2015 Annual results-based report to Sida

Protecting, Promoting and Supporting Breastfeeding Through Human Rights and Gender Equality

A Global Coordinated and Expanded Programme to Achieve MDGs 4 and 5 and related post-2015 agenda

IBFAN Africa
IBFAN Asia (BPNI)
IBFAN-GIFA
WABA
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Abbreviations

BFHI  Baby-Friendly Hospital Initiative
BMS  Breastmilk substitutes
BPNI  Breastfeeding Promotion Network of India
CESCR  Committee on Economic, Social and Cultural Rights
CEDAW  Convention on the Elimination of all Forms of Discrimination Against Women
CFS  Committee on the World Food Security
Col  Conflict of Interest
CRC  Convention on the Rights of the Child
CSM  Civil Society Mechanism
CSOs  Civil Society Organisations
CSW  Committee on the Status of Women
EB  Executive Board
EAA  Ecumenical Advocacy Alliance
FENSA  WHO's Framework of Engagement with Non-State Actors
FFA  Framework for Action
FIAN  FIAN International
GIFA  Geneva Infant Feeding Association
GSIYCF  Global Strategy on Infant and Young Child Feeding
IBFAN  International Baby Food Action Network
HR  Human Rights
HRC  Human Rights Council
HRTB  Human Rights Treaty Bodies
ICCO  Interchurch Organisation for development cooperation The Netherlands
ICDC  International Code Documentation Center Documentation Center
ICM  International Confederation of Midwives
ICN2  Second International Conference on Nutrition
IEC  Information Education and Communication
IF  Infant Feeding
ILCA  International Lactation Consultants Association
IYCF  Infant and Young Child Feeding
LAC  Latin America and the Caribbean
LFA  Logical Framework Approach
LLLI  La Leche League International
MDGs  Millennium Development Goals
MP  Maternity Protection
MIYCN  Maternal, Infant, and Young Child Nutrition
NGO  Non-Governmental Organisation
PHM  Peoples Health Movement
PMTCT  Prevention of Mother-to-Child Transmission
PPP  Public Private Partnerships
PPTCT  Prevention of Parent-to-Child Transmission
RCOs  Regional Coordinating Office (of IBFAN)
RFP  Regional Focal Point (of WABA)
SDGs  Sustainable Development Goals
SEA  South East Asia
TNCs  Transnational Corporations
UNICEF  United Nations Children Fund
UNICEF GBAI  UNICEF Global Breastfeeding Advocacy Initiative
WABA  World Alliance for Breastfeeding Action
WBci  World Breastfeeding Costing Initiative
WBTi  World Breastfeeding Trends Initiative
WHA  World Health Assembly
WHO  World Health Organisation
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Executive summary

The collective work of the WABA-IBFAN Consortium during 2015 has led to the following main results presented by the seven areas.

1. **Tracking progress in policy and programmes and strengthening accountability**: includes increasing the number of countries involved in the World Breastfeeding Trends Initiative (WBTI) and costing initiatives. A total of 75 countries are now tracking their progress in terms of IYCF policies and programs. Several countries have made significant improvements in national policy and practice on IYCF through the WBTI process, for example Peru has ratified C183 (ILO Convention 183 on Maternity Protection) and this will lead to an increase in the length of maternity leave. The World Breastfeeding Costing Initiative (WBCI) was successfully implemented in 50 countries, which means that these governments have a tool for adequate IYCF budgeting. Addressing human rights perspectives through the Convention on the Rights of the Child (CRC), Committee on Economic, Social and Cultural Rights (CESCR) and Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) facilitates the tracking of progress at national level on measures for breastfeeding protection, promotion and support in all countries. Networking with “traditional” and new allies, on platforms such as the Civil Society Mechanism (CSM) to CFS and the Treaty Alliance ensured collaborative synergy with these new partners—focusing on human rights protection, and anchoring breastfeeding into their nutrition and human rights agendas. Breastfeeding advocates from 19 Asian countries received training on Human Rights. The consortium’s involvement in UN initiatives such as the UNICEF/WHO GBAI helped contribute towards the development of the SDGs agenda, and a firm positioning of breastfeeding on the global health agenda.

2. **Building IYCF capacity**: Capacity building at national level was successfully expanded into the Francophone/Anglophone/Lusophone Africa regions and Asia, primarily at community and health facility levels—with a focus on strengthening of the pool of trainers to increase sustainability. High level training of breastfeeding trainers and counsellors was conducted for Asian, Arab World and Pacific countries, and the trainers advanced IYCF policies and programs in their countries. The development of global peer counselling training modules was finalised in 2015. The modules will be adaptable to various contexts and socio-economic conditions, and used for training of peer counsellor administrators under a scaling up strategy. Outreach to the International Confederation of Midwives (ICM) has now been formally established, contributing to engaging midwives as frontline health workers in breastfeeding advocacy and practice.

3. **Addressing especially Challenging Environments/ Situations, including gender inequalities**: Work in this area resulted in the development of several key documents: a report of the status of HIV and Infant feeding in 57 countries, and a position statement on HIV and Infant feeding for Asian region. The advocacy brochure ‘Formula for Disaster’, on the impact of infant feeding and climate change, was shared with governments and UN bodies. A study was undertaken on the carbon footprint of formula feeding in selected Asian countries. The consortium advanced gender mainstreaming through: active participation in the 59th CSW and positioning breastfeeding on the 20th anniversary of the Beijing platform for Women; active collaboration with gender experts from academia; carrying out of a maternity protection project in India; and successfully generating action on MP in Zimbabwe, a country falling below the ILO C 183 standard. Finally, the Consortium drew attention to the gender-related UN days and issued calls for action.
4. **Strengthening Policy and Legislative Frameworks:** The advocacy work led to government actions taken at national level in the areas of Code and maternity protection. The Consortium considerably expanded collaborative efforts with traditional civil society partners, and built new alliances with CSOs working on children’s health and rights, food and nutrition rights, with academia, and with UN bodies/platforms. The WHO-led initiative ‘NetCode’ emphasised the use of the IBFAN monitoring tool. IBFAN’s advocacy at WHA led to indicators developed for the Comprehensive implementation plan for Maternal Infant and Young Child Nutrition; and input into the debate on the controversial WHO Framework of engagement with non-State actors. A global report on maternity protection was launched, and the WABA-UNICEF Stockholm Symposium on Breastfeeding and Work led to a Framework for Action, and a call for gender equitable parental leave. The Africa regional Code Review report was developed to detail Code implementation in the region. Asia focused on assisting several countries in the region in Code legislation improvements. Finally, technical briefs on various aspects of breastfeeding protection and on conflicts of interest (CoI) were developed, with successful impact e.g. at WHO’s Executive Board and on strengthening of the Codex Alimentarius standards.

5. **Social mobilisation, information sharing and communication:** The 2015 World Breastfeeding Week focused on ‘Breastfeeding and Work’, and generated a plethora of actions in 176 countries. Technical and information materials linking breastfeeding to both formal and informal work sectors were developed and widely shared. Communities in Africa and Asia were reached through social mobilisation, and social media was increasingly used to successfully increase the outreach to new young audiences and language groups in addition to websites. Research publications and technical briefs were published and disseminated using various forms of social media, such as Facebook and Blogs—thus making these types of information more accessible to the public. Advocacy at national level in e.g. in the Philippines, Saudi Arabia and India led to progress on extending the maternity leave.

6. **Strengthening the consortium and rejuvenating the breastfeeding movement:** The consortium work focused on the development of innovative ways of diversifying funding; building technical capacity of offices’ staff and including youth in governance; developing work plans and consensus on debated issues; informing global IYCF/HR policy and regional positions in Africa and Asia (through the One Asia Forum and the Putrajaya call to Action); and ensuring youth and new partner participation in the breastfeeding issues through the social media, research and fellowship programs. Outreach at the CSW 59 resulted in networking with the UN Working Group for Girls (WGG). Targeted campaigns reaching youth and men were continued, and the Stockholm Symposium on Breastfeeding and Work brought a global organisation, MenCare, into the breastfeeding movement.

7. **Project cycle management and governance:** Funding has been secured until 2017 through a primary agreement between Sida, and WABA as focal point (FP), and sub agreements between WABA and the IBFAN partners. Workplans were updated to better support work planning and implementation. Annual reports for the 2014 were submitted in collaboration between FP and the partners. Good governance mechanisms through meetings and/or correspondences between boards and partner offices were ensured—although much time was devoted to the situation in Africa where financial issues were identified and required attention (see separate report on IBFAN Africa). The majority of the workplan 2015 activities were implemented on schedule. However due to the late arrival of funds, administrative overload, some activities were reprogrammed or deferred to be carried out in 2016.
Introduction

This is the annual results-based report for the Sida supported project titled, “Protecting, Promoting and Supporting Breastfeeding through Human Rights and Gender Equality: A Global Coordinated and Expanded Programme to Achieve MDGs 4 and 5 and related post-2015 agenda” being implemented by the WABA-IBFAN Consortium, and covering the period January to December 2015.

In January 2016, The Lancet Breastfeeding Series found that globally the costs of lower cognitive ability associated with not breastfeeding amount to more than $300 billion each year, a figure comparable to the entire global pharmaceutical market. About 820,000 child deaths could be prevented annually (about 13 percent of all under-5 child deaths) by improving breastfeeding rates, in addition to the lives already saved by current breastfeeding practices. 1 The new costing data in the study were derived by modelling the economic benefits of improved cognition based on estimates from a 2015 meta-analysis, showing that longer breastfeeding is associated with higher performance on intelligence tests among children and adolescents. Studies also show that increased intelligence as a result of breastfeeding (three IQ points on average) translated to improved academic performance, increased long-term earnings, and improved productivity.

According to Series co-lead, Dr. Nigel Rollins with the Department of Maternal, Newborn, Child and Adolescent Health at the World Health Organisation, “[t]his new research demonstrates that breastfeeding results in improved child development, with huge economics gains for individuals, families, as well as at the national level.”

The Series also determined that increasing breastfeeding rates to 90 percent in the U.S., China, and Brazil and to 45 percent in the U.K. would cut treatment costs of common childhood illness and save at least US$2.45 billion in the U.S., US$29.5 million in the U.K., US$223.6 million in China, and US$6.0 million in Brazil. The Series also noted that the aggressive marketing of breastmilk substitutes (including infant formula) by their manufacturers and distributors undermines breastfeeding. Newly commissioned market research conducted by Euromonitor International for the Series found that the breastmilk substitute industry’s reach and influence is growing—the retail value is expected to reach US$70.6 billion by 2019. Such a figure far outpaces the dollars spent to promote the benefits of breastfeeding worldwide.2

The outcome and analysis of the Lancet series re-asserts what many in the Breastfeeding Movement have been advocating and articulating for some time. It also strongly emphasises the need for more concerted global action, financial support and political will for breastfeeding, especially efforts at all levels to increase rates of early, exclusive and continued breastfeeding.

The most efficient internationally recognized strategy to realize this objective constitutes in the 3-pillar approach defined in the Global Strategy for Infant and Young Child Feeding: protection, promotion and support of breastfeeding in the context of women’s empowerment, sexual and reproductive health and rights, and gender equality. This strategy also impacts positively on achievement of the incumbent post-2015 development agenda, Sustainable Development Goals (SDGs)—in particular on gender equality, HIV/AIDS, climate change and on poverty reduction.

1The depth and breadth of the Lancet Breastfeeding Series included 28 systematic reviews and meta-analyses—22 commissioned specifically for the Series. In total, more than 1,300 studies were reviewed to provide the most exhaustive look at the benefits, determinants, and trends in breastfeeding to date.

2Information taken from Lancet Breastfeeding Partner Release, January 28, 2016; for more information including the new Series, see: www.thelancet.com/series/breastfeeding
**Overall objective**

The overall objective of the consortium project is to accelerate the momentum for action in Infant and Young Child Feeding, and thus contribute to positioning the protection, promotion and support of breastfeeding as key interventions on the international development agenda to achieve children and women’s rights to survival, health, adequate food and nutrition. Indicators of achievement of the overall objective will be increased rates of IYCF, increased national IYCF budgetary allocations, increased implementation and enforcement of the International Code of Marketing of Breast-Milk Substitutes through national legislations, maternity protection and other key interventions, the number and diversity of breastfeeding advocates/groups.

**Project organisation and implementation**

**Seven areas of work**

Organisation and implementation is conducted using a series of coordinated log frames covering seven areas.

1. Tracking Progress in Policy and Programmes and Strengthening Accountability.
2. Building IYCF Capacity at all Levels.
4. Strengthening Policy and Legislative Frameworks
5. Social Mobilisation and Information Communications
6. Strengthening the Consortia and rejuvenating the Breastfeeding Movement.
7. Project cycle management and governance

**Main outputs by area**

The consortium implementing partners (CIPs) have identified seven areas in which they developed over the past project cycle collaborative action and potential for synergistic results. Each section describes the main indicators of results and share examples of outputs, and how these have been achieved.

**Area 1 - Tracking Progress in Policy and Programmes and Strengthening Accountability**

**Indicators**

**Number of countries/participants that implement WBTi**

- At the end of 2015, WBTi has been introduced in a total of 106 countries.
- A total of 75 countries had undertaken WBTi assessment at the end of 2015.
- A total of 153 participating organisations in 17 countries undertook new assessments.
- A total of 203 participating organisations in 15 countries undertook re-assessments.

**The World Breastfeeding Costing Initiative (WBCI)**

- The WBCI (financial tool) has been introduced to a total of 50 countries by end of 2015.
Human Rights training held
- **IBFAN Africa** finalised their HR Training Package, and a training session was held in Zimbabwe with 16 people trained.
- **IBFAN Asia**, with technical services provided by IBFAN-GIFA, held a HR training workshop after the 11th One Asia Breastfeeding Partners’ Forum involving 39 participants from 19 countries.
- **IBFAN-GIFA** delivered a training session on CRC and HR to 17 participants from 12 countries during the WBTi capacity building for European region, as well as to 6 FIAN staff members.

IBFAN alternative reports submitted to Human Rights treaty bodies
- **IBFAN-GIFA** submitted alternative reports on the situation of IYCF for 18 of the 24 countries that were reviewed by the CRC Committee in 2015 (Bangladesh, Brazil, Colombia, Dominican Republic, Ethiopia, The Gambia, Ghana, Honduras, Iraq, Jamaica, Mexico, Netherlands, Sweden, Switzerland, Tanzania, Timor-Leste, Turkmenistan and Uruguay). IBFAN-GIFA also prepared 18 Spanish summaries and three French summaries of the reports, and developed a ‘welcome package’ for new CRC members and held personal briefings with several to deepen their expertise on IYCF.
- **IBFAN Africa** regional office supported CRC reports from two countries, Zimbabwe and Kenya.
- **IBFAN-GIFA** submitted three alternative reports to the CESCR Committee (Gambia, Venezuela and Italy), and two reports to the CEDAW Committee (Kyrgyzstan and Portugal) and conducted personal advocacy with CESCR members.

Follow-up actions to CRC Committee and other human rights recommendations
- **IBFAN Africa** organised for CRC reporting to be part of the WBTi training and assessment in Seychelles and The Gambia.
- **IBFAN Asia** prepared and included the Power Point Presentation (PPT) on Human Rights for BPNI/IBFAN Asia trainings.
- **IBFAN-GIFA**’s blog articles on “Breastfeeding and Human Rights” were maintained, with 38 articles published in 2015. As a follow-up of the HRTB recommendations, 18 articles on country’s reviews were posted on IBFAN-GIFA’s blog.

Position/discussion papers on human rights issue available and shared
- **IBFAN-GIFA** submitted a written contribution to the ‘Right to Health in Early Childhood of the Special Rapporteur on the Right to Health’ report, and highlighted the importance of implementing an enabling environment for breastfeeding.
- **IBFAN-GIFA** also provided input to the drafting process of the ‘CRC General Comment on Public Spending and the Rights of the Child’ (Article 4), as well as to the OHCHR follow-up report on investment in children’s rights (adopted in March 2016 by the Human Rights Council).
- **IBFAN-GIFA** followed-up on the 2013 joint submission on the rights of rural women, developed in collaboration with FIAN to inform the CEDAW Committee, towards the preparation of its new General Recommendation on the topic. Together with FIAN, IBFAN GIFA sent out consolidated comments to the draft General Recommendation shared by the Committee.

Conceptual link between breastfeeding and right to food and nutrition framework/alliances
- In March 2015, **IBFAN-GIFA and FIAN** submitted a joint contribution to the elaboration of the General Comment on the Rights of Adolescents by the CRC Committee.
- **IBFAN-GIFA** continued close collaboration with the Treaty Alliance, taking active part in the treaty process, contributing to it in writing and via oral statements, and co-organising a series of side events on this issue. For the first session of the IGWG on TNCs and HR, IBFAN-GIFA co-sponsored a joint written contribution with Treaty Alliance members (Friends of the Earth
Europe, Brotfür die Welt, SOMO, CIDSE and Global Policy Forum). With other Treaty Alliance members, IBFAN-GIFA also co-sponsored 2 side events at the UN—facilitating participation of Ms. Yasmine Motarjemi, former Assistant Vice-President in charge of the food safety at Nestlé, who denounced the structural failure of the company to comply with food safety requirements and the culture of impunity that characterizes transnational corporations. (See below under Examples of Outputs for Details). IBFAN-GIFA contributed to the second Treaty Alliance joint statement, endorsed by more than 400 CSOs and about 750 individuals, including 35 IBFAN groups and 20 individuals from IBFAN. During the 4th Forum on Business and Human Rights in November 2015, IBFAN-GIFA co-organised another side event with members of the Treaty Alliance on the ‘Challenges and Opportunities of a Binding Treaty on Corporate Abuses of Human Rights’, in which Mike Brady, from Baby Milk Action (IBFAN UK), took part as a panellist.

