country, IFANZ has been urging the government to fully implement the International Code and subsequent relevant World Health Assembly Resolutions and to legislate for their compliance by all sectors. IFANZ developed the New Zealand version of *Look What They're Doing*.

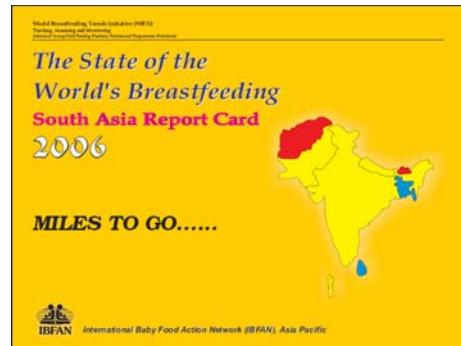
IFANZ is also the new Regional Coordinating Office, "IBFAN Oceania", for the Pacific region. During IBFAN Coordinating Council meeting (IBCoCo) in September 2006 at Penang, Malaysia, the Pacific region was declared as independent regional coordinating office.

4. Documentation of 'The State of the World's Breastfeeding: South Asia Report Card'

IBFAN South Asia conducted a comprehensive assessment of the *Global Strategy for Infant and Young Child Feeding* in South Asia, documenting the achievements and gaps at the national level. This was released at the South Asia Breastfeeding Partners Forum-2 at Kathmandu, Nepal.

As a result of the initiative of the RCO of IBFAN Asia, a team of four persons developed 'The State of the World's Breastfeeding: South Asia Report Card'. The Honorable Minister of Public Health, Dr. Said Mohammad Amin Fatimi, Afghanistan released it to the public during the South Asia Breastfeeding Partners Forum -3 at Kabul.

Individual country report cards were also developed and were uploaded on the site: www.worldbreastfeedingtrends.org. These report cards show the level of achievement and serve as a guide for effective resource allocation . Based on the total score, these countries are ranked in descending order on IBFAN Asia's scale of assessment of the *Global Strategy*. The report cards reveal that no country in South Asia stands in the Green category or 'A' Grade, Sri Lanka and Bangladesh fall in the Blue category or 'B' Grade with the score 116/150 and 91.5/150 and occupy the first and second rank respectively. Half of the countries in South Asia fall in the Yellow category or 'C' Grade with scores as follows: Maldives: 88.5/150, Pakistan: 75.5/150, Nepal: 71.5/150; India stands at the 6th rank with a score of 68/150. The remaining two countries, Afghanistan and Bhutan, stand at the seventh rank and fall into the Red category or 'D' Grade; their score is 30/150. The results are extremely worrying, given the high IMRs of these countries. A lot of work needs to be carried out on issues like maternity protection, infant feeding and HIV and infant feeding during emergencies. (**Annex-4: Report Cards**)



5. 1st International Training Course on National Level Capacity Building for IYCF for developing National Trainers on Infant and Young Child Feeding Counseling – A Training course The '3 in 1 course' (An integrated course for counseling on breastfeeding, complementary feeding and HIV and Infant Feeding)

IBFAN Asia Pacific/ Breastfeeding Promotion Network of India (BPNI), in collaboration with University College of Medical Sciences (UCMS) and GTB Hospital, Delhi, organised the first International Course from 15th to 31st January 2006 in New Delhi, India. The course is unique and is the first effort of this kind in the region. RCO received requests for participation from several countries within the region and beyond. Seven teams from four countries, Bhutan, Nepal, Laos PDR and India took part in the training programme. Such trainings will be an annual event to build national capacities to address the skill building of all health care workers for counseling on IYCF.

Alola Foundation and IBFAN in consultation with the Ministry of Health, UNICEF and WHO, are planning to organize the training course in Timor Lesté in February 2007. Preparations have already started and the training module is being translated into the local language 'Tetum'.



We are also receiving requests for participation from countries as well as their governments; among them are Indonesia, Ministry of Public Health - Afghanistan, UNICEF Pacific, Ministry of Health, Government of Fiji, BBF Bangladesh, Sri Lanka, Nepal, Turkey and UNICEF South Korea. The 2nd training course would be organised in January 2007. Participants from Indonesia, Nepal, etc., are likely to participate in it.

