

Report

World Breastfeeding Week 2017 of Mainland China, IBFAN East Asia

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1. Background

Breastfeeding is an un-separately component of human fertilization as Lancet's breastfeeding series emphases. In September 2015, the world's leaders committed to 17 goals aimed at ending poverty, protecting the planet and ensuring prosperity. Together, they form the Sustainable Development Goals and committed achieving these goals by 2030. Scaling breastfeeding to universal status is one of the cost-effect and equal strategies for infant and you child nutrition and health. There is always argument whether it is an issue of mothers or society to raise a child. Anybody could not deny that breastfeeding benefits the whole population, while it is often regarded as personal behavior.

In 2017, IBFANers in China continued protecting, promoting and supporting breastfeeding with stakeholders. Our IBFANers in China continue working on Code monitoring and breastfeeding related activities, collaborating with MoH, WHO, UNICEF, Save Children and other partners. 50 new monitors were trained on Code and WHA relevant resolutions, who are lactation consultants, researchers, lawyers, media staff and NGOs leaders.

In 2017 Our IBFANers also contributed in many national tasks, such as breastfeeding rooms in working place by trade union, code monitoring by Capital Institute of Pediatrics, and infant feeding behavior study by China CDC national nutrition institute, lactation consultant training by social groups and UNICEF. In 2017, a national policy research NGO, the China Development Research Foundation (CDRF) joint breastfeeding course and started a breastfeeding promotion project, connecting government sectors, academic institutes, social groups, mass media to enforce social mobilization, policy implementation and collaboration.

Therefore, the World Breastfeeding Week 2017 theme is on sustaining breastfeeding together, which tried to end the argument at the beginning. By recognizing that breastfeeding is a key to sustainable development, we will value our wellbeing from the start of life, respect each other and care for the world we share.

World Breastfeeding Week (WBW) provides chances to draw general people's attention on breastfeeding, and it is also an event for partners and professionals to meet and work together. China joint celebration of WBW since 2003 with the leadership of Minister of Health. In these years, it becomes a grant event with WHO, UNICEF, All China Women's Federation, All-China Federation of Trade Unions during Aug. 1st to 7th.

2. Aim and Objectives

The general aim is to advocate breastfeeding and supportive measures in China Mainland through national celebration event.

- To raise awareness of general publication on breastfeeding;
- To show solidarity with partners
- To recall the theme of WBW 2016 and ague the role of families, communities, society and hospitals

3. Activities completed

- a) Polishing of WABA's fold of WBW 2017 into simple Chinese

Translation of simple Chinese of action fold is already available on WABA website. We reviewed the text and confirm it correct. The action fold was put on <http://www.mrwyz.com/> the Chinese WBW website for free download.



Pic 1 Screenshot of Chinese website of World breastfeeding Week 2017

b) Involving in national celebrations on WBW

Our IBFANers, Dr. IP Patricia (HKSR), Ms. ZHANG Shuyi, Ms. HU lijuan and ten Code monitors attended the national summit conference on breastfeeding in Beijing on July 31st 2017. Dr. Patricia gave a speech on HK Code development. Ms Zhang Shuyi gave a speech on role of mother support groups in breastfeeding promotion, and attend a press after the summit joint by MoH, WHO, and UNICEF.



Pic 2 IBFANers attending WBW 2017 Summit Conference

c) Mass media training

Ms. Zhang Shuyi, Ms. Hu lijuan and two Code monitors was invited to the mass media training on July 28th 2017 before the summit conference, introducing the current situation of Code and national policy on breastfeeding.

4. Follow-up Activities

Leading by IBFAN Asia, China will conduct Code monitoring and “4 in 1” IYCF national training in early 2018.

Annex

- 1 . WBW 2017 action fold in simple Chinese
- 2 . Photos of national summit conference on WBW 2017 in Beijing