- **IBFAN-GIFA** strengthened its work on nutrition and the right to food by continued work in the Civil Society Mechanism (CSM) of the Committee on Food Security (CFS), and by being actively engaged in the Nutrition Working Group and the ICN2 Liaison Group. In particular, **IBFAN-GIFA** delivered a statement on behalf of some 150 CSOs and social movements at the CFS in October 2015, emphasizing the root causes of malnutrition using the example of breastfeeding. Furthermore, IBFAN-GIFA contributed regularly to joint statements of various groups. IBFAN-GIFA is also a member of the Coordinating Committee of the new Global Network on the Right to Food, Adequate Food and Nutrition.

- **IBFAN-GIFA** strengthened links with the Right Livelihood Award Foundation, which with Swiss government support, established an office in Geneva aiming to reinforce the presence of the laureates at the UN. Specifically, IBFAN-GIFA took part in a debate on the protection of the rights to water, land and food and shared the floor with other laureates (Maude Barlow and Jumanda Gakelebone).

- **IBFAN-GIFA** and WABA are members of the **Right to Food and Nutrition (RtFN) Watch consortium** that produces the annual civil society-led peer publication ‘WATCH’, which analyses food, corporate control and food rights issues. Both organisations provided articles to WATCH 2015 entitled “Peoples’ Nutrition Is Not a Business”, which exposed the negative impact of business operations on peoples’ livelihoods.

### Examples of outputs

**WBTi—focus on Assessment and Re-assessments**

WBTi brings together partners working on IYCF at country level, creating an environment for synergies through joint assessment and analysis process, leading to enhanced IYCF practices. The initial WBTi assessment and analysis establish a common baseline with agreed indicators against which all relevant actors can assess progress and identify specific actions for policy and program reform.

- **IBFAN Africa** noted re-assessments in The Gambia and Uganda; with new assessments in Tanzania, Seychelles, Sierra Leone, Nigeria and Mauritius. These involved 3 organisations in Mauritius, 5 in Tanzania, 4 in Nigeria, and 7 in Sierra Leone (involving 4 Ministries).

- **IBFAN Asia** noted reassessments in 15 countries in Asia, and Latin America and Caribbean. Assessments occurred in 17 new countries in Europe, Latin America and the Caribbean, Asia, Africa, Arab world and Oceania.

**Introducing WBTi into Europe**

In collaboration with **IBFAN Asia**, in May 2015 **IBFAN-GIFA** organised a 3-day capacity building training on the WBTi and WBCi for the European region in Geneva, prior the World Health Assembly 2015. Seventeen representatives from 12 countries (Armenia, Ukraine, Turkey, Portugal, Georgia, Bosnia and Herzegovina, Belgium, Croatia, UK, Switzerland, Italy and Malaysia/ICDC) attended, as well as two representatives from **IBFAN Africa**. This was a break through event as up until 2015;
Europe had been the only region, which had not participated in the WBTi actions, due to absence of the minimum funding required. Funding obtained by the IBFAN Asia enabled the region to integrate its activities with those of the rest of the world. The training resulted in all participants being successfully trained in using both WBTi and the new WBCi methodology; and developing their action plans to undertake their national WBTi assessments throughout 2015 (with exception of Switzerland, planned for 2016). Presently, 8 country reports have been uploaded on the WBTi website (Armenia, Belgium, Ukraine, Turkey, Georgia, Bosnia, Portugal, Croatia); and the UK is going through a verification process. In Italy, the process has begun with the aim of completion in 2016. Remaining reports are expected in 2016.

**Using WBTi tools and Results for Advocacy on Maternity Protection**

World Breastfeeding Week (WBW) 2015 focused on Breastfeeding and Work, and made the call for global support for Maternity Protection (MP) and related protection entitlements. WABA recommended the IBFAN’s ‘World Breastfeeding Trends Initiative Report - Are Our Babies Falling Through the Gaps?’ and IBFAN’s CRC and CEDAW alternative reports as good resources to assess the status of MP in countries, and a strong basis for advocacy on MP. WABA also facilitated the participation of a resource person from BPNI/IBFAN Asia to the Stockholm Symposium (26-28 September 2015) that focused on Breastfeeding and Work, to share on using tools such as WBTi and WBCi to monitor and gather evidence on MP in countries, towards campaigning for policy changes.

**Linking WBTi to the Committee on the Rights of the Child (CRC)**

As part of the WBTi and WBCi training session for the European region delivered by IBFAN Asia, IBFAN-GIFA developed and delivered a session entitled ‘The CRC reporting process and how to link it to the WBTi’, which aimed to reinforce the synergies between the WBTi assessment process and CRC reporting at national level. More specifically, six alternative reports to the CRC were developed based on previous WBTi assessments (Mexico, Honduras, Ethiopia, Bangladesh, Brazil, Timor-Leste). A harmonized template report to the CRC was developed, which eases the integration of WBTi information and analysis in the reports to the CRC. Additionally, WBTi was integrated in the one-day training session on human rights to draw IBFAN members’ attention on the need to ensure harmonization between these two processes whenever possible.

**National Achievements in Asia and Latin America**

In Afghanistan a technical group, IYCF Taskforce, was formed in the Public Nutrition Department comprising national and international organisations including Ministry of Health, UNICEF, WHO, FAO, Save the children, and Care of Afghan Families (CAF) etc, and it coordinates IYCF action in Afghanistan. The country also developed and integrated a well-designed nutrition-training package in the training curriculum of health staff.

In Bangladesh, the Ministry of Health and Family Welfare is conducting regular training programmes on IYCF at different levels, to strengthen IYCF counselling services.

Ecuador has made important efforts to formalize and implement support groups for breastfeeding in maternal services in primary care by the Ministry of Health, under the Care Model Integral Family and Community Health (MAIS-FC). The country has now seen re-activation of BFHI, and there is a major national effort to implement a national accreditation program.

In El Salvador, legislature approved an amendment to Article 309 of the Code to increase the maternity leave to 16 weeks.

In Guatemala, the implementation of the national law to protect infant feeding has been made more effective with the sensitization of staff.

India has made progress in the implementation systems of the national law to protect breastfeeding (the IMS Act); and in mother support and community outreach through restructuring of the Integrated Child Development Services (ICDS). There is continuing progress under the National Rural Health Mission (NRHM) for antenatal and delivery-related services; and creation of guidelines on HIV
and IYCF as well as capacity building of health personnel for IYCF Counselling in the context of HIV/AIDS.

**Indonesia** has developed and implemented trainings on IYCF in emergency preparedness and response.

In **Maldives**, under BMS regulation a national Advisory Board for the promotion and protection of breastfeeding has been re-instated in 2015, which was inactive so far.

In **Mexico**, the Ministry of Health has undertaken efforts to ensure that informational or educational materials produced by the National Health System adhere to the national regulations on protecting breastfeeding.

**Peru** has ratified the ILO C183 on maternity protection, which will take effect from 2016, and ensure an increase in the duration of maternity leave.

**Philippines** integrated IYCF into the curriculum of the continuing education of medical students. Also, the guidelines on IYCF in emergencies, specifically referring to the Milk Code law, ensures no formula milk donations. Guidelines also highlight breastfeeding counselling and clustering of mothers with babies in one corner at the evacuation centres.

**Taiwan** has made significant progress in the number of hospitals accredited for BFHI, which is also an essential component of the overall hospital accreditation and national health insurance reimbursement. The number of BFHI accredited hospitals was 94 in 2008, and it increased to 176 presently, i.e. 45.9% of hospitals with maternity facilities, and services covering 79.2% of total births in Taiwan, a great increase for 46.3% in 2008.

**Vietnam** recorded significant changes in policies and programmes on IYCF in 2015, which included provision of a paid maternity leave for six months for government as well as private sectors; promulgation of the Decree 100/2014/ND-CP to ban bad milk advertisement including prohibiting advertising of breast milk substitutes for children under 1 year old; and provision of conditional financial support to poor minority women through the Decree 39/2015/NĐ-CP.

**National achievements in Africa**

**Tanzania** is using their WBTi results for programming, and **Uganda** has used their results in drawing up their multi-sectoral MIYCN road map. Upon reassessment, The Gambia has improved its score especially on Maternity Protection, having used the first report as an advocacy tool. **Seychelles** used its report to implement BFHI, and had its first Baby friendly hospital. **Mauritius** has put in place a plan to re-establish BFHI. In Francophone Africa, Burkina Faso and Gabon completed their WBTi re-assessments and Niger its first assessment; all 3 countries led breastfeeding counselling trainings in collaboration with MOH and UNICEF, and carried out Code monitoring and advocacy.

**The World Breastfeeding Costing Initiative (WBCi) developing national financial plans**

The WBCi financial planning and budgeting tool got wider acceptance as a logical next step to the WBTi assessment of policies and programmes, and development of plans of action based on the assessment. **IBFAN Africa** notes that the tool was introduced in Zimbabwe and the Gambia, but these countries still require more capacity building for implementation. **IBFAN Asia** reports that the WBCi financial tool was introduced to 13 more countries on Europe, Asia and Africa in 2015. **IBFAN-GIFA** notes that the tool is referred to as an example of good practice in the OHCHR follow-up report on investment in children’s rights (see below).

**Integrating the Human Rights (HR) approach**

**IBFAN Africa** finalised and put in place the HR Training Package. Training took place in Zimbabwe, with 16 people trained, from the Labour union, civil society, Ministry of Justice, Ministry of Labour, Ministry of Health and Employers association.

**IBFAN Asia** held a HR training workshop, with technical services provided by IBFAN-GIFA, during the 11th One Asia Breastfeeding partners’ Forum. (See details in IBFAN-GIFA report below). A PPT on Human Rights has been prepared for inclusion in BPN1/IBFAN Asia trainings.
**IBFAN-GIFA** delivered a one-day training session on Breastfeeding and HR after the One Asia Breastfeeding Partners’ Forum 11 held in Putrajaya, Malaysia. Thirty-nine participants from 19 countries were trained, as were representatives from IBFAN ICDC, BPNI and Baby Milk Action (IBFAN UK). Almost 90% of the participants indicated that the specific objectives of the training had been attained, and that their capacity had been adequately strengthened. Several participants expressed their willingness to replicate the training at their national level, and most indicated they were willing to prepare alternative reports to the CRC Committee. IBFAN-GIFA also provided a training session on breastfeeding and human rights to six FIAN staff. It highlighted the importance of implementing the 3-pillar framework of the Global Strategy for IYCF, and in particular the implementation and enforcement of the Code. The PPT slide show and references provided were also shared with other FIAN program staff members.

**CRC Committee furnished with alternative reports**

**IBFAN Africa** regional office supported reports from two countries, Zimbabwe and Kenya; while the CRC recommendations are being followed up in the four countries that conducted the WBTi. As a direct result of IBFAN-GIFA’s reporting and advocacy to the CRC, specific recommendations on breastfeeding were included for 13 countries (Brazil, Colombia, Dominican Republic, Eritrea, Ethiopia, the Gambia, Ghana, Jamaica, Mexico, Switzerland, Timor-Leste, Turkmenistan and UAE) by the CRC Committee; and covered most of the scope of the Global Strategy and its 3-pillar framework. Additionally, in several cases where breastfeeding was not specifically mentioned in the Committee’s Concluding Observations, reference was made to the OHCHR Technical guidance on child mortality, which specifically calls for regulation of producers and marketers of breastmilk substitutes, implementation of the Code and better support of breastfeeding in the workplace. Having actively contributed to its elaboration and to the meaningful inclusion of recommendations related to breastfeeding (see report 2014), IBFAN-GIFA thus managed to ensure that breastfeeding protection is covered for most of countries where infant mortality rates are high.

**Other human rights bodies furnished with alternative reports**

**Committee on Economic, Social and Cultural Rights (CESCR)** - Following IBFAN-GIFA’s reporting and personal contact with CESCR members, for the first time ever, the CESCR Committee included breastfeeding and the Code in its recommendations. It urged Guyana to prioritize the adoption of legislative and policy measures in line with the Code, and to ensure that employers allow breastfeeding in the workplace, in order to increase the percentage of children who are exclusively breastfed during the first six months of their lives.

**The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW)** - IBFAN-GIFA submitted 2 reports to the CEDAW Committee, and further contributed to the elaboration of the CEDAW General Recommendation on Rural Women. As a direct outcome, the Committee adopted its new [General Recommendation on the Rights of Rural Women](#) during its 63rd session in March 2016—which urges countries to take specific measures to protect, promote and support breastfeeding, in particular through Code implementation and monitoring. This constitutes a significant step forward, as historically the CEDAW Committee has always been reluctant to issue recommendations related to breastfeeding.

**CRC/ OHCHR - Investment in children** – IBFAN-GIFA joined the NGO Working Group on Investment in Children, led by Save the Children under the umbrella of ‘Child Rights Connect’. IBFAN GIFA provided input into the drafting process of the ‘[CRC General Comment on Public Spending and the Rights of the Child](#)’ (Article 4), as well as to the OHCHR follow-up report on investment in children’s rights. As a result, Members States were sensitized to this important issue, and adopted the OHCHR report ‘Rights of the child: towards better investment in the rights of the child’ on 27 March 2015. More specifically, the cost-saving impact of breastfeeding practices is mentioned in the OHCHR follow-up report on investment in children’s rights, which specifically refers to IBFAN financial tool WBCi to help countries to develop a national plan of action together with a budget to implement
breastfeeding programmes and policies in order to implement the Global Strategy. The OHCHR follow-up report was adopted in March 2016 by the Human Rights Council.

**Follow-up actions to CRC Committee and other human rights recommendations**

IBFAN Africa noted that ‘CRC reporting’ was part of the training for WBTI training and assessment in Seychelles and the Gambia. IBFAN Asia have prepared and included the PPT on Human Rights for BPNI/IBFAN Asia trainings. As mentioned above, the IBFAN GIFA’s blog on Breastfeeding and Human Rights has been maintained, with 38 articles published in 2015 (36 articles in 2014). (See: http://breastfeedingandhr.blogspot.ch/). As a specific follow-up of the HRTB recommendations, 18 articles on country’s reviews were posted on IBFAN-GIFA’s blog, and 3 post-session reports were disseminated through the IBFAN network and to allies. IBFAN-GIFA also prepared the English translation of the document prepared by IBFAN Mexico, to provide interpretation of the CRC recommendation to the Mexican State to regulate the marketing of infant formula and bottle-feeding. As the national IBFAN group for Switzerland, IBFAN GIFA shared and raised the CRC Concluding Observations to Switzerland with key partners in the country (Federal Food Safety and Veterinary Office, UNICEF Switzerland and partner NGOs, and the local Canton authorities and partners of the programme ‘MarchezMangezMalin’). Follow-up to HRTB recommendations was also provided in the framework of the 1-day training session on breastfeeding and human rights. Participants were invited to share the recommendations that their country had received from the CRC Committee, and were instructed how to best follow-up on these recommendations. IBFAN RCOs, national groups and partners (including the ETO consortium) were informed about HRTB recommendations, and are empowered to use them to leverage their advocacy at national/regional level.

**Position/discussion papers on human rights issue available and shared**

As mentioned above, IBFAN-GIFA submitted a written contribution to the report on the Right to Health in Early Childhood of the Special Rapporteur on the Right to Health (see above). Most of IBFAN-GIFA’s recommendations were included in the report, which emphasized the need to adopt measures to safeguard exclusive breastfeeding in the first six months, followed by appropriate complementary feeding, as well as on the importance of initiating breastfeeding after birth and practicing continued breastfeeding for 2 years or beyond. It asserted the need to ensure adequate maternity protection, and protection from inappropriate marketing of breastmilk substitutes by implementing and enforcing of the Code.

**Conceptual link between breastfeeding and right to food and nutrition**

**IBFAN-FIAN joint contribution to the elaboration of the CRC General Comment on the Rights of Adolescents** - Aiming to reinforce this advocacy position within human treaty bodies, IBFAN-GIFA began a new collaboration with FIAN to mutually reinforce joint advocacy on the importance of breastfeeding protection, promotion and support for the realization human rights; and to acknowledge the holistic nature of the right to adequate food and nutrition. In this respect, IBFAN GIFA and FIAN developed a joint contribution to the elaboration of the General Comment on the Rights of Adolescents by the CRC Committee. The CRC General Comment on the Rights of Adolescents has not been finalized hence the advocacy is still ongoing.

**Treaty Alliance** - IBFAN-GIFA continued close collaboration with the Treaty Alliance a group of more than 1,000 networks, civil society organisations and individuals collectively working to organise advocacy in support of developing binding international regulation to address corporate HR abuses. As a result of this participative effort, the second Treaty Alliance joint statement, to which IBFAN-GIFA substantively contributed, was endorsed by more than 400 CSOs and about 750 individuals, among which more than 35 IBFAN groups and about 20 IBFAN individuals. Despite intense EU efforts to derail the process, civil society, expert panellists and many States engaged constructively
in the first session of the IGWG. The process has garnered credibility and support for IBFAN-GIFA, when as an active member of the Treaty Alliance we were recognized by the chair of the IGWG.

**Committee on Food Security / Civil Society Mechanism** - In the process of engaging with CSM/CFS, IBFAN GIFA has been an active partner in various groups, together with ICCO, FIAN, PHM and EAA. This collaboration has not only brought the issue of infant and young child feeding into the food security/sovereignty arena (‘breastfeeding - the first act of food sovereignty’) but also built bridges in the debate about children’s rights and women’s rights. IBFAN GIFA influenced the general thinking in the Nutrition WG by emphasizing conflicts of interest and breastfeeding as key issues when it comes to nutrition, and highlighted the need to implement and enforce Code. Those ideas were incorporated in the Nutrition WG but the position has only come out in January 2016.

**World Council of Churches/ Ecumenical Advocacy Alliance (WCC-EAA)** - In November 2015, IBFAN GIFA attended the WCC-Ecumenical Advocacy Alliance International meeting in Geneva, and made a presentation on ‘Breastfeeding, the Right to Food’, and successfully addressed international Code violations for the Food Working Group. The outcome of this group will inform the WCC international Food for Life campaign.