6. Case stories on the use of Indigenous Foods for Complementary Feeding of Breastfeeding Babies

IBFAN SEA region, led by Philippines, has initiated exploratory activities to document and promote indigenous foods for infants and young children. It took a year to re-learn traditional foods and practices and revive endangered knowledge. In April 2006, the core working group on complementary feeding, consisting of 15 participants representing organizations and sectoral groups of medical professionals, education groups, and mother support groups, met in Bangkok to finalise the Draft of the Guideline on the Use of Indigenous Foods for Complementary Feeding for Breastfeeding Babies in SEA. The WHO Guideline on Complementary Feeding was modified by contextualizing it into Southeast Asian perspectives. During the meeting, it was decided to have a

minimum 5 case stories per participating country with the following objectives: to use indigenous/traditional foods as complementary food for breastfeeding babies (age 6 months up to 12 months); to generate information to show that the use of indigenous/traditional home cooked foods and mother's milk can meet the daily nutrient requirement of breastfeeding babies; to come up with activities on interactive feeding and observe caregiver's implementation strategies and responses of infants. The Philippines team was selected to initiate the research framework for the project. The team comprised of a doctor for medical checklist tracking of the mother and child, a nutritionist for baby's food menu, an environmentalist – scientist for the indigenous foods, a child educator for the interactive activities, a breastfeeding counsellor and a community organizer for mothers/babies participation. It is the first initiative where cooperating countries will explore the use of indigenous foods for complementary feeding for breastfeeding babies in SEA. There are few references and action on this specific subject in the region. Studies from Philippines, Thailand, Vietnam, Malaysia and Timor Lesté will be presented at the IBFAN SEA Meeting and Project on Indigenous Foods for Complementary Feeding to be held on 20-22 in February 2007 at Bangkok, Thailand.

7. Regional Inputs for International Agenda

- *Inputs provided at the Maternal and Neonatal Mortality/Morbidity Reduction Network*

The Regional Coordinator was invited to participate in the two-day meeting of the South Asia Maternal and Neonatal Mortality/Morbidity Reduction Network (MNMMR Network) held at Kathmandu, Nepal. The meeting was organised by UNICEF ROSA and South Asia Federation for Obstetric and Gynaecology (SAFOG). More than 40 representatives including seven government representatives and agencies (Afghanistan, Bangladesh, Bhutan, India, Nepal Pakistan and Sri Lanka) and network members took part. IBFAN Regional Coordinator provided initial comments on the programme, which lacked discussions on ensuring exclusive breastfeeding and effectively scaling it up to achieve reduction in newborn mortality; through these points considered, they were not incorporated as the programme was already very tight.

Key inputs were provided in all discussions, which included addressing health systems. Breastfeeding interventions were mentioned by all speakers to be the vital intervention for new-born survival. Future directions on health systems strengthening, human resource development and behaviour communications were discussed in three groups. RC took part in the health systems group discussion and brought up BFHI and breastfeeding interventions as offering quality care. It was suggested that community level interventions should also be taken as part and parcel of health systems. RC's suggestions were well received and led to the recommendation of revitalising BFHI as a part of national vision of maternal, neonatal and child health and use of community workers to counsel on Breastfeeding/Infant and Young Child Feeding. RC also suggested using the World Breastfeeding Week (WBW) to create social awareness on maternal and newborn care, as this is already a very popular tool among all governments and people's groups. At the end, while developing action plans, IBFAN offered to take responsibility to organise national capacity building courses on Infant and Young Child Feeding including HIV'. IBFAN materials were shared at the meeting, including the South Asia Report. The Lancet series on child survival was effectively used at the meeting to call for mainstreaming of breastfeeding interventions in child health and development. (**Annex-5: Report on recommendations**)

- *Inputs provided for the Global Obligations for Food and Nutrition Security*

On invitation, regional coordinator IBFAN Asia Pacific became a member of the research group- Global Obligations for the Right to Food: http://www2.hawaii.edu/~kent/000_GORF_FILE_NAMES.doc of which George Kent, Professor at Hawaii University, is the principal investigator. This group aims to research and explore what are the global obligations for food and nutrition security for children under the Human Rights Framework. As a part of the process, the regional coordinator presented a paper on '**International Obligations for Infants' Right to Food**' at the HUGG 2 International Conference on 'Alliance for Civilizations for Global Peace: Human Security, Regional Conflict and Global Governance' organised on June 25-27, 2006, by the Toda Institute for Global Peace and Policy Research, Hawaii (<http://www.toda.org>), and the Simon Fraser University, Vancouver, Canada.

