



WBW (World Breastfeeding Week) 2017 ceremony and round table discussion were held on August 1, 2017 at the National Assembly Members' Office in Seoul by the Korea Breastfeeding Network (KBN) like the following. This year KBN hosted the ceremony especially together with Congress Person Kwon Mi-hyuk (Democratic Party) with the theme of "Sustaining Breastfeeding Together". During the ceremony the 9th KBN ambassador, Shin Jeong-min was appointed at the ceremony, who has breastfed her seven children including 8-month baby.

KBN comprises of 13 different organizations including medical professional's associations and consumer groups and media. KBN events were broadcasted many TV, Newspapers.

The KBN Ceremony and Round table discussion for WBW 2017

The appointment of the 9th KBN ambassador

Date: August 1, 2017

Venue: National Assembly Members' Office, Seoul, South Korea

Hosted by KBN and Congress person Kwon Mi-hyeok

Sponsored by WABA and IBFAN

[Ceremony]

The KBN WBW 2017 ceremony was opened by the welcome messages of KBN President Cho Ae-jin and Congress Person Kwon Mi-hyuk and joined by congratulatory speeches from minister and director of relevant departments of government including Minister Park Neung-hu, the Ministry of Health and Welfare, Minister Jeong Hyun-baek, the Ministry of Gender Equality and Family, and Minister Ryu Young-jin, the Ministry of Food and Drug Safety and Kim Jai-ok, RR of IBFAN East Asia, President of E Consumer. Ministers acknowledged the importance of breastfeeding and indicated their willingness to contribute to the promotion of breastfeeding in Korea in their speeches.

The participants from various areas including civil society and academia joined the ceremony to support this year's

them of “Sustaining Breastfeeding Together”. Approximately one hundred of participants joined the event and quite a few of college students from nurse departments and young expecting pregnant women took part in the event, indicating their support for the promotion of breastfeeding.

[The appointment of the 9th KBN Ambassador]

KBN has appointed exemplary women as a KBN Ambassador who had breastfed their children against challenges or difficulties to encourage mothers and parents to practice breastfeeding. This year Ms. Shin Jeong-min was appointed as the 9th KBN Ambassador, who has breastfed her seven children including 8-month baby. To congratulate the appointment of Ms. Shin, her two teenage sons played classical guitar and Violinist Baek Hyung-kyung, the 8th KBN Ambassador, played violin prior to the appointment ceremony.

[Round table discussion]

KBN held a round table discussion to raise awareness of people about the theme of WBW 2017, “Sustaining Breastfeeding Together”. The discussion aimed to identify the status of breastfeeding policy in Korea and to come up with the effective measures to enhance breastfeeding rates. The presentations and following discussions focused on the importance of breastfeeding promotion and the problematic marketing tactics of infant formula manufacturers in line with the latest WHO maternal, infant and young child nutrition Guidance.*

*WHO Maternal, infant and young child nutrition Guidance on ending the inappropriate promotion of foods for infants and young children, SIXTY-NINTH WORLD HEALTH ASSEMBLY, 13 May 2016

Professor Kim, Sun-ny presented the current status of breastfeeding in South Korea through WBTi evaluation results, which indicates weakness in infant and young child nutrition policy and programs while representing active practicing in community activities in infant and young child nutrition and supplementary feeding. Professor Kim suggested that the preparation and practices regarding infant and young child nutrition in emergency should be given more attention because currently infant and young child nutrition in emergency hasn't been equipped.

In regard to WHO Guidance, Senior Judge Shin Han-mi suggested in her presentation that relevant laws and regulations should be revised or newly enacted in accordance with WHO Guidance (2016) which extended the scope of ages of infant from 6-months to 36-months and restricted the inappropriate promotion of foods for infants and young children including food and beverages. Justice Shin, the then 2nd KBN Ambassador, suggested that for the health and growth of infant and young child domestic laws and regulations (including Livestock Products Sanitary Control Act, Food Sanitation Act, Special Act on Safety Management of Children's Dietary Lifestyle, Medical Service Act, etc.) should be revised reflecting the latest WHO Guidance as well as “the WHO Code” (The International Code of Marketing of Breast-Milk Substitutes).

The presentations included that of Professor Kim Yoon-mi indicating monitoring and research is needed to prevent infant formula manufacturers influence in medical institutions. The panel for discussion included a government official from the Ministry of Food and Drug Safety, board member of Korean Midwives Association, and Kyungdong University, Shin

Pil-hyang, Honorary President of an association of postpartum recovery supporting facilities and Park Young-sun and Nam Yoon-ji, college students of nursing departments.



9th Ambassador with 7 childrens whom she breastfed