**Right Livelihood Award Foundation** - In 2015, IBFAN-GIFA strengthened links with the Right Livelihood Award Foundation, which established an office in Geneva with aim to reinforce the presence of the laureates at the UN (see above). IBFAN-GIFA is now considered as a strong partner for the RLA Foundation in Geneva, and increased collaboration is planned for 2016.

**Right to Food and Nutrition WATCH** - IBFAN-GIFA and WABA are members of the Right to Food and Nutrition (RtFN) Watch consortium that produces the annual civil society-led peer publication ‘WATCH’, that both organisations contributed to. IBFAN-GIFA contributed to WATCH 2015 as follows: Patti Rundall contributed the article ‘The Business of Malnutrition: the perfect public relations cover for Big food’, which included an insight section written by Lida Lhotska on ‘The origins of multistakeholderism: why words matter’. The article was prepared as a contribution to a larger effort by civil society organisations to advocate for their views on the Right to Food and Nutrition, informing the CFS session in October 2015 in Rome. Paper copies of RtFN Watch were distributed by IBFAN-GIFA staff at key meetings, including meetings at the WCC and the Geneva NGO Forum for Health in 2015. In addition, the full IBFAN network was alerted to the publication (available in many languages online) by mail, and IBFAN articles in WATCH 2015 are widely disseminated through the GRTFN network and among partners. WABA’s aim and role within the Consortium is to raise and include breastfeeding and IYCF issues via WABA’s representative to the consortium board, Dr Marcos Arana (IBFAN/WABA). Upon discussion with WABA, Dr Arana contributed a case study from Mexico entitled ‘Nutrition Policies Taken Hostage by Multinationals and Conflicts of Interest: The Obesity and Diabetes Epidemic in Mexico’. It noted amongst others that: “Breastfeeding, one of the most effective ways of preventing obesity, has dramatically decreased: 85% of babies less than six months old are fed formula with a high level of added sugar; sugar levels are particularly high in formulas used after the first six months of life”. On 16 October 2015, World Food Day, WABA joined the resistance of ‘corporate capture’ of nutrition, via inclusion of the article by Dr Arana. WABA promoted WATCH 2015 by issuing a related Press Release, sharing it via the WABA website, and sending an email-blast via MailChimp Service to the WABA network partners and allies’ list of over 10,000 contacts; it was also promoted through other listservers (e.g. 7,000 Peoples Health Movement members).

**Area 2 - Building IYCF Capacity at All Levels**

**Indicators**

**Number of countries participating in capacity building**
- IBFAN-GIFA continued support to IBFAN Afrique with capacity building in three countries (Burkina Faso, Niger, Gabon) via the two-year ANJE project.
• **IBFAN Africa** noted Community IYCF capacity building in Zambia, Angola, Swaziland, Ghana and Ethiopia; and Health Facility in Tanzania, Nigeria, Uganda and Mauritius.

**Number of training workshops**

• **IBFAN Africa** noted In-Service trainings in nine countries (Zambia, Angola, Swaziland, Ghana, Ethiopia, Tanzania, Nigeria, Uganda and Mauritius); and Pre-service training in Nigeria via Port Harcourt University.

**Health professional training**

**WABA** organised its 6th Breastfeeding Advocacy and Practice course (BAP 2015) and successfully trained 24 participants from 12 countries (Brunei, Burundi, China, Fiji Island, Hong Kong India, Indonesia, Malaysia, Mongolia, Papua New Guinea, Saudi Arabia and Singapore) as resource experts for infant feeding programmes in scientific, public health, clinical aspects and advocacy of the subject. Alumni members from 2007 to 2015 also provided significant outcomes from actions taken since they were trained up till 2015. Preparatory establishment of cooperation channels to identify participants through scholarships—secured with the International Confederation of Midwives (ICM) with Core Partner ILCA; and via UNICEF Bangkok and Malaysia offices, plus the organisations reached through scholarships—enhanced collaboration and created greater synergy with these partners towards more efficient and successful future BAP courses. WABA also strengthened the alumni network through alignment of focus through the ILCA fellowship arrangement.

As every year, **IBFAN-GIFA** delivered a 6-hour training on the protection, promotion and support of breastfeeding delivered as part of the public nutrition lecturing team of the IRD (Institut pour la Recherche et le Développement en Coopération), for the University of Montpellier health/nutrition Masters students; issues covered included the Code, infant feeding in emergencies, and infant feeding and HIV.

**Number of mother support systems/groups in communities**

• **IBFAN Africa** noted that the Gambia, Ethiopia, Tanzania, Mauritius, Uganda, Ghana, Swaziland, Zambia, Nigeria and Mozambique have developed plans on mother support and peer counselling. Six countries implemented community IYCF i.e. the Gambia, Ghana, Swaziland, Tanzania, Zambia and Mozambique.

• **WABA** completed the assessment and peer review of the Peer Counsellor Programme (PCP) and Peer Counsellor Programme Administrator (PCPA) modules, as part of the Global Breastfeeding Peer Counsellor (PC) Programme.

**Examples of outputs**

**Sensitization of African and Asian institutional and community actors in IYCF**

**IBFAN Africa** noted Community IYCF capacity building in Zambia, Angola, Swaziland, Ghana and Ethiopia; and Health Facility in Tanzania, Nigeria, Uganda and Mauritius. Pregnant and lactating mothers are now able to get support on breastfeeding right in the community from their peers.

With 2-year funding (2014-2015) from the Ville and Canton of Geneva and financial support from SIDA, **IBFAN-GIFA** continued to support the ANJE project in 2015 in Francophone Africa through the IBFAN Afrique regional coordinating office (RCO) in Burkina Faso. Achievements included continued IEC activities and breastfeeding counselling training at health center and community levels; advocacy work through organising World Breastfeeding Trend workshops and assessments/re-assessments in Gabon, Burkina Faso and Niger; and carrying out Code violation surveys with production of reports and dissemination/advocacy for reinforcing Code implementation and enforcement at national level.

In May 2015, a meeting was organized with the Swiss donors in Geneva, in which the IBFAN Afrique regional coordinator took part. Two IBFAN-GIFA staff members visited the IBFAN Afrique regional office in June 2015 – the accountant Laurence Chatelus to work alongside the IBFAN Afrique ANJE...
project accountant; and technical project officer Rebecca Norton, to participate in the Burkina Faso WBTi workshop, to visit key partners such as the Ministry of Health/nutrition department and UNICEF, and to visit a rural project location and witness community IEC activities. IBFAN-GIFA also assisted countries, in collaboration with IBFANICDC, with the development of national Code violation reports, for Gabon, Niger and Burkina Faso, which were developed and shared with key partners in-country, in Switzerland and at international level. IBFAN-GIFA enabled the translation of the updated WBTi questionnaire into French, and assisted with finalising of WBTi reports. IBFAN-GIFA continued to support IBFAN Afrique and local IBFAN groups involved in the project. The Swiss donors (Ville and Canton de Genève) have indicated their wish to continue to support this project over the coming years.

A pool of trainers and counselling specialists are made available

IBFAN Africa noted In-Service trainings in nine countries (Zambia, Angola, Swaziland, Ghana, Ethiopia, Tanzania, Nigeria, Uganda and Mauritius) as noted above, and Pre-service training in Nigeria via Port Harcourt University, through the Department of Paediatrics—who have been engaged and initiated the process of beefing up their IYCF curricula for medical students. Lessons will be drawn from this process. According to WBTi regional report (Africa), the average score from the selected countries was grade ‘7.2’, with a range from score ‘0’ in Cape Verde (coded red) to maximum of score ‘10’ in Mozambique (coded “green”). Four other countries were also coded “green”, having scored total of between scores ‘9’ and ‘9.5’; eight countries were coded “blue” with total scores between grades ‘6’ and ‘8.5’; meanwhile Ethiopia was coded “yellow”, with total score of 4.5.

Health professional training

IBFAN Africa noted the following number of baby friendly Hospitals with some link to BFCI principles: three in Swaziland, four in Mozambique, and seven in Kenya. Although there were no assessment criteria, some principles or steps in BFCI are being practiced especially in Kenya.

WABA had to postpone the ‘Breastfeeding Advocacy and Practice Course’ in 2014, to rework the financing aspects of the course, and to better target BAP participants. Time was also well spent establishing cooperation channels with partners who would identify and target participants through scholarships. Outreach and arrangements were secured with the International Confederation of Midwives (ICM), with Core Partner ILCA; via discussions held with UNICEF Bangkok and Malaysia offices, and the organisations reached through scholarships. This enhanced collaboration and created greater synergy with ILCA, new partner/collaborator ICM, as well as with UNICEF national and regional offices, and the scholarship related organisations. WABA also strengthened the alumni network through alignment of focus through the ILCA fellowship arrangement. Subsequently, from 19-31 October 2015, the 6th Breastfeeding Advocacy and Practice course (BAP 2015) was organised with the Infant Feeding Consortium (IFC) in Penang. A total of 24 participants from 12 countries (Brunei, Burundi, China, Fiji Island, Hong Kong India, Indonesia, Malaysia, Mongolia, Papua New Guinea, Saudi Arabia and Singapore) were successfully trained as resource experts for infant feeding programmes in scientific, public health, clinical aspects and advocacy of the subject. The BAP 2015 participants came from different groups and backgrounds i.e. paediatricians, family medicine consultants, nurses, midwives, nutritionist, dieticians, IBCLCs, speech therapist, mother support group founders, and researchers. Oftentimes substantial outcomes will only emerge a while after the initial BAP course; the following are summaries of BAP Alumni Reports from 2015, and previous BAP courses:

- **Alum of 2015 reporting on activities in 2015**: Fiji - Review of National Breastfeeding Policy, reactivation of National Breastfeeding Committee; follow-up advocacy and practical breastfeeding trainings; and information sharing with national trainers.

- **Alums of 2013 reporting on activities up till 2015**: 

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Indonesia - Modifications to midwifery syllabus, to include substantial breastfeeding and IYCF topics

Vietnam - Massive social media outreach, especially via Facebook via the ‘Community Support’ group, ‘Breastfeeding’ group, ‘Milk Sharing’ group, ‘Pro-breastfeeding Dad group’; a newly published book "68 Myths and Enlightenments on Breastfeeding" based on knowledge and evidence from the BAP Course. Self sourcing and organising WBW for 2 years across 10 different cities; appearing as Guest/spokesperson on breastfeeding on various national TV and Radio channels; participating as ‘Community Champion’ in the Ministry of Health Vietnam’s establishment of the first pilot milk bank.

- **Alum of 2012 reporting on activities up till 2015:**

Thailand – Completed development of Breastfeeding Curriculum and Audio Visual materials for nurses (RNs); and with UNICEF Thailand support cooperated with the Nursing Council and Faculty of Nursing in four regions to train nurses dealing with mothers in hospitals and the communities.

DPR Korea - Involved in finalisation of national nutrition strategy and action plan 2014-18 policy document, and IYCF guidelines (endorsed by MOPH in mid-2015) to advocate and promote optimum IYCF practices. These covered: i) Extended maternity leave from the previous 3 months after delivery to 6 months to cater to exclusive breastfeeding, and ii) Updating of the BFHI training module. Alum were also involved in programs/projects to promote optimum IYCF practices in nutrition programmes like ‘CMAM’ and ‘First 1000 days of life’, in collaboration with UNICEF. Integrated training packages of CMAM and IYCF were developed and implemented in four (4) provinces affected by the 2014 drought, with plans to scale-up this package nationally.

- **Alum of 2007 reporting on activities up till 2015:**

Hong Kong - Involved in the Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA)’s stepwise process of designating hospitals with maternity units in Hong Kong as Baby-Friendly Hospitals in 2013. Up till 2015, five out of eight hospitals were in various stages of designation. Also involved in the Code drafting Subcommittee of the former Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes, set up in 2010 under the Department of Health; the draft was finalised in 2012 and is pending finalisation.

**Increasing awareness about peer counselling** developing a training module

IBFAN Africa participated in the pre-testing of the revised WHO IYCF integrated course materials. The process is expected to include the new HIV and infant feeding guidelines from 2013. These new guidelines are in line with the new ART guidelines.

WABA and Core partner, La Leche League International (LLLI) discussed and worked towards the establishment of the Global Breastfeeding Peer Counsellor (GBPC) Programme in 2014. The Peer Counselling Programme (PCP) Working group was formed and PC Curriculum development initiated. The PC Curriculum consists of 2 modules: Peer Counsellor Programme (PCP) and Peer Counsellor Programme Administrator (PCPA). These modules are based on LLLI’s curriculum, and on experiences from the field of over 25 years. In 2015, the target was to review the modules so that it can be update (where necessary) tailored to suit a larger group. It went through an assessment by a local (Malaysian) PCPA, and comments and suggestions for improvement were collated. By end 2015, after a number of focus group discussions, it was agreed for the module to be further reviewed for its language and length, and to include additional chapters on ‘Women and Work’, ‘Breastfeeding in Emergencies’ and ‘HIV and Aids’. In the works is a ‘WABA/LLLI Global Breastfeeding Peer Counselling Training Programme’ specifically geared to train PCPAs. The WABA/LLLI PCP trainings would target NGOs, organisations and individuals wanting to become PCPAs to start a Peer Counsellor Programme in their part of the world.

Strengthened communication skills in IYCF support among health professionals at institutional and community levels

IBFAN Africa reported that IBFAN Uganda was supporting 4 community youth groups, and 3 Mother Support Groups (MSGs) in Ghana.
**WABA** organised the 6th Breastfeeding Advocacy and Practice (BAP 2015) course where participants received advocacy communication training to build on advocacy and clinical practice skills. These 24 participants from 12 countries came from different organisations, institutions and backgrounds i.e. paediatricians, family medicine consultants, nurses, midwives, nutritionists, dieticians, IBCLCs, speech therapists, mother support group founders, and researchers. (*See full report on BAP Course 2015 in Subheading “Health professional training” above.*)

**Increased involvement of community groups in support programmes for mothers and care givers**

**IBFAN Africa** noted that the Gambia, Ethiopia, Tanzania, Mauritius, Uganda, Ghana, Swaziland, Zambia, Nigeria and Mozambique have developed plans on mother support and peer counselling. **IBFAN Africa** provided both technical and financial support in developing the plans through on-job capacity visits to countries. Six countries implemented community IYCF i.e. the Gambia, Ghana, Swaziland, Tanzania, Zambia and Mozambique.

**WABA** intends to conduct the Peer Counselling (PC) Training in 2016 when the Peer Counsellor Programme (PCP) and Peer Counsellor Programme Administrator (PCPA) modules are ready.

**Area 3 - Addressing especially Challenging Environments/ Situations, including gender inequalities**

**Indicators**

**Comprehensive polices with HIV/IFE/Climate change and gender**

- **IBFAN Africa** noted that out of the 9 countries assessed, 4 have comprehensive IYCF in HIV aligned to the 2010 WHO guidelines.
- **IBFAN Asia**, in collaboration with the consultant from **IBFAN-GIFA**, developed the report on the status of policies and programmes on HIV and Infant Feeding, based on 57 WBTI country reports, the final draft was available in 2015.
- As for 2014, all alternative reports submitted by **IBFAN-GIFA** to the human rights treaty bodies in 2015 included a section and recommendations on HIV and infant and young child feeding, insisting on the importance to provide adequate information to parents and health workers and to adopt relevant comprehensive policies and programmes to tackle this issue.

**Number of documents/updates developed on challenging environments, including gender inequalities**

- A revised **IBFAN Asia position statement on HIV and Infant Feeding** was developed and disseminated to the policy makers, programmes managers and partners
- **IBFAN-GIFA**’s extensive collaboration with the Universities of Hohenheim (Germany) and Syracuse (USA)—aiming to contribute to a social movement-led re-conceptualization of the right to adequate food toward incorporating gender, women’s rights, and nutrition, based on the food sovereignty—resulted in publication of a book on ‘Gender, Nutrition and the Right to Adequate Food; Toward an inclusive framework’ by Routledge Series in Gender and Society. (Now available for purchase at: [https://www.routledge.com/products/9780415714457](https://www.routledge.com/products/9780415714457). Through its involvement at the CSM/CFS, **IBFAN-GIFA** also made a contribution to the CFS Framework for Action (FFA) food security and nutrition in protracted crises.
- **BPNI/IBFAN Asia** completed a research study on estimation of the carbon footprints due to milk formula in 6 selected countries of the Asia-Pacific region. It will be printed in 2016 and shared with the policy makers, UN agencies and partners. A journal paper based on the results of the study will also be prepared.
• Printed copies of the technical publication 'Formula for Disaster', developed by BPNI/IBFAN Asia in collaboration with IBFAN-GIFA, were shared by IBFAN GIFA with governments during climate change discussions at the WHO Executive Board meeting in January 2015. IBFAN-GIFA also shared the document in the 2015 Paris Climate Change Summit, and complemented it in June 2015 by developing a briefing paper entitled ‘Climate Change and Health: What on Earth has Infant Feeding got to do with Climate Change?’, making a link between climate change and emergencies, and the protection offered by breastfeeding. IBFAN GIFA translated the report and the briefing paper into French for dissemination in Francophone Africa, and for advocacy with French-speaking delegates to the Paris Conference. IBFAN-GIFA also shared the two publications with UNICEF officers in charge of the preparation of the UNICEF report on ‘Unless we act now: The impact of climate change on children’. The publication has also been translated into Italian.

• IBFAN-GIFA, as a member of the interagency IFE core group, reviewed guidelines on “Infant and young child feeding in transit” that were prepared by international agencies. In October 2015, the Guidelines on IYC Feeding in Transit, a working document by UNICEF, UNHCR and Save the Children was subsequently published and disseminated.

**Gender mainstreaming**

• IBFAN Africa noted that The Gambia has incorporated the ILO C183 into national legislation, even while notable gaps on the informal sector still exist; and Zimbabwe has started the process of ratifying the Legislation.