There were over 60 participants from several countries representing different fields of work like public health, economics, human rights, etc. The participants were divided into five research groups addressing different areas such as Peace, Journalism, Digital Bridges, Regional Cooperation, Development and Human Security and Food Security. The keynote speech was delivered by Joe Camilleri, Director of Centre for Dialogue, of Australia. The opening plenary was devoted to presentations by five principal investigators. It was followed by two days of intense discussions on individual projects. The outcome recommendations will be to be presented at the SCN WG of Human Rights and Ethics. The work on this project has now been completed. (**Annex-6**)

- *Inputs at IBFAN Coordinating Council Meeting (IBCoCo)*

All Regional Coordinating Offices of IBFAN assembled in September 2006, at Penang, Malaysia for IBCoCo meeting. Several issues were discussed at this 2-yearly meeting. The major thrust was on building fundable programmes with the experience and lessons from ongoing projects and working groups. Many new areas of existing work came up and consensus was achieved on almost everything. RC of IBFAN Asia Pacific presented the World Breastfeeding Trends Initiative (WBTi) project, which was appreciated and included in the global projects aiming at monitoring and evaluation of infant and young child feeding practices, policies and programmes. The ideas to improve coordination and communication and constitute a 5-member global council (G-5) has been accepted and agreed in principle and has taken shape towards implementation.



- *Inputs for the theme of WBW 2007 at the Global Breastfeeding Partners Meeting (GBPM) V*

WABA had invited regional focal points for discussion on its strategic planning process and development of future plans on 13-16 September 2006 at Penang. During the meeting, RC provided inputs towards taking key decisions on plans of action for next 4-5 years. One of the agenda item

was WBW 2007; for which RC gave power point presentation called ‘Tipping point - one’ to argue for providing first hour support to women to initiate breastfeeding as WBW 2007 theme, which was accepted after discussions. The RC has been assigned the role of key writer of the global action folder. (**Annex-7,8**)

- *Inputs at the National Conference on Breastfeeding and Complementary Feeding at Dhaka, Bangladesh*

Bangladesh Breastfeeding Foundation (BBF), IBFAN Focal Point in Bangladesh, in collaboration with the Government of Bangladesh, UNICEF, WHO, Plan International, Save the Children, etc., organized a national conference on IYCF on 19-20 August 2006, at which more than 500 people participated. RC was invited to speak on ‘*The Global Strategy for Infant and Young Child Feeding*, the Code in South Asia, and Breastfeeding: Challenges and Opportunities’ at this meeting. RC also took part in BBF staff development session. (**Annex-9**)



- *Expert consultation on Breastfeeding Protection and Promotion Regulation in Maldives*

Upon invitation from MOH and UNICEF Maldives, RC participated and provided expert consultation to facilitate the process of sensitizing stakeholders. RC also identified key issues on

implementation of the policy document and helped in finalizing the Maldives Breastfeeding Protection and Promotion Regulation. He facilitated in the ‘Consultation Workshop on Breastfeeding Protection & Promotion Regulations’ and made presentations emphasising the benefits of exclusive breastfeeding for child health, development and survival. He also had meetings with the ministerial level delegates to push forward the agenda.



8. Strengthened sub regions

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

- **East Asia**

To further strengthen the IBFAN network and improve the capacity and solidarity in the EA network, RR EA organized IBFAN East Asia Strategy Meeting in December 2006. Representatives from Mongolia, China and Korea participated

and developed The strategy plan for 2007 onwards. The outcome of the meeting was the establishment of East Asia of Breastfeeding Action Youth (EABA Youth), which developed national action plans for short-term, mid-term and long-term activities.

Dialogue with five national contact points helped further actions such as planning infant and young child feeding programmes in these countries.