• WABA secretariat participated in the 59th Commission on the Status of Women (CSW59) and 20th Anniversary of the 4th World Conference on Women/Beijing Platform for Action (Beijing +20), and collaboration with ABM, ILCA, CGBI and 1000 Days, produced the Joint Statement and Call for Action to the CSW 59 on “Supporting Women’s Right to Breastfeed”. On 8 March 2015 WABA celebrated International Women’s Day 2015 and commemorated Beijing+20 by issuing the IWD Press Statement “Support Women’s Right to Breastfeed!” to assert the Joint Statement’s Call to Action.

• IBFAN-GIFA undertook extensive collaboration with the Universities of Hohenheim (Germany) and Syracuse (USA – see aim above), which resulted in a publication of a book on ‘Gender, Nutrition and the Right to Adequate Food; Toward an inclusive framework’ by Routlege Series in Gender and Society. IBFAN-GIFA’s staff Lida Lhotska is a principal author of Chapter 4 on ‘Maternal, infant, and young child feeding: intertwined subjectivities & corporate accountability’. This chapter focuses on challenges of women and their children during pregnancy and breastfeeding which are poorly understood in human rights law and abused by poorly-regulated food and nutrition industry marketing practices, thus interfering with the autonomy and self-determination of women and their communities and compromising progress towards sustainable diets based on democratically governed local food systems.

**Examples of outputs**

**Comprehensive polices with HIV/IFE/Climate change and gender**

IBFAN Africa noted that a review on HIV/IF policies in the region was conducted, and the results were disseminated to countries and the WHO. Out of the 9 countries assessed, 4 have comprehensive IYCF in HIV aligned to the 2010 WHO guidelines. One country has adapted to some extent, and 3 countries need more work in the adaptation process.

IBFAN Asia noted that the final draft of the report on the status of policies and programmes on HIV and Infant Feeding, based on the WBTI reports from 57 countries, was developed in collaboration with a consultant from IBFAN-GIFA. The report identified the strengths and gaps in policies and programmes such as: national policy giving effect to the Code; training of health staff and community workers; availability of Voluntary and Confidential Counselling and Testing (VCCT); infant
feeding counselling being in line with current international recommendations; efforts being made to counter misinformation on HIV and infant feeding; availability of on-going monitoring to determine the effects of interventions; and inclusion of provision on how to provide support for HIV positive mothers in the Baby-friendly Hospital Initiative etc. The work took place between April to December 2015, with a final 100-page report submitted to IBFAN Asia, due to be published in early 2016.

**IBFAN-GIFA** included sections on HIV and infant feeding in emergencies in alternative reports to the HRTB (see above). However, even though the CRC Committee issued recommendations on the prevention of mother-to-child HIV/AIDS transmission to several countries (*Colombia, Dominican Republic, Ethiopia, Honduras, Ghana, Bangladesh*), no specific recommendations were released with regard to HIV and infant and young child feeding, or infant feeding in emergencies.

### Effective leadership in IYCF/HIV provided by IBFAN HIV/IF working group

**IBFAN Africa** conducted the review on HIV/IF policies in the region, and a statement will be shared with the working group for consideration. A brief on HIV and Infant feeding was also developed and disseminated widely by the RO.

A revised **IBFAN Asia position statement on HIV and Infant Feeding** was developed and disseminated to the policy makers, programmes managers and partners. IBFAN Asia RCO coordinates IBFAN Asia Working Group on Infant Feeding and HIV, which has 15 members (*from Afghanistan, Bangladesh, India, Maldives, Mongolia, Nepal, Philippines, South Korea and Vietnam*). Group members share information, publications etc. on the subject regularly.

### HIV and Infant Feeding information kit

The **WABA** HIV and Breastfeeding Kit (initiated in 2012) was extensively reviewed and updated, but the finalisation and promotion of the kit was deferred to March 2016, because WHO is revising some chapters of their HIV and IF guidelines.

### IYCF preparedness in emergencies

**IBFAN Africa** noted that according to the Regional WBTi assessment report the average score on IFE for the 17 countries was 3.9 out of a possible 10, with range from score 10 in Malawi, to score zero each in Swaziland, Sao Tome & Principe, The Gambia and Cape Verde. Only Malawi was coded “green” but six countries were coded “red” including the four with zero score plus Ghana and Botswana, each with score of one. Tanzania and Sierra Leone are working towards improving its IFE component in IYCF given the refugee and Ebola situation respectively.

**IBFAN-GIFA** contributed to the CFS Framework for Action (FFA) food security and nutrition in protracted crises. After two intense negotiation sessions on 8-9 May and 18-22 May, the FFA on Food Security and Nutrition in Protracted Crises was concluded with many of inclusions submitted by the CSM Working group (of which IBFAN-GIFA is a member). IBFAN-GIFA succeeded in challenging the narrow infant feeding perspective, by ensuring that both exclusive breastfeeding for 6 months and continued breastfeeding for 2 years and beyond were retained in the FFA, despite the FFA not being completely aligned with the WHO infant feeding recommendations (early, exclusive and continued breastfeeding). In 2015, because of the wars in Syria and unrest and poverty elsewhere, a new crisis of refugees was felt in Europe. In addition to its contribution the revision of the IFE core group guidelines on “Infant and young child feeding in transit”, IBFAN-GIFA shared other key documents with members of the IBFAN network and key partners for further dissemination. These included: 1) Briefing paper ‘The advantages, disadvantages and risks of Ready-to-use foods’, written by Ted Greiner, for GIFA-IBFAN (Breastfeeding Briefs 56/57); 2) ‘Baby-friendly spaces: holistic approach for pregnant, lactating women, and their very young children’, Action Contre la Faim International, December 2014; 3) IBFAN publication on climate change ‘Formula for disaster: Weighing the Impact of Formula Feeding Vs Breastfeeding on Environment’; 4) Breastfeeding Briefs 56/57; and 5) ‘Baby-friendly spaces: holistic approach’. As a routine, IBFAN-GIFA provides regular updates of the IFE Core Group about the relevant work and developments at CFS/CSM. In 2015,
IBFAN-GIFA also established a joint planning with the Core Group secretariat towards the 2016 strategic meeting.

**Increased gender mainstreaming**

**Maternity Protection Legislation - IBFAN-Africa** noted that one country, the Gambia, has incorporated the ILO C183 into national legislation; however, there are still notable gaps concerning the informal sector. Meanwhile, Zimbabwe has started the process of ratifying the Legislation. **IBFAN-GIFA** contributed to the book ‘Gender, Nutrition and the Right to Adequate Food; Toward an inclusive framework’ (see above). The book is now available for purchase online and serves as a reference for action in this neglected area.

**59th Commission on the Status of Women (CSW59)/Beijing+20** - From 7-12 March 2015, WABA secretariat participated in the 59th Commission on the Status of Women (CSW59) and 20th Anniversary of the 4th World Conference on Women/Beijing Platform for Action (Beijing +20): this participation was significant as we had participated in Beijing 1995. WABA secretariat collaborated with the UN Breastfeeding Action Team (UNBAT), consisting of representatives from the Academy of Breastfeeding Medicine (ABM), International Lactation Consultant Association (ILCA), and Carolina Global Breastfeeding Institute (CGBI), on various activities. WABA contributed the following:

i) WABA Steering Committee endorsed collaboration with ABM, ILCA, CGBI and 1000 Days, to produce the **Joint Statement and Call for Action to the CSW 59, “Supporting Women’s Right to Breastfeed”,** which noted that: “The twentieth anniversary of the Fourth World Conference on Women (Beijing+20) is an opportunity to re-examine the Beijing Platform for Action and determine the progress made and gaps remaining in areas of critical concern in achieving women’s full equality and empowerment, including the right to optimal health for mothers and children”. The Statement was widely circulated and very well received during interactions with participants and delegates to CW59. On 8 March 2015, WABA celebrated International Women’s Day 2015 and commemorated Beijing+20 by issuing the **IWD Press Statement “Support Women’s Right to Breastfeed!” to assert the Joint Statement’s Call to Action.** It was uploaded unto the WABA website, and email-blasted to WABA network partners and allies via WABA’s list of over 10,000 contacts; and was also promoted through other listservers.

ii) WABA secretariat also supported the CSW parallel event hosted by UNBAT entitled **“Mothers Matter: The Power of Breastfeeding”** on 17 March 2015. The event aimed to raise the profile of breastfeeding as an important measure that improves the health of women and children. It featured expert speakers such as Margaret Kyenkye-Isebere (IBFAN Africa), David Clark (UNICEF), Lucy Sullivan (1000 Days), Margot Mann (ILCA), and teenaged mother, Jennifer Telenema. As the parallel event also had official co-sponsorship from the CSW Working Group on Girls (WGG), and because WABA representatives could not be present at that time, we virtually participated with a focus on Youth. WABA secretariat reproduced the **WABA YOUTH video “WABA YOUTH Action for Breastfeeding”, with a new special introduction segment** featuring WABA Youth Engagement and Communications Officer. There was maximum participation of delegates from across the globe. The event successfully raised and motivated participants on breastfeeding and related IYCF, gender and youth issues within the rights context for both mother and child, as well as the impending SDGs. WABA’s video as also well received.

iii) WABA secretariat representatives participated in CSW59/Beijing+20 to raise awareness and share on breastfeeding, IYCF and SDGs issues(using the Joint Statement); Maternity Protection (MP) and parental protection, to mobilise on WBW 2015; and galvanised interest for Youth involvement. Team WABA made links and lobbied with government and UN agency representatives, networked and made numerous contacts with Women’s groups, Youth groups, Development and Rights based NGOs, and Trade Unions and with good outcomes. For example, contact made with the Philippines Commission on Women resulted in great involvement and outcome for WBW 2015, and their subsequent involvement in the Stockholm Symposium (See
Outreach to MEN’s groups on breastfeeding issues - As part of WABA secretariat’s aim to challenge negative social norms that impede men’s involvement and support for breastfeeding; and to expand outreach to Men’s groups, we reached out to the Global Fatherhood Campaign, MENCARE – which is active in more than 35 countries across five continents. Initial activities included sharing MenCare’s positive messages on gender equitable parenting, the need for men’s involvement in childcare, family, and breastfeeding etc., via the WABA Men’s Initiative Facebook page. WABA subsequently involved the MenCare contact from Promundo in the Stockholm Symposium (See more on the Stockholm Symposium in ‘Area 4 under Output 3.c.’) WABA intends to forge closer collaboration with MenCare via an MOU pending further discussions in 2016.

Community Outreach to End Violence Against Women - The UN Secretary-General’s Campaign ‘UNITE to End Violence against Women’ has proclaimed the 25th of each month as “Orange Day”, a day to raise awareness and take action to end violence against women and girls. WABA joined The Orange Day Campaign of Georgetown, Penang to raise awareness with the community on breastfeeding; especially the need for safe spaces for women to breastfeed at the local level. WABA had also contributed creatively via a performance by WABA activist and one of Malaysia’s foremost choreographer/dancer, Aida Redza, at the event ‘Rising Millions’ on the Orange Day theme. WABA successfully raised awareness and engaged youth on breastfeeding, a worthwhile effort as it is part of the Penang Government’s public outreach on gender justice.

Making the link between IYCF and climate change
IBFAN Africa developed and published a brief on “Making Infant and Young Child Feeding Climate Friendly”. Another document, “Breastfeeding and Climate change in the context of Africa” was developed and posted on the IBFAN Africa website.

BPNI/IBFAN Asia completed a research study on estimation of the carbon footprints due to milk formula in 6 selected countries of the Asia-Pacific region. The research was done in collaboration with researchers from Australia, Malaysia and Philippines. It revealed that milk formula is a significant source of Green House Gas emission, which may be mitigated by enhancing breastfeeding rates and regulating sale of milk formula. Results of the research were shared with the participants of 11th One Asia Breastfeeding Partners’ Forum held in Putrajaya, Malaysia in November 2015. The report is available, has been shared through the emails to partners, and will be printed in 2016 for sharing with the policy makers, UN agencies and partners. A journal paper based on the results of the study will also be prepared.

IBFAN Asia RCO coordinates the IBFAN Asia Working Group on Environment and Climate Coordination of the Change and Infant feeding with 11 members from Singapore, Philippines, India, France, Malta, South Korea, Palau and Switzerland. Group members share information, publications etc. on the subject regularly.

Advocacy using BPNI/IBFAN Asia technical publication 'Formula for Disaster': Printed copies of this technical publication, developed in collaboration with IBFAN-GIFA, were shared by IBFAN-GIFA with the governments during climate change discussions in the WHO Executive Board meeting in January 2015. IBFAN-GIFA also shared the document in the 2015 Paris Climate Change Summit and complemented it in June 2015 by developing a briefing paper entitled ‘Climate Change and Health: What on Earth has Infant Feeding got to do with Climate Change?’, that makes a link between climate change and emergencies, and the protection offered by breastfeeding. IBFAN-GIFA translated the report and the briefing paper into French to disseminate it in Francophone Africa; and use it for advocacy with French-speaking delegates to the Paris Conference. IBFAN-GIFA also used the opportunity of the Health and the Environment agenda item of the 2015 WHO Executive Board to led the work on and deliver a Statement on Climate Change and Breastfeeding. IBFAN-GIFA shared these two publications mentioned above with UNICEF officers in charge of the preparation of the UNICEF report on ‘Unless we act now: The impact of climate change on children’. Furthermore,
in an article based on ‘Formula for Disaster’ published in the Dutch magazine Down to Earth, Alison Linnecar, one of the authors of this publication was quoted. The article was then translated into English and was published in Breastfeeding Today, an online publication of La Leche League International. The French translation of the report ‘Formula for Disaster’ was mentioned as an important resource when preparing for the COP21 by LLL in September 2015. In addition, the French government as well as the Swiss Cantonal office on sustainable development were directly sensitized to the importance of breastfeeding in the context of climate change. French copies of IBFAN documents ‘Climate change and health’ and ‘Formula for disaster’ were shared with them, as well as with the OHCHR towards preparation of the OHCHR Study on ‘The Right to Health and Climate change’. IBFAN-GIFA also circulated resources in the broader network regularly such as an article by Werner Schultink, UNICEF Chief of Nutrition, titled ‘Why breastfeeding is crucial to Sustainable Development’. Following these publications, the IBFAN webpage on Environmental awareness, as well as the IBFAN-GIFA webpage on climate change and the environment (in French) were updated. In September 2015, IBFAN-GIFA also took part in Alternatiba, the Cross-border Festival of Local Initiatives for the Climate and ‘Harmonious Living Together’, and shared a tent dedicated to breastfeeding with the Swiss Federation of Midwives, the association Co-Naître, the Swiss Romande Association of Lactation Consultants and the shop “Mère et Terre”. Many parents and health professionals visited the stand, engaging in discussions and asking questions on varied subjects such as continued breastfeeding, breastfeeding as protection against overweight and obesity in later life, breastfeeding protection against commercial pressures, and the lack of accurate information and national strategy related to breastfeeding in Switzerland. A press release (in French) entitled ‘Allaiter, un geste éco-bio-logique’ was released on this occasion to highlight the ecological dimension of breastfeeding. Several Swiss organizations, including health professional associations, as well as dozens of visitors, including many parents and health professionals, were sensitized to the importance of breastfeeding in the context of climate change through IBFAN-GIFA participation in this local event.

WABA assisted in publicising ‘Formula for Disaster’ via the website and Facebook page. In the LAC region the document was shared with environment groups. It has ignited discussion among the researchers and environmentalists. The document has been translated into Italian and French languages. The Italian version of the document was presented to the Pope Francis in Vatican, Rome on the International Day of the Earth, Mother Earth Day.

Area 4 - Strengthening Policy and Legislative Frameworks

Indicators

Capacity building for government actions on the Code

- IBFAN Africa reports that Tanzania, The Gambia and Namibia participated in the Code training with a total of 120 participants, from mainly Health Inspectorates; while Namibia is being supported to enact its national law. IBFAN Africa also released and disseminated a regional report entitled “State of the Code in Africa”, which shows details of the code in 32 countries.
- IBFAN Asia developed a functional unit in the sub-region, AIMI Indonesia, to strengthen the work on the Code. Progress was noted, in the form of capacity building/sensitization of country groups on Code, and its implementation and information sharing.

CRC Actions on the Code

IBFAN-GIFA ensures alternative reports to the CRC include a section and recommendations on Code implementation and monitoring. Ten countries received direct recommendations from either the CRC Committee or the CESCR Committee to implement and/or enforce the Code (CRC: Colombia, Dominican Republic, Gambia, Switzerland, Turkmenistan, Ghana, Mexico, Timor-Leste, CESCR:
Guyana), and 3 countries were urged by the CRC Committee to either regulate or strengthen the regulations on the marketing of BMS (Jamaica, Eritrea and Brazil).

Meetings of WHO NetCode attended by IBFAN

IBFAN GIFA and ICDC attended the first WHO NetCode meeting, which officially constituted the initiative. Following the meeting, the NetCode workplan was finalized, and IBFAN-GIFA took part in the Task Force that began developing the NetCode’s tools (KIT/IGBM).

WHA 2015

- IBFAN-GIFA facilitated the participation of six IBFAN members from regional offices and ICDC in the WHA 68th session, EB and WHA sessions, with crucial inputs provided in various areas of work. A new core set of indicators to monitor implementation of the ‘Comprehensive implementation plan on MIYCN’ was adopted by the 68th WHA, incorporating a number of IBFAN-GIFA comments. IBFAN-GIFA had expressed concern that indicators on soft drink consumption in children and on marketing regulations were removed in the final stage, with poor justification that ‘such data were not easily available’. (See more in Examples of Outputs)

- IBFAN-GIFA closely followed the WHO governing bodies’ debate on the WHO Framework for engagement with non-State actors (FENSA), raising concerns about the inadequate proposals related to safeguarding WHO independence, integrity, trustworthiness and credibility. Because of this advocacy, the FENSA adoption was yet again deferred by WHA, and a series of negotiations and sessions of a Member-state driven open-ended working group ensued.


UNICEF Global Breastfeeding Advocacy Initiative (GBAI)

- WABA Steering Committee and Secretariat, together with Core Partners (ABM, ILCA, and IBFAN) and partner CBGI, intensified and consolidated involvement in the UNICEF GBAI by taking active part in the formulation of its Strategy Document finalised in 2015.

- The GBAI “Research Brief on ‘The Evidence for Maternity Protection’” was crafted as a contribution to the WABA coordinated WBW 2015, calling for global action to enable women to breastfeed wherever they work.

- As part of GBAI, WABA secretariat and SC contributed to the revision of the Global Strategy on Women’s, Children’s and Adolescent’s Health: the road map to improve women, adolescent and children’s health.

- WABA’s flagship social mobilisation programme, World Breastfeeding Week, is now a key component of the UNICEF GBAI strategic plan, with significant inputs and outputs.

Inputs/Documents/Technical briefing papers on Code, codex, MP and conflicts of interests


- IBFAN-GIFA followed-up on the 2013 joint submission on the rights of rural women, developed in collaboration with FIAN to inform the CEDAW Committee, for preparation of its new General Recommendation on the topic. In 2015, there were more contributions of consolidated comments to the draft General Recommendation shared to IBFAN GIFA by the Committee.

- IBFAN-GIFA provided input into the Study on Climate Change and the Right to Health, undertaken by the Office of the UN High Commissioner for Human Rights (OHCHR).

- IBFAN-GIFA participated in a WHO Technical consultation on ‘Addressing and managing conflicts of interest in the planning and delivery of nutrition programmes at country level’, and presented a case study related to conflicts of interest in protection, promotion and support of breastfeeding and participated in formulation of recommendations in the working groups.
MPC Strategy documents for MP developed in 2015

- IBFAN-GIFA noted that a total of 23 alternative reports on maternity protection were shared with Human Rights Treaty Bodies (CEDAW in priority), CEDAW: 2, CRC: 18, CESCR: 3.
- The number of countries receiving recommendations on maternity protection from HRTB following IBFAN reporting totals 7 (CEDAW: 2, CRC: 5).

Global Report on maternity protection (MP) published

The IBFAN Asia global report on Maternity Protection based on WBTi country reports, entitled “Labor Lost” was developed and launched in November 2015, and disseminated to partners and policymakers.

Global Consultations on MP

- IBFAN Africa conducted a follow up training workshop on HRBAP to different stakeholders in Zimbabwe, to feed into the country’s national social security scheme—they committed to put maternity protection as an agenda item for discussion in their proposed National Health Insurance.
- Between 26-28 September 2015, WABA and UNICEF Headquarters (HQ), New York collaborated in a Symposium in Stockholm, Sweden, entitled “Contemporary Solutions to an Age Old Challenge - Breastfeeding and Work”, to galvanise wider and deeper commitment to protect, promote and support breastfeeding in the context of women’s work. 75 participants from 24 countries participated, comprising representatives from national governments, UN organisations, breastfeeding support and advocacy organisations (including WABA Core Partners), health professionals, peoples’ organisations, academia, other international NGOs and business networks.

Challenging Conflict of Interest

- IBFAN Africa prepared a brief, and widely shared on ‘Scientific Evidence and Conflict of Interest’ in the region.
- IBFAN Asia, through the Alliance Against the Conflicts of Interest (AACI), works on the issue of CoI, and in 2015 two AACI news updates were developed and disseminated, available at: http://www.aaci-india.org/ACCI-news/ACCI-Update-5.pdf and http://www.aaci-india.org/ACCI-news/ACCI-Update-6.pdf
- IBFAN-GIFA collaborated with ICDC to prepare an alert entitled: ‘Conflict of Interest - The Breastfeeding Friendly Country Index Project’; which informs IBFAN groups and allies about the fact that the Index project, presented as a partnership between the Yale School of Public Health and the Family Larsson-Rosenquist Foundation (Switzerland), is very problematic.
- IBFAN Asia and IBFAN-GIFA, in collaboration with Baby Milk Action (BMA) and the expert Dr. Judith Richter, organised a 3-day “Global Capacity Building Workshop &Symposium on CoI and the IYCF Arena - An Assessment from a Corporate Accountability Perspective” in December 2015 in London, in which 28 participants from Africa, Asia, Latin America, North America, Europe and Arab World took part.

Examples of outputs

Sensitisation, and Capacities of groups strengthened to pressure and assist government actions on Code implementation and monitoring

- IBFAN Africa reports that Tanzania, The Gambia and Namibia participated in the training with a total of 120 participants from mainly Health Inspectorate; while Namibia is being supported to enact the national law. IBFAN Africa also released and disseminated a regional report entitled “State of the
“Code in Africa” It shows details of the code in 32 countries. The report was distributed during the 9th IBFAN Africa regional conference which was attended by 17 countries with 300 delegates. The report was also shared at the SADC Inter-Parliamentary Union meeting held in September 2015 in Namibia. The meeting aimed to enhance the understanding of parliamentarians and parliamentary staff on issues related to malnutrition and stunting, including the damaging effects on countries’ economic development of the lack of measures to fight malnutrition. The code was identified as one of the measures to fight malnutrition. Nine countries were present together with UN agencies and civil society organizations.

**IBFAN Asia** developed a functional unit in the sub-region, AIMI Indonesia, to strengthen the work on the Code. Progress was noted in the form of capacity building/sensitization of country groups on Code, and its implementation and information sharing. AIMI shared on its work progress with the participants of the 11th One Asia Breastfeeding Partners’ Forum in Putrajaya, Malaysia in November, 2015. AIMI planned and prepared for the capacity building training on the Code, scheduled in January 2016, in partnership with ICDC and Gerakan Kesehatan Ibu dan Anak (GKIA), a coalition of civil society organizations in Indonesia.

As per every year, **IBFAN-GIFA** provided a training session on protection, promotion and support of breastfeeding to international health/nutrition Masters students of the University of Montpelier (see above). IBFAN-GIFA also participated in the La Leche League France annual 2-day capacity building meeting in November 2015, and contributed to a presentation on the Code given by Initiativ Liewensufank/IBFAN Luxemburg.

**HRTB recommendations on the Code**

**IBFAN-GIFA** ensured that all alternative reports to the CRC included a section and recommendations on Code implementation and monitoring. Ten countries received direct recommendations from either the CRC Committee or the CESCR Committee to implement and/or enforce the Code (CRC: Colombia, Dominican Republic, Gambia, Switzerland, Turkmenistan, Ghana, Mexico, Timor-Leste, CESCR: Guyana), and 3 countries were urged by the CRC Committee to either regulate or strengthen the regulations on the marketing of BMS (Jamaica, Eritrea and Brazil). These recommendations constitute strong incentives for countries, which are bound to implement the HRTB Concluding Observations and have to report on this implementation at their next review.

**Meetings of WHO NetCode attended by IBFAN**

**IBFAN-GIFA** and ICDC ensured that IBFAN’s Monitoring KIT (SIM) will be the basis for a Component 1 of the monitoring tool NetCode. This component focuses on continued monitoring of violations, and will be a key tool to enforce the Code at country level. The Interagency Group for Breastfeeding Monitoring (IGBM) protocol will serve as basis for Component 2, a Code monitoring survey that could establish baseline, and/or be repeated about every 3-5 years if needed. Currently, the tools are well advanced, and progress is notable. IBFAN ensured that both components are so far coherent, in particular regarding the scope of the products that will be monitored, and first pilot countries have been identified. The presence of IBFAN also ensured that the political focus of the Netcode did not disappear, nor replaced by a technocratic one. Additionally, IBFAN’s collaboration with ‘main stream’ NGOs, who follow the PPP-model and/or have not (yet) engage in the ‘stakeholderisation’ analysis, such as Save the Children, Helen Keller International etc. has been, as predicted, strengthened through engagement in the NetCode.

**Taking on the Industry**

Screening of Tigers and debate at the Geneva International Film Festival and Forum on Human Rights—**IBFAN-GIFA** facilitated the screening of the movie ‘Tigers’—based on the true story of a former Nestlé baby milk salesman in Pakistan who became a whistleblower—at the Geneva International Film Festival and Forum on Human Rights. IBFAN-GIFA co-organised the debate that followed the screening, featuring Mr. Syed Aamir Raza (the Pakistani whistleblower), Dr. Yasmine
Motarjemi, former head of food safety of Nestlé Headquarters turned whistleblower, and Mr. Mike Brady from Baby Milk Action (IBFAN UK), as well as the co-author of the movie, Mr. Andy Paterson. Both the film and the debate clearly showed that the ‘baby food scandal’ is not an issue of the past and that children continue dying due to unethical marketing by baby food companies, despite the adoption of the Code some 35 years ago. It has also highlighted the aggressive efforts of the companies to prevent and delay any solutions focused on curbing corporate practices. An article was published in the reference newspaper Le Courrier, shedding light on the story of Mr. Syed Aamir Raza, the movie ‘Tigers’, and promoted the screening and debate. The event was highly successful with a full audience (about 500 people, sold out). The second screening, held a few days later, was also sold out. IBFAN-GIFA received a lot of positive feedback following these events including from Swiss donors.

At Nestlé’s latest Annual General Meeting 2015 - IBFAN-GIFA raised attention of Nestlé’s Board and shareholders about the movie ‘Tigers’. IBFAN-GIFA also noted that the stand taken by the whistleblower Mr. Aamir Raza was officially acknowledged and supported by Canada’s Minister of Citizenship, Immigration and Multiculturalism. IBFAN-GIFA further recalled that Nestlé’s advertising is deceiving many mothers, and urged the company to finally bring its internal policies and practices into line with the Code and subsequent WHA resolutions instead of just paying lip service to them (see the full text of IBFAN-GIFA intervention). IBFAN-GIFA also sponsored the attendance of a representative of Baby Milk Action (IBFAN UK) at Nestlé’s AGM (see the full text of Baby Milk Action). IBFAN-GIFA received good personal feedback from several shareholders, showing a growing interest for the issue of Nestlé’s lack of compliance to the Code.

Liaison with WHO, UN agencies and civil society allies strengthened

WHA 2015 – The 68th WHA adopted the new core set of indicators to monitor implementation of the Comprehensive implementation plan on MIYCN, incorporating a number of IBFAN-GIFA comments. While a positive outcome, in a statement to the Assembly, concern was expressed that indicators on soft drink consumption in children and on marketing regulations had been removed in the final stage, with a poor justification that ‘such data were not easily available’. WHO Member States were alerted about the removal of these indicators at the final stage of the adoption of a new core set of indicators to monitor implementation of the Comprehensive implementation plan on MIYCN.

While the SDG Agenda has been more or less defined, leaving out a direct indicator on breastfeeding, IBFAN has nonetheless decided to address the WHA on this item and once again emphasized the need for monitoring of breastfeeding rates as part of the SDGs’ implementation. IBFAN also warned that while ‘partnerships’ were defined as a strategy for SDGs implementation, unless public policy spaces were protected from undue influence by the commercial sector and robust conflicts of interest safeguards developed and implemented, the desired progress will not occur. The WHO presented to its governing bodies the outcome of the ICN2, and a detailed plan in which the agency carved out their priorities for follow up. In a statement at the 136th session of the EB, IBFAN expressed its concern about the CFS being presented in the document as a multistakeholder forum. Member States were reminded that the CFS reform document clearly stipulates that voting and decision of CFS remain the exclusive prerogative of Member States. IBFAN called for strengthening of WHO’s role in CFS, which has been through 2015 in a process of defining its role in the ICN2 follow up.

For the 5th year, IBFAN-GIFA closely followed the WHO governing bodies’ debate on the WHO Framework for engagement with non-state actors (FENSA), raising concerns about the inadequate proposals related to safeguarding WHO independence, integrity, trustworthiness and credibility (see Statement delivered by IBFAN-GIFA on behalf of IBFAN at the 68th WHA). IBFAN shared its analysis with member states and the media. IBFAN-GIFA also attended a meeting at the South Centre to further strategies around FENSA, and liaised with Member States and public-interest NGOs in preparation of the EB 2016. Because of IBFAN and IBFAN-GIFA advocacy, and intense advocacy of
other public interest NGOs, the 68th WHA did not adopt the FENSA, and an open-ended working group of Member States was established, as well as other consultations and negotiations that took place throughout the year. The outcome of the process is to be presented to the 2016 EB and the process of negotiations, in which we will continue contributing, will continue in the first part of 2016. In October 2015, IBFAN-GIFA co-drafted an open letter to Dr. Margaret Chan, Director-General of the WHO, to express concerns over a “non-paper” prepared by the Secretariat and distributed to Member States before the start of informal negotiations. As a result, WHO indicated willingness to discuss this with NGOs, and Member States wished to have more information from public interest CSOs. IBFAN GIFA and IBFAN Asia collaborated on an article: “A fox building a chicken coop? - World Health Organization reform: Health for All, or more corporate influence?” APPS (Asia & Pacific Policy Society), Policy Forum.net, Gupta, A. & Lhotska L, December 2015. Media were successfully informed about the risks of WHO adopting the FENSA without inclusion of adequate safeguards to protect WHO independence, integrity, trustworthiness and credibility as a result, some of them highlighted the behind the scenes lobby strategies of the food and beverage industry.

IBFAN Africa participated at the WHA 2015; the two members participated in the drafting the IBFAN position paper which was used to lobby for FENSA, and shared through the network. Additionally, IBFAN Africa lobbied African Countries to influence the outcome of the FENSA. One brief prepared and shared was on Scientific Evidence and CoI, and was widely shared with countries and at the regional conference. It focussed on what is conflict of interest; conflict of interest in evidence-based interventions in health and nutrition; conflict of interest in setting norms and standards and the way forward. A brief on Codex was also developed and shared.

Two persons from IBFAN Asia/BPNI attended WHA in 2015.

**UNICEF Global Breastfeeding Advocacy Initiative (GBAI)**

Since 2014, WABA Steering Committee and Secretariat, together with Core Partners (ABM, ILCA, and IBFAN) and partner CBGI, intensified and consolidated involvement in the UNICEF GBAI by taking active part in the formulation of its Strategy Document finalised in 2015, which sets out a strategic framework to galvanize global, regional and national stakeholder advocacy for breastfeeding. UNICEF and WHO, along with a range of other partners, had formed this global advocacy initiative to increase political commitment to and investment for breastfeeding as the cornerstone of child nutrition, health and development. Subsequently, WABA Steering Committee and Secretariat, as well as IBFAN representatives, were involved in regular GBAI Conference/Partner Meeting calls, participated in the three Working Groups corresponding with each of the identified strategic goals, and provided inputs to UNICEF’s call for comments and reviews of important documents. Some results include:

i) In early August 2015, the WABA Steering Committee was mobilized to contribute to the WHO online consultation on draft guidance for inappropriate promotion of foods for IYC

ii) In July 2015, Dr Miriam Labbok, (CBGI, and WABA SC board member) crafted the “Research Brief on ‘The Evidence for Maternity Protection’” as a contribution to the WABA coordinated WBW 2015, calling for global action to enable women to breastfeed wherever they work. The Research Brief was finalised at end August, and aimed to present evidence of the impact that paid maternity leave and maternity protection can have on breastfeeding and workplace, alike.

iii) In May and June, WABA secretariat and SC contributed to the revision of the Global Strategy on Women’s, Children’s and Adolescent’s Health. This Global Strategy is a road map to improve women, adolescent and children’s health. GBAI was concerned that the draft did not reflect breastfeeding, which has been previously included but subsequently left out of the draft. The document was eventually launched by WHO on 26 September 2015 in New York.

iv) WABA’s flagship social mobilisation programme, World Breastfeeding Week, is now a key component of the UNICEF GBAI strategic plan, with significant inputs and outputs. (See more in Area 5 - Social Mobilisation and Information Communications)
v) **IBFAN-GIFA** played a supportive role to the IBFAN team representing the network in the UNICEF GBAI, and linking it to the NetCode. IBFAN-GIFA had to move to this level of engagement as, just like the NetCode, GBAI was launched without any adequate funding to support capacity of participating NGOs, thus IBFAN’s forces had to be strategically divided. The link IBFAN-GIFA played has been crucial as the work of the WHO NetCode initiative is not always fully shared by the UN partners with GBAI and vice-versa. Yet, these two initiatives need to deliver complementary results, with the GBAI having to fully support the NetCode through its advocacy.

**Inputs provided to global agenda on child health and nutrition**

**Briefing on pre-probiotics -** IBFAN-GIFA took an active part in the work of IBFAN’s Global Working Group (GWG) on microbiological and chemical contamination of infant feeding products. With a volunteer, IBFAN-GIFA also initiated preparation and contributed to the development of a document ‘**Frequently Asked Questions about Prebiotics and Probiotics**’ (FAQ), published in early 2015. The rationale behind this FAQ is to provide parents and caregivers with adequate information about these additives, and to address the marketing strategy of baby food companies, which have in recent years advertised health and nutrition benefits of their adding pre-and-probiotics to their formulas and baby foods—despite the fact that these claims are unsubstantiated and are not allowed in the European Union.

**Scaling Up Nutrition (SUN)** - SUN addresses the first 1000 days window of opportunity and it would seem a natural niche for IBFAN to work in. However, after having analyzed this new initiative, IBFAN we noted some fundamental flaws in the SUN’s basic design. IBFAN is particularly concerned about the lack of adequate conflicts of interest safeguards, despite the recent development of a SUN reference note and toolkit on CoI aimed at countries, which presents an erroneous understanding of conflict of interest (confusing conflicts of interest with conflicts caused by disagreements and differences in opinions). The process for addressing CoI proposed for national level is problematic as it suggests involvement of all stakeholders in the CoI policy development. The risk is very high that these documents lead to further puzzlement regarding CoI at the country level, increased closer engagement with the private sector while not working adequately on CoI issues and wasting precious resources and time. Moreover, IBFAN national and regional colleagues raised concerns about the de facto inclusion of IBFAN national groups in ‘SUN projects’ when long term projects they are engaged in with MoH and/or UNICEF suddenly become part of SUN. In 2015, IBFAN-GIFA explored further possibilities to continue its work regarding SUN in collaboration with FIAN.