- South Asia

After a successful Forum-1 in Dhaka in 2004, it was decided to organise this event annually in different countries of South Asia. The Forum-2 was organised in Kathmandu in 2005 and during the closing ceremony, representatives from Ministry of Public Health, Government of Afghanistan proposed to host the South Asia Breastfeeding Partners Forum-3 in November 2006. They organised the Forum 3 in Kabul, Afghanistan, which led to the development of *Kabul Declaration on Infant and Young child Feeding* and provided support to national initiatives. South Asia documented the assessment results as *The State of the World's Breastfeeding South Asia Report Card* and preparations are going on to develop and release a more detailed report. Developed and disseminated advocacy documents like *WHA Alert 2006*, *Say No To Sponsorship*, *IBFAN Position Statement on Sponsorship and conflicts of interest* and other materials on exclusive breastfeeding campaign, including a breastfeeding calendar for 2006. Bangladesh Breastfeeding Foundation, an IBFAN Focal Point in Bangladesh successfully organized national conference.

- Southeast Asia

They continue to work on indigenous complementary foods and are planning to organise IBFAN SEA Meeting and Project on Indigenous Foods for Complementary Feeding in February 2007, where case stories will be presented on the use of indigenous foods for complementary feeding of breastfeeding babies. New actions include strengthening Code work in Philippines, developing network of breastfeeding partners in Philippines, initiating new actions in Myanmar, Malaysia, Vietnam, Timor and Thailand. New links have been developed with trade union leaders to advocate for maternity protection.

9. Regional coordination

Regional Coordination has been fairly effective. Regional Coordinator reviews work plans on almost daily basis and takes weekly and monthly meetings for review of the operational plans. Quarterly reports along with financial reports are shared with the managing committee of IBFAN Asia Pacific and reporting is regularly done on annually for DGIS and Sida. IBFAN Asia Pacific also prepares an annual report of work for wider sharing.

The Managing Committee of IBFAN Asia Pacific is the decision making body of the IBFAN Asia Pacific Council. It is equivalent to the Advisory Committee or Consultative Committee

of other IBFAN regions. The four Regional Representatives (RRs) of South Asia, Southeast Asia, East Asia and Pacific are the members of the managing committee.

Management of funds

Funds were shared with all RRs equally for implementing the operational plan 2006. These have been managed well and reported.

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

Based on the operational plans 2006, most of activities that were planned have been achieved. One major activity that could not happen is the worldwide launch of World Breastfeeding Trends Initiative (WBTi) that is still being refined. However, Latin America showed interest to participate in this programme and they have developed a proposal for the same to begin work in 2008.

We were not able to share the case stories on the use of indigenous foods for complementary feeding of breastfeeding babies, due to the postponement of the event, “Childcare in Islam” to be hosted by Malaysia, where this presentation was to be part of a day’s plenary. The presentation will be organized in February 2007.

What was not planned but still performed and why?

IBFAN work is not always limited to the planned work, IBFAN responds like an emergency response to several national and international needs. For example we end up doing advocacy work, which means briefing the policy makers, ministers, UN officials etc. Every possible opportunity is used to achieve inputs into regional, international agenda. This makes IBFAN work truly rewarding in terms of long-term impact of our work. Preparation of different types of analytical documents for advocacy also consumes lot of our time. Here are some key activities performed during 2006 that were not planned.

1. For example at the Forum 3, India planned and presented to conduct IYCF counseling training courses, and develop training programmes for different categories of health workers; launch a campaign on initiating breastfeeding in the first hour of birth and to take breastfeeding to high level political attention. The last one was absolutely new. It was decided that we should move towards very high-level officials and Prime Minister, who is the Chairman of the Planning Commission of India. We worked hard to get partnership among 16 professional and peoples groups and evolved a “Joint Statement on Infant and Young Child Feeding” for ensuring optimal infant nutrition, survival and development. As a strategy focus on ‘infant’ was brought. Finally we presented on 29 December 2006, the statement to the Deputy Chairman of the Planning Commission, the man next to the Prime Minster. Two hours of discussion on accompanying paper was very effective in bringing up issues of mainstreaming infant nutrition in our programmes. See **Annex 10- for details.**