**CEDAW General Recommendation on Rural Women –** IBFAN-GIFA also followed up on the 2013 joint submission on the rights of rural women, developed in collaboration with FIAN. As a direct result of IBFAN GIFA’s advocacy, the Committee adopted its new **General Recommendation on the Rights of Rural Women** during its 63rd session in March 2016, which urges countries to take specific measures to protect, promote and support breastfeeding, including implementation and monitoring of the Code.

**OHCHR Study on Climate Change and the Right to Health –** IBFAN-GIFA provided input into the **Study on Climate Change and the Right to Health**, explaining why optimal breastfeeding practices constitute the first step towards protecting human health, both short- and long-term, and how they help alleviate the suffering caused by extreme weather events. The negative impact of formula feeding on the environment, and the importance of breastfeeding for climate change mitigation were also highlighted. The OHCHR report will be issued in June 2016.

**Guidance on inappropriate promotion of foods for infants and young children—** IBFAN-GIFA, jointly with ICDC, contributed to the WHO Consultation on the Public Draft of the clarification and guidance on inappropriate promotion of foods for infants and young children. Comments emphasized the need for the scope covering 0-3 years of age to capture the cross-promotion used to market growing-up milks (GUMs). The Guidance will be submitted to the 2016 Executive Board for decision. If the Guidance reflects fully or at least partially IBFAN’s comments, the current aggressive marketing of baby foods could be curtailed.
WHO Technical consultation on conflicts of interest–IBFAN-GIFA participated in a WHO Technical consultation on ‘Addressing and managing conflicts of interest in the planning and delivery of nutrition programmes at country level’. This consultation aimed to develop definitions, criteria and indicators to help identify and prioritize conflicts of interest in the development and implementation of policies advocated by the comprehensive implementation plan on maternal, infant and child nutrition at country level. Participants included experts in the area of risk assessment, disclosure and management of conflicts of interest, as well as experts in other areas, and representatives of Member States participated as observers. IBFAN-GIFA presented a case study related to conflicts of interest in protection, promotion and support of breastfeeding, and participated in formulation of recommendations in working groups. The final report was released during this WHA and is available online. This [draft report was made available for the EB January 2016 session](#).

### Strategic advocacy directions for MP identified

**IBFAN-GIFA** ensured that 23 alternative reports on maternity protection were shared with Human Rights Treaty Bodies (CEDAW: 2, CRC: 18, CESCR: 3). The number of countries receiving recommendations on maternity protection from HRTB following IBFAN reporting totals 7 (CEDAW: 2, CRC: 5). In particular, IBFAN-GIFA submitted two alternative reports to the CEDAW Committee on the situation of infant and maternal health and work-related issues (Kyrgyzstan and Portugal), for the Committee’s 60th and 62th sessions. Subsequently, Kyrgyzstan was urged to consider introducing legislation on basic rights and the right to maternity leave in the informal sector, and Portugal was recommended to take all measures necessary to eliminate discrimination against pregnant women and new mothers in terms of employment. All CRC alternative reports submitted by IBFAN included a section and recommendations on MP. Five countries received direct recommendations about maternity protection (*Dominican Republic, Gambia, Switzerland, Turkmenistan, Timor-Leste*). Switzerland and Timor-Leste were specifically urged to respectively consider the extension of their maternity leave to 6 months.

### Global Report on maternity protection (MP) published

The **IBFAN Asia** global report on Maternity Protection based on WBTi country reports entitled “Labor Lost” was developed and launched at the One Asia Breastfeeding Partners’ Forum in Malaysia in November 2015. The report was disseminated to partners and policymakers.

### Recommendations of several Global Consultations on MP

**Africa HRBAP Training - IBFAN Africa** conducted a follow up training workshop on HRBAP to different stakeholders in Zimbabwe. As a way forward, the National Social Security Scheme committed to put maternity protection as one agenda item for discussion in their proposed National Health Insurance. The organisation, which is an extended arm of the Government, planned to do some study tours to a few African countries that had already embarked on this. The Zimbabwean team has conducted a study tour of Kenya.

**The Stockholm Symposium:** Between 26-28 September 2015, **WABA** and UNICEF Headquarters (HQ), New York collaborated in a Symposium in Stockholm, Sweden, entitled “Contemporary Solutions to an Age Old Challenge - Breastfeeding and Work”, to galvanise wider and deeper commitment to protect, promote and support breastfeeding in the context of women’s work. Breastfeeding rates have been relatively stagnant over the last decade. A challenge to optimal breastfeeding practices is the fact that women return to work without adequate maternity protection. Seventy five participants from 24 countries participated, comprising representatives from national governments, UN organisations, breastfeeding support and advocacy organisations (including WABA Core Partners), health professionals, peoples’ organisations, academia, other international NGOs and business networks. **IBFAN Asia** represented IBFAN at the Symposium, and made two presentations, namely, ‘The global situation on maternity protection using the WBTi tool’; and ‘Maternity Protection Benefits in India (current and planned) and Financing Schemes’. **IBFAN-**
GIFA supported the participants from IBFAN with background information. The Symposium featured opening remarks from WABA, UNICEF and the SIDA (as the main sponsor), themed panel presentations, themed workshops, and panel sessions to explore how organisations might respond to the proposed actions from the workshops together, and a coordinated multi-country campaign for policy change. Stockholm was chosen as WABA also engaged the participants from the 6th Nordic Breastfeeding Conference. The Stockholm Symposium was an unprecedented coming together of UNICEF, WHO, ILO with selected Core Partner representatives, and significantly, other organisations and potential new (and non-traditional) partners for WABA such as Helen Keller International, 1000 days, Alive & Thrive, MenCare, McGill University, as well as government delegates from the Asian region.

i) A major outcome of the sharing of issues and technical information, discussions and debates, and action planning is the Framework for Action (FFA). The FFA calls for a multi-pronged approach that includes legislative improvements, workplace and institutional improvements, social and behaviour change practices as well as support to mothers; and is based on human rights, gender equity and decent work principles. The document was circulated to all participating organisations, government and UN representatives for further sharing and uptake by their leadership and constituencies. WABA will follow-up with participants on the FFA, and will be sharing it with many more organisations at other events to get their involvement.

ii) The involvement of UNICEF, WHO, ILO in the Symposium has strengthened WABA’s relationship and interaction with these UN agencies, and asserted WABA’s leadership on the focus issues of the Symposium. Additionally, the inclusion of groups such as Helen Keller, 1000 days, Alive & Thrive, MenCare, and academic institutions like McGill University, who are relatively new to the WABA network surely strengthens the breastfeeding network as whole, and furthers actions and activities towards on the protection, promotion and support of breastfeeding.

Challenging Conflict of Interests (Col)

IBFAN Africa prepared one brief and shared on ‘Scientific Evidence and Conflict of Interest’. The Brief was shared with countries in the region, and at the Regional Conference. The paper focussed on what is conflict of interest; conflict of interest in evidence-based interventions in health and nutrition; conflict of interest in setting norms and standards, and the way forward.

IBFAN Asia, through the Alliance Against the Conflicts of Interest (AACI), works on the issue of Col and brings them to the notice of the parties involved, the government and media. Regular updates are published, with the latest information and media happenings on COI to sensitize people. Two AACI news updates were developed and disseminated which are available at: http://www.aaci-india.org/ACCI-news/AACI-Update-5.pdf and http://www.aaci-india.org/ACCI-news/AACI-Update-6.pdf

IBFAN-GIFA collaborated with ICDC on preparation of an alert entitled: ‘Conflict of Interest - The Breastfeeding Friendly Country Index Project’. This document tries to inform IBFAN groups and allies about the fact that the Index Project, presented as a partnership between the Yale School of Public Health and the Family Larson-Rosenquist Foundation (Switzerland), is very problematic. It indeed lacks transparency on a key issue: the sponsoring Foundation is also the owner of Medela, a breast pump manufacturer and a violator of the Code. IBFAN groups or allies who could gladly engage in what seems a worthwhile project could find themselves in a CoI situation, which would compromise their independence, integrity and credibility. Although IBFAN-GIFA tracks its outcomes and impact as much as possible, the results often show up in various and unexpected ways. In 2015, Save the Children UK published a report titled ‘Breastfeeding: Policy Matters’, researched by the University of Dundee, UK. It identifies effective strategies to influence political commitment to breastfeeding. IBFANGIFA noticed with pleasure that IBFAN’s work was mentioned repeatedly throughout the document, namely the work of our global network on conflicts of interest and the analysis of SUN’s deficient safeguards against them. In November 2015, Dr. Judith Richter presented a draft toolkit on conflicts of interest to IBFANGIFA. The toolkit consists of a Powerpoint slide show, academic
IBFAN America has been working with the Codex Committee on Contamination in Foods (CCCF9) held in March 2015 in New Delhi, India. During the proceedings, important interventions were made on relevant agenda items, with verbal comments and submission of CRD. IBFAN interventions were included in the FAO/WHO report of the meeting. IBFAN Asia noted that there has been progress in awareness generation, sensitization, and capacity building efforts, as well as strengthened communication and understanding on the Codex issues among the countries participating in the IBFAN Asia Working Group on Codex. Countries have been

Global consultation on conflicts of interest
IBFAN Asia and IBFAN-GIFA, in collaboration with Baby Milk Action (BMA), and the expert Dr. Judith Richter, organized a 3-day “Global Capacity Building Workshop & Symposium on CoI and the IYCF Arena - An Assessment from a Corporate Accountability Perspective” in December 2015 in London. Twenty-eight participants from Africa, Asia, Latin America, North America, Europe and Arab World took part. The overall objective of the workshop was to build a common and accurate understanding of CoI, and to sensitize IBFAN members on the need to strengthen safeguards for integrity, independence and trustworthiness of public interest actors. It also aimed to enable them to advocate for effective CoI legislative and policy measures nationally and internationally. Key tools were developed and key elements of a CoI ‘toolkit’ were identified to further teach/share/make aware about CoI with the network. (See: http://www.aaci-india.org/doc/Concept-Note-and-agenda.pdf). The 28 participants from IBFAN’s regional and global offices, IBFAN national groups, FIAN, Corporate Europe Observatory, the Right to adequate Food and Nutrition network, and academia, learned from Professor Marc Rodwin (Suffolk University), and Dr. Judith Richter, (independent expert), about CoI and related theories. In particular, they learned about institutional corruption/corrosion theory, and debated case studies from global and national level. IBFAN Africa’s 2 Participants were trained on CoI in London; and a paper on CoI was presented at the IBFAN Africa 9th Regional Conference attended by 300 delegates from 17 countries.

After the Workshop, the CoI Symposium brought together 70 people including members of the Conflict of Interest Network (COIN), other public interest NGOs, professional organisations, engaged academics and MPs. The University of Liverpool co-funded this segment. Many participants of this 5-hour Symposium work in the area of child nutrition or NCD, where CoI has become a crucial challenge as they are built into public-private partnerships, and are yet neglected, or the being redefined to fit the PPP model.

Monitoring the Codex Alimentarius standards
At the 37th session of Codex Committee on Nutrition and Food for Special Dietary Use (CCNFSDU) in Bad Soden, Germany, IBFAN Asia and IBFAN Africa participated with the IBFAN Global Team. The IBFAN Global team formulated briefings and statements regarding the proposed standard for RUTFs; developed the IBFAN briefing paper on ‘Follow-up Formula’, and made the presentation on RUTF in a side event. The Report of the meeting is available.

IBFAN Africa’s delegate in collaboration with IBFAN Global team shared and discussed the brief on both the proposed RUTF standard and the Follow on Formula standard with the other African delegates. Eventually, the proposed RUTF standard was downgraded to just a guideline.

At the national level, IBFAN Africa participated at the African Union Codex discussions in Nairobi, Kenya, at the Meeting on Nutrition and Foods for special dietary uses in preparation for the 37th CCNFSDU—where the African delegates took a position. IBFAN Africa disseminated a paper to the African delegates who attended the CODEX meeting. BPNI, as a member of CCNFSDU national shadow committee, contributed in shaping up the Government of India’s position for the key e-Working groups on agenda items namely: Follow-up Formula, Ready to Use Therapeutic Food (RUTF), Bio-fortification and Nutrient Reference Value (NRV) for children etc.

IBFAN Asia also represented the IBFAN global Codex group at the 9th session of Codex Committee on Contamination in Foods (CCCF9) held in March 2015 in New Delhi, India. During the proceedings, important interventions were made on relevant agenda items, with verbal comments and submission of CRD. IBFAN interventions were included in the FAO/WHO report of the meeting. IBFAN Asia noted that there has been progress in awareness generation, sensitization, and capacity building efforts, as well as strengthened communication and understanding on the Codex issues among the countries participating in the IBFAN Asia Working Group on Codex. Countries have been
able to take a better position on statements, and give inputs and viewpoints in various agenda items on behalf of the country. IBFAN Asia has been helping country groups like Afghanistan to make better inputs in the country standards on Codex, for protecting maternal, and infant and young child health. Similarly, sensitization and information sharing on Col have also been enhanced in the network and region.

Area 5 - Social Mobilisation and Information Communications

Indicators

Number and diversity of WBW events reported
- WABA noted at least 176 countries celebrated in all regions.
- A total of 15 activities were conducted in the 10 countries that reported to IBFAN Africa.
- BPNI Coordinated WBW activities in South Asian countries, and shared the action folder and other information received from WABA with the country contacts in 8 countries of South Asia.
- IBFAN-GIFA participated in the WBW celebration at Geneva University maternity hospital in Switzerland, holding a stand to inform health professionals and patients.

Number of translations/adaptations of the WBW action folder
To date, a total of 66 language translations/adaptations (47 in 2014) were undertaken: Afrikaans, Arabic, Assamese, Bahasa Malaysia, Bamileke (Cameroon), Bengali, Bosnian, Bulgarian, Burmese, Castellano, Mandarin, Cantonese, Croatian, Dinka (South Sudan), Douala (Cameroon), Dutch, Dzongkha, English, Estonian, Ewondo, Farsi, Fijian, French, Foulfoulde (Cameroon), Ga (Ghana), German, Greek, Gujarati, Hindi, Hungarian, Igbo, Kannada, Kiswahili, Konkani, Korean, Bahasa Indonesia, Marati, Maori, Malayalam, Meiteilone, Mizo, Ndebele (Zimbabwe), Nepali, Odia, Pidgin, Portuguese/Brazil, Portuguese/Lusophone, Polish, Punjabi, Romanian, Russian, Samoan, Serbian, Sindhi, Sinhala, Shona (Zimbabwe), Slovenian, Spanish, Tagalog, Tamil, Thai, Telugu, Tongan, Twi (Ghana), Ukrainian, Urdu, and Vietnamese.

Number and diversity of information materials/campaigns and active communication channels, websites and social media channels
- All the partners each maintain several websites, Facebook and Twitter channels, that are regularly updated and have increasingly wider outreach with visits, hits and likes.
- The WBW Facebook page created in 2015 received a total of 5,988 likes with 11,650 post reach—being the most active during WBW Aug1-7 period.
- Results for the WBW 2015 Website included: No.1 in Google, Yahoo and Bing ranking in Google for the keyword “World Breastfeeding week”.

Noteworthy results and outcomes for WBW 2015: Influencing Policy Makers for Change
PHILIPPINES - WBW is widely celebrated in the Philippines, helping to raise awareness, and stimulating discussions and advocacy on the chosen theme. For WBW 2015 the Philippine Commission on Women (PCW) issued a Press Statement calling for all stakeholders to intensify their efforts in promoting breastfeeding and reinforcing the implementation of the Expanded Breastfeeding Promotion Act of 2009. PCW also called on people to lobby for, and for Congress to prioritize, the proposed law that increases maternity leave to ninety eight (98) days from the current sixty (60 days). These advocacy efforts and outreach by PCW on the WBW related theme contributed to furthering MP policy changes the Philippines, which are now pending approval by Congress. Additionally, ILO Philippines called for lactation stations to be set up in all public offices nationwide; and the Philippines Department of Health (DOH) heightened its commitment in pushing
for the advocacy of breastfeeding in the workplace during Breastfeeding Month in the Philippines. Shared by Emmeline Verzosa, Philippine Commission on Women (PCW).

SAUDI ARABIA - WBW has served as a strong source of encouragement to discuss topics that may otherwise be overlooked in Saudi Arabia. For WBW 2015, the Maternity Protection aspects of the WBW theme were raised and discussed by WABA’s network partners at meetings held by various local authorities, helping to draw attention to present regulations; and make many working women aware of their rights. These efforts and outreach on the WBW theme have contributed to the Saudi Authorities (from various sectors) holding awareness discussions, and needs assessment on MP policy. **Note: On 10 September 2015, the Saudi Arabia authorities announced that changes on the country’s labour laws will come into force in 2016, including 10 weeks fully paid maternity leave for women, beginning with a maximum of four weeks before the likely date of birth. The Ministry of Labour also said amendments would take into account the needs of men - to be given three days paternity leave. Shared by Anne Batterjee, WABA SC member in Saudi Arabia.

INDIA–In September 2015, the media noted that the Ministry of Women and Child Development of the Government of India (the nodal Ministry for infant and young child feeding), had sent a proposal to the Ministry of Labour to increase the maternity leave from existing 3 months to 8 months for the government employees, and for 26 weeks for the private sector employees. This was a welcome development at the time, for which BPNI had been undertaking advocacy at various platforms, including WBW 2015. BPNI had developed a local adaptation of the WBW 2015 action folder provided by WABA, and shared it with the senior officials of Ministry of Health (MOH), Ministry of Women and Child Development (MWCD), and Planning Commission (NITI Aayog) of the Government of India as well as their counterparts in the states; and conducted media outreach. Complimentarily, BPNI used its fourth assessment WBT India 2015 report to recommend the amendment of the Maternity Benefit Act (MBA) 1961, to increase maternity leave to 9 months for all women; and made a Call to Action to the Government of India to implement uniform maternity protection and polices for all workingwomen both in organised and unorganised sectors. **Note: Presently, India provides 12 weeks maternity leave to all government and organised private sector employees, through the Maternity Benefits Act 1961. Although the Ministry of Women and Child Development had proposed increasing the leave to 8 months/26 weeks for government/private employees respectively, the Ministry of Labour which deals with the Maternity Benefits Act 1961 only agreed to 6 and half months for all the employees including government/private employees. See: http://164.100.47.190/loksabhaquestions/qhindi/6/AU2401.pdf, and http://164.100.47.190/loksabhaquestions/qhindi/6/AU2401.pdf
Shared by Dr JP Dadhich of BPNI, India.

Examples of outputs

World Breastfeeding Week (WBW) Campaign 2015 – Upholding Breastfeeding and Work

World Breastfeeding Week 2015: For WABA’s main social mobilisation programme, the 2015 WBW slogan and theme was ‘BREASTFEEDING AND WORK LET’S MAKE IT WORK!’ WABA and partners called for concerted global action to support women to combine breastfeeding and work. Whether a woman is working in the formal, non-formal or home setting, it is necessary that she is empowered to claim her and her baby’s right to breastfeed. The focus on women, breastfeeding and work (emphasising Maternity Protection) was first proposed and mooted during the WABA Global Breastfeeding Partners meeting in 2010. IBFAN Asia and IBFAN-GIFA were involved in the review of the action folder (providing inputs on policy and legislative framework etc), and subsequently these two organisations and IBFAN Africa adapted and distributed campaign materials regionally and nationally. In African and South Asian, countries officially celebrated WBW as the norm with a variety of activities organised (See reports below). Additionally, IBFANGIFA participated in the WBW celebration in Switzerland, with a stand at the Geneva University maternity hospital.
Mobilisation was again special this year as WBW was a key part of UNICEF’s Global Breastfeeding Advocacy Initiative (GBAI); with involvement by UNICEF and WHO, and the International Labour Organisation (ILO), where its Director General issued a Statement for WBW. For the first time a Joint Letter of Support from UNICEF and WHO was issued! Participation has also been increasing due to mobilisation by WABA Core Partners (ABM, ILCA, and LLLInt), but more importantly via UNICEF GBAI members and others that celebrated WBW 2015: Carolina Global Breastfeeding Institute(CGBI), World Vision, Save the Children featuring events in Bangladesh and South Africa, Helen Keller International, Partnership for Maternal, Newborn & Child, Alive and Thrive shared an animated video, and while Alive & Thrive and Viet Nam General Confederation for Labour hosted workshops to support companies in committing to and establishing workplace lactation spaces; and the International Medical Corps. Most significantly, Global Health Media celebrated WBW 2015 by releasing a new set of 9 breastfeeding videos for mothers over August 1-7, in recognition of the importance of breastfeeding for newborn lives—aiming to help mothers by providing practical information on “how to” skills and problem management. Global Health Media’s videos are watched online the world over i.e. 232 countries and territories, with total online views of 7.7 million!

Online searches of English, Spanish and Portuguese language media coverage for WABA 2015, noted that the governments of 61 countries held INDEPENDENT WBW 2015 events (45 in 2014). The English version, with Spanish and French translations, of the WBW 2015 Calendars, Action Folders, Posters, were successfully produced; and a total of 66 language translations/adaptations were undertaken. There was again a rich variety and diversity of activities from urban to rural (especially among disadvantaged groups, in rural areas/villages, in tribal areas, in slum areas and with refugees); formal and creative learning forums, as well as regular and social media activism, undertaken by a range of target groups/ WBW celebrants. WBW activities involved pregnant/nursing mothers, the general public, grandparents, men, students/youth, health care professionals, midwives, nurses/nursing students, lactation consultants, peer counsellors, members of trade unions, workers groups, businesses and factories, teachers, civil society groups/people’s organisations, parliamentarians and government officials etc. at local and national levels.

There was initially some concern about whether theme of supporting women working in the formal and informal sectors to breastfeed could be easily taken up by celebrants, as these issues are contentious in some sectors and countries—requiring concerted actions for institutional and policy changes. The alignment of UNICEF and WHO to the WBW 2015 theme, and support and global outreach via their Joint Letter of Support was vital. It is significant that the ILO also rallied to support WBW via the DG’s Statement calling for concerted global action to support women to combine breastfeeding and work. This has indeed strengthened the relationship between WABA and the UN. The fact that UNICEF has made the WABA coordinated WBW a key component of its global strategy has consolidated and strengthened the campaign. This is especially via the involvement of GBAI members who now have more direct involvement with WABA, our Core Partners and various aspects of WBW, by incorporating WBW into their organisational plans. The inclusive, participatory process and information outreach/sharing via traditional and social media, helped to motivate, build ownership and ensure wide participation of many from across the globe—including non-traditional celebrants like trade unions. The independent involvement of 61 governments and increased number of translations and adaptations of WBW materials indicates relevance, significant uptake and ownership of the campaign at national, state and local levels.

WABA secretariat fulfilled specific coordination tasks (funded by NORAD) including: production of WBW 2015 Calendar and Action Folder; translations of materials (Spanish and French); Photo Contest; special WBW 2015 Website and Pledge drive. Sida funds were utilised for further mobilisation and facilitation of additional translations of the Action Folders. Special Reproduction Kits were uploaded for people to print/adapt their own WBW 2015 materials: 120 kits were distributed via Drop Box service.

The new WBW Facebook page created in 2015 received total of 5,988 likes with 11,650 post reach—being the most active during WBW August 1-7 period. In addition, outreach impact could also be
seen via numerous independent blogs and internet postings on WBW 2015 and theme, and related IYCF issues by Bloggers, and Mothers/Health/Wellbeing groups; and via Twitter e.g. Dr Flavia Bustreo, WHO’s Assistant Director-General, Family, Women’s and Children’s Health actively shared on WBW and breastfeeding via Tweets between Aug 1-7 period. Online newspapers did a series of articles on WBW 2015, such as the Huffington Post. Additionally, the Radio/Twitter interviews by WABA resource people were definitely a good addition in terms of exposure for WBW, WABA and breastfeeding! A specially created Social Media toolkit was also created and shared.

**Reaching the communities in Africa and South Asia through World Breastfeeding Week**

In **Africa**, 15 activities were conducted in the 10 countries that reported to IBFAN Africa. Specific activities conducted, and number of countries included: Advocacy and sensitization meetings [8]; media coverage [8]; adaptation/development of IEC materials [3]; Printing IEC materials [6]; Press release [5]; Service delivery [1]; Displays [4], Show cases [3], Walks/Advocacy meetings [4], Drama [3]; dissemination of IEC materials/messages [5]; launch workplace support for BF [3]; National launch [4]; Training [2]; and Demonstration for IYCF [5]. The IBFAN Africa regional office also developed and disseminated a statement. Countries that reported and number of activities conducted included: Angola [1]; Zimbabwe [15]; Ghana [14]; Malawi [4]; Kenya [12]; Tanzania [5]; Lesotho [2]; Cameroon [2]; Zambia [5]; Swaziland [4].

BPNI/ IBFAN Asia Coordinates WBW activities in **South Asian** countries as WABA regional focal point, and shares the action folder and other information received from WABA with the country contacts in 8 countries of South Asia. In many countries, governments, UN agencies, and civil society came together to observe the WBW by organising symposiums, developing IEC material and disseminating it. The WABA WBW action folder was disseminated in other Asian countries—it was translated into local languages and activities were organised during the WBW 2015 by the Philippines, Indonesia, Singapore, Palau Islands, Vietnam, Republic of Korea, Taiwan and Mongolia. Reports of activities were uploaded on the IBFAN Asia website [http://www.ibfanasia.org/network.html]. In **India**, the WABA WBW action folder was adapted according to local situation, printed and disseminated all across the country. It was translated into 7 Indian languages, namely Hindi, Telegu, Kannada, Assamese, Odia, Punjabi and Urdu. BPNI held the WBW 2015 contest, as per every year and conferred the ‘Best Activity’ award to organisations for observing the week in innovative ways. BPNI received 116 reports from various organisations from different parts of the country. An expert assessment committee verified the reports and selected 20 winners. The year saw a plethora of action on social mobilization and information sharing and communication. WBW 2015 was successfully observed in India—and together with the other policy advocacy work undertaken by BPNI, has contributed to significant policy developments with the Indian government (see Results above)—as well as in other countries of Asia, technical and information documents were developed and shared, and social media was increasingly used for information sharing.

**Targeted campaigns in different languages and young audiences**

In 2015, IBFAN-Africa noted an active Facebook page for IBFAN Africa, Counsenuth in Tanzania and IBFAN Uganda, Watsapp groups in Zimbabwe; and the IBFAN Africa website has been updated. The IBFAN Africa Facebook page is also active, with more than 1000 followers. On the IBFAN Africa website, there is a youth corner where youths engage in discussions. Uganda has 4 active groups; while Zimbabwe has one active youth group; both countries have been supported technically and financially.

IBFAN Asia/BNPI’s communication and IT team maintains and regularly updates of the following social media pages, groups and a YouTube channel. [BPNI page on Facebook; IBFAN Asia page on Facebook; Babies Need Mom Made Not Man Made campaign page on Facebook; BPNI YouTube Channel]; and The World Breastfeeding Trends Initiative (WBTI) facebook group.

IBFAN-GIFA worked on the Treaty Alliance Communication Campaign which was launched in June-July 2015, in preparation of the first session of the UN IGWG on transnational corporations and
human rights (6 to 10 July 2015). IBFAN-GIFA, who is a member of the Treaty Alliance Communication group, took part in the development and dissemination of key messages in 3 languages (English, French and Spanish) sent out massively through social media (via ‘Twitter storm’). The aim of the campaign was to get increased visibility for actions, demonstrations, publications and reports of the Treaty Alliance, to create pressure on governments so that they take active and constructive part in the IGWG, and to inform the public about the lack of binding norms to hold corporations accountable for their human rights abuses. On 9 July, IBFAN-GIFA also took part in a demonstration organised by the Treaty Alliance and other movements such as the campaign ‘Dismantle Corporate Abuse’ and ‘STOP TiSA’ to protest against corporate impunity and denounce the TiSA, which has far-reaching consequences and will lead to a liberalisation of public services like education, health and energy.

IBFAN-GIFA was invited to attend a 2 day seminar by the Graduate Institute: “Rethinking Stakeholder Participation in Global Governance- Kick Off Workshop”. The workshop aimed to examine institutional reform in global governance of health and finance with a focus on the involvement of “external stakeholders” (‘stakeholders’ are understood as not members of an international body, but are nevertheless affected by its activities and decisions—such as NGOs, or industry associations). IBFAN’s work on Code implementation was introduced to students, focusing on concerns related to the much promoted principle of ‘inclusiveness’, which instead of being used to strengthen access and participation of public-interest civil society actors in policy and programme area, is used to justify inclusion of commercial entities and their front organisations. The case of Codex Alimentarius was used to illustrate and the detrimental effect of CoI on policy making, and the problem of the CoI being re-defined by those who try to justify the ‘inclusion’ principle for corporate sector, was explained.

WABA’s targeted campaigns focussed on Youth and Men. WABA provided support to CEFEMINA (Regional Focal Point for LAC region) to produce 6 videos in collaboration with Youth group RUMBA. These were widely distributed in the region to support national activities and WBW celebrations. Also produced was an interview with Argentinean PhD in sexology and psychology Mónica Tesone, a very well known and respected LLL leader, who explained the WBW theme and the need to improve national legislation to protect maternity rights in both the formal and non-formal sectors. A video including WABA Photo contest-winning photos, was produced and used not only in LAC countries but also in English speaking ones. Upon undertaking more outreach via social media, a direct link was made between the WBW website and Twitter, and WABA used Instagram to reach out especially to youth. As part of WABA’s aim to challenge negative social norms that impede men’s involvement and support for breastfeeding; and to expand outreach to Men’s groups, we reached out to the Global Fatherhood Campaign, MENCARE – which is active in more than 35 countries across five continents. For more details see WABA report under ‘Area 3 - Addressing Especially Challenging Environments/Situations: including Gender Inequalities’ and ‘Output 5.

An array of IYCF information and communications channels in place

IBFAN Africa noted that in the countries that celebrated WBW, materials developed included pamphlets, banners, T-shirts, caps, posters, newspaper articles, press releases, with demonstrations, displays, drama, community marches, and counselling sessions held. The statement by IBFAN Africa was disseminated widely through Google group as well as through the Website. Youth groups in Zimbabwe also used social media such as Facebook and WatsApp to conduct their campaigns. Kenya released a Video on Youtube and the link was shared through the IBFAN Africa Google group, which has 362 active members.

BPNI/IBFAN Asia developed and produced an information sheet on the public health importance of optimal IYCF which was disseminated electronically. ‘IBFAN Asia News-wire’ is an electronic resource-lead, which gives the most reliable and updated information on issues related to feeding of babies. It contains case studies, success stories, events, impact stories, scientific alert etc. Two Newswire documents were published during 2015, which may be accessed at: http://bpni.org/ibfan-asia-
In early 2015, IBFAN-GIFA contributed to a German TV documentary highlighting Nestlé’s Code violations. After being contacted by a German journalist preparing a documentary on Nestlé, IBFAN-GIFA provided him a great deal of information on Nestlé’s lack of compliance to the Code and commercial strategy consisting in claiming to ‘market breast-milk substitutes responsibly’ while at the same time violating the Code in a regular and systematic manner all around the world. IBFAN-GIFA was pleased to see that the final documentary, released in November 2015 on the German TV WRD and now available on YouTube (from 20'50 to 33'30 mins), highlights the points mentioned in their communication. To date, it has more than 3,000 views on Youtube. In 2014, IBFAN-GIFA launched its new website in French. Additionally in 2015, many sections of IBFAN-GIFA website were updated and the website has been actively maintained, with regular news updates posted. The traffic on the website has dramatically increased, with more than 17,000 pages seen by about 10,000 users (of which 83.5% new users). IBFAN-GIFA has maintained its Facebook page and Twitter account launched in 2014, and they have driven a consequent number of users to follow IBFAN-GIFA activities and positions. The Facebook page counts now about 1,700 likes, and the Twitter account has some 245 followers. The blog on Breastfeeding and Human Rights was maintained, and some 38 articles have been published in 2015.

WABA disseminated a total 32 information updates via e-mail-blast to the network using the MailChimp system. Also shared were Core Partner (CP) updates, and news about the WBW 2015 theme and materials. These went out to WABA mailing lists (of over 10,000 contacts), and also promoted via other listserves (e.g. 7,000 Peoples Health Movement members). Two issues of e-WABALink (WABA’s information service with updates for the network) were produced; as were the Mother Support Task Force (MSTF) e-newsletter (in 5 languages). News from WABA Secretariat and CPs were also shared and promoted via the WABA website, WABA Facebook pages and groups, and via Twitter. WABA’s main website received 89,570 total unique visitors in 2015; and generated 362,352 total views (259,484 in 2014). The WABA Website ranked no. 2 on Google for the keyword search of “world breastfeeding”, and ranked at no. 1 on Google for keyword search of “breastfeeding alliance”. It also ranked at both no. 1 and no. 2 on Google for the keywords "breastfeeding action"; and no.2 on Google for the keywords "World Breastfeeding". Additionally, the WABA website ranked at no. 3 on Google for the keywords “world breastfeeding week”; no.1 on Google for the keywords “ten links for breastfeeding” and “21 dangers of infant formula”. WBW 2015 campaign website noted a total 128,423 visitors in 2015; with 236,714 total views. It received no. 1 ranking on Google, Yahoo and Bing for keyword searches for keywords "World Breastfeeding Week", and the keywords “breastfeeding week”. WABA Facebook Group page, initiated in 2009 with 395 members, grew to over 6,500 members (page likes, with active interactions) by end of 2015. WBW 2015 Facebook page received 5,988 likes, with 11,650 post reach—being the most active during WBW Aug1-7 period. WABA's Information Communication programme has supported the organisations’ work as a whole, leading to outreach successes such as WBW 2015. Keeping up with the information age, a major focus has social media, which WABA continues to try to improve and expand upon, especially as it is a vital way to engage young people. WABA continues to provide various channels for information exchange that are targeted to the general audience, but intends to place more emphasis on audiences such as youth, and men.
Area 6 - Strengthening the Consortium and rejuvenating the Breastfeeding Movement

Indicators

Number of youth groups/global youth communication networks/representation of youths in governance structures

- **WABA** Youth coordinator attended CSW59 Youth events, shared on WABA’s work and networked with 15 Youth related groups and organisations with Youth focus, with the aim of involving them in the work of the breastfeeding network. WABA celebrated International Youth Day via a Statement drawing attention to the importance of young people’s civic engagement in all domains of social life, particularly ‘Sexual and Reproductive Health and Rights’ (SRHR).

- **IBFAN Africa** noted that Nutri@Active in Zimbabwe undertook advocacy work on IYCF; as did IBFAN Uganda on Community based Nutrition, where youth groups in Uganda were supported financially on IYCF and youth economic empowerment.

Regional /sub-regional declarations and plans of action


Global consensus on IYCF issues and plans of action for breastfeeding movement

All partners participated in gBICS and Sida-funded consortium annual meetings, providing updates on technical issues and subsequently developing workplans.