2. IBFAN Asia's local host, BPNI, has been involved in a number of activities which fall outside the preview and budget of DGIS report, however it is worth mentioning here the role regional coordinator play in India to strengthen linkages with the grassroots groups like Peoples Health Movement (PHM), India counterpart, Jan Swasthya Abhiyan and Right to Food Campaign in India. These actions were also not planned but strategically became so important to mainstream infant and young child feeding /breastfeeding issues in these national campaigns. Impact is that maternity entitlements as means to ensuring optimal breastfeeding is talked about in these campaigns; making it a true IBFAN leverage. (**Annex-11**)
3. In December 2006, Nobel laureate Mr. Amratya Sen, released to the nation, a FOCUS report, which highlights the issues of 1st hour breastfeeding, maternity benefits and infant and young child feeding counseling. It also supports budget heads for breastfeeding along with a coordinated actions. The Focus On Children Under Six (FOCUS) report was released on the occasion of "Bal Adhikar Samvad" (Debate on the rights of children) in Delhi. Copies of this report - in English and Hindi - are available from the secretariat of the right to food campaign (righttofood@gmail.com). A pdf version of the English edition can also be downloaded from the campaign website (www.righttofoodindia.org). FOCUS is an action-oriented report on the wellbeing and rights of Indian children under the age of six years. It argues that child care is a social responsibility, and makes a case for universal child development services. The report draws on a detailed survey of the Integrated Child Development Services (ICDS), the only major national programme addressed to children under six. The findings show that ICDS can make a big difference to the lives of children, provided that this programme receives the attention and support it deserves. Following on this, there is a special focus on "universalization with quality" as the core objective of a plan of action for ICDS. The report also covers a wide range of related issues, **such as maternity entitlements**, social exclusion, the politics of child rights, the concerns of anganwadi workers, alternative views of pre-school education, Supreme Court orders on ICDS, and Tamil Nadu's pioneering work in the field of child development, among many others. More than 60 specific topics are discussed in concise "boxes" contributed by different authors. (**Annex-12**)
4. Similarly in the PHM breastfeeding issues are discussed in workshops to ensure optimal nutrition and survival of infants and become campaign issues.
5. Fighting against the formula companies in Philippines was also an activity to bring together many people and partners together; it took a great deal of time to make it happen. It was not a planned activity.
6. Bringing youth on board in East Asia was a useful, which would have major positive implications to IBFAN work in the region.

Lessons Learnt

- Constant sharing of resources, not only ideas but also action - such as participating in national events as World Breastfeeding Week and seminars related to infant and young child feeding is important to initiate action. There is an urgent need to encourage countries with less exposure as Brunei and Myanmar.
- Getting grassroots movements involved pays for sustaining the issues
- Garnering political support for campaigns is one of the most demanding tasks of IBFAN; however persistent efforts can lead to success as demonstrated involvement of Prime Ministers and Presidents of Thailand, Fiji, Philippines and First Lady of Timor Lesté.
- Indonesia and Malaysia had difficulty in securing data for the national assessment from the uncooperative Maternal and Child Health authorities in their respective countries.
- Inadequate resources and shortage of staff are major difficulties in ensuring large amount of quality work.
- Sub-regional activities like breastfeeding partner's forums have been very successful in generating interest of countries and UN towards attention to issues related optimal infant and young child feeding and developing country-level plans of action.
- Effective positioning of infant and young child feeding and participation and advocacy at regional political or technical meetings is useful to increase commitment of countries to their children. This has more impact if used in partnership with other NGOs.
- Nationally, if breastfeeding groups work closely with other partners including womens groups, health action groups, professionals, rights groups, they can achieve amazing results.
- Flexibility is the main ingredient in the networking work as one relates to diverse cultures in the Asia Pacific region. Each sub region develops its specific plan of action though the *Global Strategy* remains central to their work.
- Teamwork is essential for effective networking and getting results. BPNI and IBFAN Asia Pacific RCO work closely as teams to achieve their objectives.
- Sharing of new knowledge is an effective strategy to keep the issue alive.
- Forward planning and monitoring is essential to actions, through RCOs' persistence in developing operational plans for each sub region has paid dividends. These plans are very useful to the region in terms of breastfeeding action and monitoring our own actions. Operational plans need to be made realistic and to be reviewed periodically.

Future Plans 2007-2008

- Focus will be on further strengthening of the network in the sub regions and national level.
- Organising IBFAN SEA sub regional meeting.
- Organising Indigenous Foods for Breastfeeding Babies Forum.
- Involving more countries and regions to participate in WBTi.
- Organising South Asia Breastfeeding Partners Forum 4 in Bhutan or India.
- Launching the State of the World's Breastfeeding South Asia Report.
- Organising the 2nd international training course of 3 in 1 Infant and Young Child Feeding Counselling.
- Strengthen advocacy in East Asia by endorsing the new Chinese Regulation, Raise awareness of the Regulation and the Code through printing and disseminating materials, training courses on it among government sectors and health institutes, endorse Mongolian National IYCF strategy, and support EABA youth activities, adolescent's & students involvement in breastfeeding actions.

Operation Plan IBFAN Asia Pacific 2006

Objective/Activity	Work plan	Accomplished or not
1.1 Development and promotion of World Breastfeeding Trends Initiative (WB ^T i)	<ul style="list-style-type: none"> • Worldwide launch of WB^Ti. • Invite Latin America, Arab World and other countries to participate. • Development and dissemination of Report Cards of assessment. 	<p>All planned actions have been accomplished except worldwide launch of WB^Ti, which is being discussed for its utility.</p> <ul style="list-style-type: none"> • Developed and disseminated ‘The State of the World’s Breastfeeding: South Asia Report Card’ and individual country Report Cards. • Promotional brochure of WB^Ti modified and re printed. • Latin America showed interest to participate in the programme and they developed a proposal for the same. • Arab was approached are still considering. • ‘The State of World’s Breastfeeding: South Asia Report’, Tracking Implementation of the Global Strategy for Infant and Young Child Feeding, a detailed report will be printed and disseminated in February 2007.
<p>2.1. Promotion of <i>Global Strategy for Infant and Young Feeding</i> at national level through national level meetings of partners.</p> <p>2.2 National contact points Facilitate/ encourage national sensitization meetings and launch discussion on implementing the <i>Global Strategy for Infant and Young Child Feeding</i> among governments and partners.</p>	<p>National advocacy meetings facilitated by the IFPs or IBFAN contacts and RRs /RCO to support) Report of national actions is shared with RCO.</p>	<p><i>Global Strategy for infant and young child feeding</i> has always remained central to all our actions. Inputs at regional and national meetings have been provided using these key documents and other advocacy documents which were developed during 2006 like <i>Say No to Sponsorships</i>, <i>IBFAN Position Statement: Sponsorship and Conflict of interest</i>; Action Alert, IBFAN Asia Pacific, <i>World Health Assembly 2006 Action Alert</i>. RRs organised national actions , of which the global strategy for infant and young child feeding is kept central focus. Reports reflect these actions.</p>
3.1 Annual review meetings	Meeting discusses the results of 2005 and 2006 and plans for future, completes discussions on reasons	Review meeting was supposed to be held in June 2006 , could not be organised because of lack of interest among other partners as it was to piggy back on a