Enhanced technical capacity of human resources and increased financial resources

- IBFAN Africa noted a database of 16 skilled members in the region available from Ghana (2), Ethiopia (1), Malawi (1), Mozambique (1), Zimbabwe (3), Swaziland (1), Uganda (3), Cameroon (1), South Africa (1) and Kenya (1).

- WABA recruited a ‘Director for Partnership and Networking’, whose role is to maintain and develop WABA’s existing Core Partnerships, and the wider network of organisations and individuals, whilst also identifying potential new partners and organisations to work with.

Examples of outputs

Various ways of diversifying funding

- **IBFAN Africa** submitted a proposal to the World Bank for work on the CODE in Uganda, with support from IBFAN Africa and IBFAN ICDC (still waiting for feedback); while another proposal was submitted to the Open Society Initiative for Southern Africa (OSISA) on Maternity protection. IBFAN Africa collaborated with IBFAN Zambia to submit an IYCF community support proposal to UNICEF Zambia.

- **IBFAN-GIFA** received an extra one-time funding from Canton de Genève to take part in the event Alternatiba 2015 the Cross-border Festival of Local Initiatives for the Climate and ‘Harmonious Living Together’; and a French press release was issued on the occasion to highlight the ecological dimension of breastfeeding.

- **WABA** submitted a proposal with McGill University (after contact made at the Stockholm Symposium), to explore the impact of parental leave policies on breastfeeding rates. This is an opportunity to build evidence-based advocacy messages.
Building capacity of staff and Youth

As part of staff and network capacity building, WABA sent its Youth Coordinator to the 59th Commission on the Status of Women (CSW59/Beijing+20) in New York together with a Senior Consultant as mentor. WABA Youth coordinator attended CSW Youth events, shared on WABA’s work and networked with 15 Youth related groups and organisations with Youth focus, such as Advocates for Youth, Young Minds for Gender Equality, Mother Legacy Project, and International Centre for Research on Women. These have now been included in WABA’s contact list. Special emphasis was placed on the UN Working Group on Girls (WGG), which co-sponsored the parallel event that WABA and UNBAT collaborated on entitled “Mothers Matter” (see report on CSW under Area 3), in which WABA Youth participated via a video. WABA Youth Coordinator met with WGG leadership to share on WABA Youth work, and discuss possible future collaboration. The involvement of WABA Youth Coordinator in CSW was an exposure training and skills building exercise, enhanced by emersion in the ‘NGO-CSW Advocacy Training’ – with sessions on developing, editing and ratifying conventions; understanding the UN structure; developing ‘Elevator Pitches’ and other advocacy tools.

On August 11, 2015, WABA celebrated International Youth Day by drawing attention to the importance of young people’s civic engagement in all domains of social life, particularly ‘Sexual and Reproductive Health and Rights’ (SRHR) via its IYD Statement. WABA provided support to CEFEMINA (Regional Focal Point for LAC region) to produced 6 videos in collaboration with RUMBA (WABA YOUTH wing in Costa Rica/LAC), that were widely distributed in the region to support national activities and WBW celebrations. Noteworthy is the interview with Argentinian PHD in sexology and psychology MónicaTesone, a very well known and respected La Leche League leader who explained the WBW theme, and need to improve the national legislation to protect maternity rights in both the formal and non-formal sectors. A video with WABA Photo contest-winning photos was used not only in LAC countries but also in English speaking ones. WABA’s Youth Coordinator and RUMBA were involved in promoting WABA and the Youth Initiative project via the WABA Youth group Facebook page. This page has grown with 1,040 likes; and is being followed by youth groups such Voices of Youth, UN Youth, and UN DPINGO’s: Partners for Change, World Association of Girl Guides, UN SecGen’s Envoy on Youth, First Reach Organisation, Global Fund for Women, The White Ribbon Alliance, 10 x 10 Girl Rising, Greenpeace, UNICEF, UNDP, and UNHCR. Meanwhile, WABA Youth videos on YouTube have had over 15,876 views.

IBFAN Africa noted that Nutri@Active in Zimbabwe undertook advocacy work on IYCF; as did IBFAN Uganda on Community based Nutrition, where youth groups in Uganda were supported financially on IYCF and youth economic empowerment. Furthermore, a youth member is part of the governance structure of the IBFAN Africa Board. Meanwhile, IBFANGIFA reached out to youth via its participation in Alternatiba (see Area 3 report), via the Training Course on Breastfeeding and the Code, at the University of Montpellier (see Area 4 report), and via the 2-day seminar at the Graduate Institute (see Area 5 report).

Focus on the Second World Breastfeeding Conference (WBC2)

IBFAN Africa developed the concept and proposal for the WBC2 in 2016, with the venue set in South Africa. Initial details were shared with the Consortium for inputs, and approved. A plan of action was developed with the host country: three meetings were held so far conducted with the South Africa host and partners. The WBC2 Website is up, the announcement made and the registration process initiated. Resource mobilization has also started.

IBFAN-GIFA strengthened the capacity of the IBFAN Africa office by engaging in the preparation of WBC2, and by enabling increased contact between IBFAN Africa and key officers of international organisations. IBFAN-GIFA in particular contributed intensely to the development of the concept note and took part in various skype meetings and mails for preparation, advice and feedback for WBC2 as part of the International Organizing Committee.
Enhanced geographic and programmatic base of breastfeeding advocates

IBFAN Asia completed a quantitative research titled “A community based study to explore determinants of feeding practices in a resettlement colony of east Delhi” with the collaboration of Department of Community Medicine, University College of Medical Sciences and Guru Teg Bahadur Hospital, Delhi. Based on the study, a paper entitled “A study of determinants of infant feeding practices in a resettlement colony of Delhi” was submitted for publication in the journal "Annals of Medical and Health Sciences". Another research entitled “The Impact of skilled counselling and support on exclusive breastfeeding” is going on with the collaboration of Department of Paediatrics Jawaharlal Nehru Medical College, Aligarh Muslim University in Aligarh. The study is scheduled for completion in September 2016. BPNI/IBFAN Asia staff contributed as co-authors in two articles published in the indexed journals: ‘Holla-Bhar R, Iellamo A, Gupta A, Smith JP, Dadhich JP. Investing in breastfeeding - the world breastfeeding costing initiative. Int Breastfeed J. 2015 Feb 23; 10:8.’; and ‘Omer-Salim A, Suri S, Dadhich JP, Faridi MM, Olsson P. ‘Negotiating the tensions of having to attach and detach concurrently’: a qualitative study on combining breastfeeding and employment in public education and health sectors in New Delhi, India. Midwifery. 2015 Apr; 31(4): 473-81’.

In April 2015 WABA began a review of the WABA governance, management and membership structures and systems, utilizing the input and expertise of an external Consultant. Results of the review were further discussed at Management Team level and later at SC level. Some changes to the structure done were undertaken in 2015, while other structural changes are on-going pending discussion with SC in 2016.

Increased representation of partners and advocacy at regional and global Conferences, with Regional positions and recommendations in place

The 9th IBFAN Africa regional conference took place in Uganda and was attended by 300 participants representing 17 countries. The Conference Report is already out and widely disseminated through the Google Group, and via the website. IBFAN Africa noted that plans of actions were developed in 9 countries: Ethiopia, Zimbabwe, Ghana, Uganda, Tanzania, Nigeria, Zambia, Swaziland and Mozambique. A Conference Declaration was produced, as were sub-regional plans of action to address the WHA 2015 nutrition targets. As a strategy to strengthen interaction, cooperation and synergy between the IBFAN country groups in Asia, and to network with other partners to achieve greater cooperation for enhancing implementation of the global Strategy for IYCF, IBFAN Asia hosts an annual meeting of One Asia in a different country of the region each year.

In collaboration with the Breastfeeding Information Bureau (BIB) Malaysia, IBFAN Asia with the technical support of the Ministry of Health and Ministry of Family and Community Development Government of Malaysia, organised the 11th One Asia Breastfeeding Partners’ Forum at Putrajaya, Malaysia between 2 to 5 November 2015. The Forum brought together over 150 participants from 21 countries of Asia. The participants represented governments, civil society, professionals, breastfeeding organisations, health providers, people’s organisations and movements, international NGOs and individuals from Bangladesh, Bhutan, Brunei Darussalam, Cambodia, People’s Republic of China, Hong Kong SAR, Chinese Taipei, India, Indonesia, Republic of Korea, Lao PDR, Nepal, Malaysia, Maldives, Mongolia, Myanmar, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam, UK and Switzerland. The theme of the Forum was “Maternity Protection for all women at work”. A country report on the status of maternity protection titled, “Labour Lost” was released at the Forum. Participants also developed the ‘Putrajaya Call to Action’, urging all concerned to strengthen the policies and programmes on IYCF. Further, IBFAN Asia participated in the annual meeting of the Global Network for Right to Food and Nutrition in Kathmandu, Nepal on 20-22 July, 2015. Participants agreed on a Statement/Declaration urging for strengthening right to food and nutrition all across the world. The Annual meeting of the IBFAN Asia Policy Council was held on 1st November 2015 in Putrajaya, Malaysia in which issues related with donor projects being implemented, future
planning and budgets were discussed. Meetings of the Central coordination Committee of BPNI were held on 4-6 September, 2015 in Shimla, Himachal Pradesh, and on 4-6 December, 2015 in Delhi. IBFAN Asia RCO continued networking with partners and other like-minded organisations with regular information sharing, meetings and discussions, and maintained the server and websites for sharing the information.

Between 26-28 September 2015, WABA and UNICEF Headquarters (HQ), New York collaborated in a Symposium in Stockholm, Sweden, entitled “Contemporary Solutions to an Age Old Challenge - Breastfeeding and Work”, to galvanise wider and deeper commitment to protect, promote and support breastfeeding in the context of women’s work. Seventy five participants from 24 countries participated, comprising representatives from national governments, UN organisations, breastfeeding support and advocacy organisations (including WABA Core Partners), health professionals, peoples’ organisations, academia, other international NGOs and business networks. A major outcome of the Symposium is the ‘Framework for Action (FFA)’. (See fuller report under Area 4). IBFAN Asia represented IBFAN in the Stockholm Symposium, and made two presentations, namely, ‘The global situation on maternity protection using the WBTi tool’; and ‘Maternity Protection Benefits in India (current and planned) and Financing Schemes’. IBFAN-GIFA supported the participants from IBFAN with background information.

**Regional outreach and networking**

BPNI/IBFAN Asia continues to coordinate the planning, execution and reporting of project activities. Networking with the partners in the region and beyond continued this year also through meetings, conferences, sharing of information etc. BPNI/IBFAN Asia continues action to strengthen the breastfeeding movement among the network by regular communication and planning exercises along with the policy council members-the think tank working towards improving the work at the sub-region/country level and regular annual meeting. The RCO also coordinates with the country coordinators on the WBTi assessment or reassessment process, any training or updating required.

**Area 7 - Project cycle management (PCM) and governance**

**Indicators**

**Consortium annual workplan and regular review**
Annual workplan 2015 in place

**Monitoring and evaluation systems in place**
Monitoring indicators developed for each key output

**Annual donor reports**
Annual report submitted in June 2015

**Skype meeting notes**
Annual review in May 2015
Several skype meeting notes

**Regular updates/guidances/CG meeting agenda**
Monthly updates/guidances or correspondance between FP and CG

**Donor Liaison**
Several correspondances/meetings (Feb/April/May/June) between Donor and FP

**Face-to-face meeting for partners**
Meeting between Sida and Consortium Focal Point held in June 2015
Examples of outputs

Implementation of consortium activities with good governance
All the consortium partners fulfilled their good governance procedures through regular reviews by their respective Steering committees or Board meetings, ensuring accountability and transparency. Implementation issues due to delayed release of funds are described separately further down in the report.

Annual results-based Reports
WABA in its Focal Point role provided a guide for the reporting for Consortium partners, who each contributed to the coordinated and individual components of the report. WABA pooled all the information together and facilitated the submission of the narrative and financial reports to the donor.

Improved workplans and administrative procedures
Workplans were refined and submitted in February 2015. Minor adjustments were made after the mid-year assessment, which is a new mechanism for monitoring progress. All requested administrative manuals and accounting systems have been in place since late 2013. However, fine-tuning of individual systems and coordination required further work during 2015.

Challenges and responses

External
The partners are indebted to Sida for supporting this project as fundraising for the work of the consortium partners is increasingly difficult because we raise difficult questions about the TINA (‘there is no alternative’) paradigm of ‘stake-holderisation’, and about conflicts of interest. Unfortunately, this paradigm is currently favoured by majority of donors, including governments that in the past recognized the important role of watchdog groups in democracy system of checks and balances; and believed in countervailing power to big economic actors, such as TNCs. Enhancing engagement with business sector actors is not a problem in itself, as long as it happens where appropriate, with roles transparently discussed and understood, and in the interest of international public health, nutrition, and fulfillment of human rights—while safeguarding integrity, independence, trustworthiness and public trust of our public institutions and of the UN. Currently, as the recent review by WHO for the 2015 meeting of its Executive Board showed, the UN and its agencies do not have a comprehensive system of safeguards against conflicts of interest (CoI) in place. The most recently developed tools by the Global Social Observatory (GSO) for the Scaling Up Nutrition to assist SUN countries redefine CoI to serve the multi-stakeholder model. Such ‘safeguards’ may prevent governments and their institutions from working in the public interest, in terms of working towards peoples human rights to adequate food and nutrition, and freedom from hunger. The impact of the economic crisis for example in Asia has led to rising poverty in the region. Aggressive marketing in Asia has exacerbated the situation, according to the available reports commercial marketing push to baby foods is going to be a big challenge for governments in Asia in coming years. Regulation of promotion of baby foods will be difficult or de-regulated. Public private partnerships are on the rise. The partners are also concerned that the continuing war in Syria and political instability in Iraq, Afghanistan amongst other countries, has resulted in a refugee crisis in Europe has had an adverse effect on donors (typically National Development Agencies) willingness to fund at the same level as before (e.g UN target of 0.7% GDP). Public attitudes in Europe towards aid have also become less sympathetic. European donors are a primary source of funding for work on maternal and child health. As above but in addition, the global economic crisis appears to be continuing. It is possible
that having reached agreement on the Sustainable Development Goals (SDGs) and Climate Change Targets, the international community will reprioritise expenditure in favour of sustainable social development.

However, the renewed interest by UNICEF and WHO through the Global Breastfeeding Advocacy Initiative, and by WHO through the NetCode will give more opportunities for furthering the work of the consortium partners and expanding to include new program partners. The issue of conflicts of interest will however require constant vigilance. The increasing number of recommendations issued by the CRC Committee in relation with breastfeeding is also very encouraging and shows that international human rights experts have been successfully sensitized on the importance of optimal IYCF practices for the fulfilment of children’s rights.

**Internal**

The consortium implementing partners (CIPs) are aware of and appreciate the diversity of approaches, as this enriches the ways of working and the results produced. As the current funding levels seldom permit the CIPs to meet face-to-face, most of the communication is by email and Skype. Furthermore, all opportunities are taken to ‘piggy-back’ on other meetings e.g. the Global Breastfeeding Partners Meetings (GBPMs), gBICS meetings, World Health Assembly meetings, 2015 has also been a heavy year in terms of the administrative management and for some CIPs detracted attention from the on-going work on some core issues. A number of internal challenges include:

- Retirement of experienced staff, with the need to subsequently recruit and train new staff.
- Funding levels that do not allow multiplication of programmatic efforts.
- Much time taken in administration of consortium and donor requirements.

**Mitigation strategies**

- Recruit new skilled and efficient staff that is able to quickly take on important responsibilities.
- Lack of adequate funding has been mitigated by diversifying the funding base and efforts to help raise funds at national level through e.g. the WBC, linking up with the UNICEF GBAI, and other new partners, as well as by using services of interns and volunteers.
- Develop more effective networking structures and coordinating mechanisms at all levels and engage greater alignment with other initiatives and partners.

**Deviations from workplan and explanations**

WABA was generally able to achieve the expected outputs for 2015. However, a few outputs such as the total revamping of the website and training of peer counsellors could not be completed during the year due to a heavy focal point work-load administrating the sub agreements, particularly with IBFAN Africa. The Global Partners Meeting (already deferred from 2014), was to coincide with another event in 2015, but has been deferred to 2016 due to funding and other constraints. WABA was able to reprogram and utilise funds to attend the CSW. For the Stockholm Symposium on Breastfeeding and Work, WABA utilised carried forward 2014 funds, but having to limit participation of Core and consortium partners in favour of new partners, especially government representatives and global organisations (e.g. Hellen Keller, World Vision and Men Care). Recruitment of new program staff continued to be a challenge in 2015, as the uncertainty of future funding is still an issue, which the organisation intends to address.
**BPNI/IBFAN Asia** managed to accomplish a substantial part of the planned work, though some activities could not be accomplished due to late arrival of funds. Most of the activities that could not be implemented are included in the workplan for the year 2016. These activities are:

- National advocacy activity on Code monitoring in the countries of the region
- Printing and dissemination of the report of the research on carbon footprint due to milk formula
- A research study on determinants of optimal breastfeeding practices which was initiated in 2015 will continue in 2016
- WBW activities in the countries of the region

Despite the late disbursement of funds, **IBFAN-GIFA** succeeded in achieving all outputs set forth in the 2015 workplan. The only exception is logframe D5 ‘Maternity Protection Awareness’. At first, IBFAN-GIFA delayed the planning of the event on Maternity Protection it intended to organize when it was informed that WABA was organizing a meeting about the same topic, assuming that IBFAN-GIFA would be invited as consortium implementing partner. Then, IBFAN-GIFA went ahead to organise a seminar on Maternity Protection in Geneva in December 2015 but had to postpone it as one key partner dropped out. Therefore, IBFAN-GIFA will use these funds to support a Maternity Protection event at the World Breastfeeding Conference in December 2016 in South Africa and possibly to organize a smaller event in Geneva on Breastfeeding and Work. In addition, due to civil unrest, a visit to Burkina Faso to support the ANJE project was deferred to early 2016.