Objective/Activity	Work plan	Accomplished or not
	of works not accomplished and leverage. Reporting is thus streamlined.	regional Pacific forum. During the IBCoCo meeting in September 2006, RRs met and developed plan after the review the activities. Minutes of the report used for follow up.
3.2 Asia Pacific Newsletter (APN) 6 and 7	APN-6 and 7 are developed and shared within the region.	APN 6 and 7 developed and shared with all affiliates and all contacts.
3.3 Electronic mailing and Updates.	Scientific update, advocacy articles and information from region and also from other regions to be shared with the network. In addition to electronic mailing hard copies of the key documents compiled and shared as Updates.	More than 600 contacts including 98 affiliates in the region were sent information 22 times during this year through electronically. Hard copies of the key documents were compiled as 'IBFAN Asia Pacific Update 3' and shared with the network.
3.4 Website updating and maintenance	IBFAN Asia Pacific website is updated and maintained in 2006.	IBFAN Asia Pacific website was further strengthened by the new Systems Manager IT, who made serious efforts to update the website regularly and make it user friendly.
3.5 Internal meetings	Regular meetings at RCO for internal review and monitoring of plans.	Regular reviews are conducted at RCO
3.6 Networking visits	Meeting with government officials, press conferences, public events, other regions for promoting WBTi.	All RRs, country contacts regularly network to take forward implementation of the <i>Global Strategy for infant and young child feeding</i> . RRs visit them for support whenever required. Reports reflect these actions
3.7 Advocacy at international meetings e.g. WHA, SCN, Codex	IBFAN Asia Pacific participates and provides input into global and regional agenda.	Inputs have been provided at several regional and international meetings like WHA 2006, South Asia Maternal and Neonatal Mortality/Morbidity Reduction Network Meeting, Global Obligations for Food and Nutrition Security meeting, IBCoCo meeting, National Conference on Breastfeeding and Complementary Feeding at Bangladesh and Consultation Workshop on Breastfeeding Protection & Promotion Regulation at Maldives.
3.8 Regional Coordination	RC functions effectively and coordinates all actions according to the TOR.	RCO functioning effectively and in its 4 th year. Reporting, monitoring , and all kind of management procedures are in place.

Objective/Activity	Work plan	Accomplished or not
3.9 Support Sectt. Functioning	SS functions as per TOR.	SS functioning effectively. As planned earlier a new person Systems Manager IT was appointed to work on WBTi and IBFAN website. We have made good progress on hosting the web based dynamic software and hope this will be launched in 2007.
3.10 Annual reports for DGIS, Sida Liquidity Forecasts for GIFA DGIS Annual Report IAPC	RCO to prepare and submit in time RRs to comply with the reporting schedules. RRs to prepare the coming years that is 2007 activity plans and forecasts ready by July 2006.	Reporting is regularly achieved
3.11 Regional Networking Meeting in Pacific	RR Pacific to coordinate could be Breastfeeding Partners Forum of the Pacific/ or any other title.	RR in the Pacific worked seriously to organise the meeting during 2005 and 2006 but due to unavoidable reasons it has not been possible to organise so far.
3.12 South Asia Breastfeeding Partners Forum-3	RCO to assist Ministry of Public Health, Government of Afghanistan and Afghanistan Breastfeeding Promotion Partners (ABPP) to organize.	Successfully organised SABP Forum 3 in Kabul, Afghanistan and "Kabul Declaration on Infant and Young Child Feeding" was adopted.
4.1 Capacity building grants	It is proposed to strengthen the RRs office and cover some communications costs, sub regional networking and identifying IFPs.	Sub regional offices have been provided funds to organise local activities and for coordination purpose. RCO does it through an agreement signed by both.
5.1 Dissemination of campaign materials on exclusive breastfeeding.	Campaign materials for promoting early and exclusive breastfeeding develop and disseminate within the region, national adaptation encouraged.	Exclusive breastfeeding campaign materials like technical materials, posters, advocacy papers, pictures breastfeeding paintings and campaign advertisements have been developed and disseminated widely.
6.1 Complementary feeding project	Core group to develop draft guidebook to facilitate implementing the complementary feeding programme, four national groups in SEA will participate for adapting and translating guidelines and disseminate to the countries for use and adaptations.	Core working group met in April 2006 and finalized the Draft of the 'Guidelines on the Use of Indigenous Foods for Complementary Feeding for Breastfeeding Babies in SEA'. Case stories/studies from Philippines, Thailand, Vietnam, Malaysia and Timor Lestê will be presented in February 2007 at the IBFAN SEA Meeting and Project on Indigenous Foods for Complementary Feeding.
7.1 Code training in SEA/SA or Pacific	RRs to encourage Code training at the national	All regions organised several national meetings that brought a focus on Code,

Objective/Activity	Work plan	Accomplished or not
	level, which could be followed by national monitoring of the Code and link with ICDC.	all regions worked on Code in several ways, supporting countries on Code development, discussions at the breastfeeding forums etc. However Code training, as standalone could not be organised because of inadequate resources and time. The decision to do this way was taken by the managing committee.