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-2016 agenda
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<th>Abbreviation</th>
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<tr>
<td>BFHI</td>
<td>Baby-Friendly Hospital Initiative</td>
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<td>BMS</td>
<td>Breastmilk substitutes</td>
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<td>BPNI</td>
<td>Breastfeeding Promotion Network of India</td>
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<td>CESCR</td>
<td>Committee on Economic, Social and Cultural Rights</td>
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<td>CEDAW</td>
<td>Convention on the Elimination of all Forms of Discrimination Against Women</td>
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<td>CFS</td>
<td>Committee on the World Food Security</td>
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<td>CoI</td>
<td>Conflict of Interest</td>
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<td>CRC</td>
<td>Convention on the Rights of the Child</td>
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<td>CSM</td>
<td>Civil Society Mechanism</td>
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<td>Civil Society Organisations</td>
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<td>CSW</td>
<td>Committee on the Status of Women</td>
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<td>EB</td>
<td>Executive Board</td>
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<td>EAA</td>
<td>Ecumenical Advocacy Alliance</td>
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<td>FENSA</td>
<td>WHO’s Framework of Engagement with Non-State Actors</td>
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<td>FFA</td>
<td>Framework for Action</td>
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<td>FIAN</td>
<td>FIAN International</td>
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<td>GIFA</td>
<td>Geneva Infant Feeding Association</td>
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<td>GNrtFN</td>
<td>Global Network on the Right to Food and Nutrition</td>
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<td>GSIYCF</td>
<td>Global Strategy on Infant and Young Child Feeding</td>
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<td>IBFAN</td>
<td>International Baby Food Action Network</td>
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<td>HR</td>
<td>Human Rights</td>
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<td>HRC</td>
<td>Human Rights Council</td>
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<td>HRTB</td>
<td>Human Rights Treaty Bodies</td>
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<td>ICCO</td>
<td>Interchurch Organisation for development cooperation The Netherlands</td>
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<td>ICDC</td>
<td>International Code Documentation Center Documentation Center</td>
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<tr>
<td>Acronym</td>
<td>Full Form</td>
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<td>ICM</td>
<td>International Confederation of Midwives</td>
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<td>ICN2</td>
<td>Second International Conference on Nutrition</td>
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<td>IEC</td>
<td>Information Education and Communication</td>
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<td>IF</td>
<td>Infant Feeding</td>
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<td>ILCA</td>
<td>International Lactation Consultants Association</td>
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<td>IYCF</td>
<td>Infant and Young Child Feeding</td>
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<td>LAC</td>
<td>Latin America and the Caribbean</td>
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<td>LFA</td>
<td>Logical Framework Approach</td>
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<td>LLLI</td>
<td>La Leche League International</td>
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<td>MDGs</td>
<td>Millennium Development Goals</td>
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<td>MP</td>
<td>Maternity Protection</td>
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<td>MIYCN</td>
<td>Maternal, Infant, and Young Child Nutrition</td>
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<td>NGO</td>
<td>Non-Governmental Organisation</td>
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<td>PHM</td>
<td>People's Health Movement</td>
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<td>PMTCT</td>
<td>Prevention of Mother-to-Child Transmission</td>
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<td>PPP</td>
<td>Public Private Partnerships</td>
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<td>PPTCT</td>
<td>Prevention of Parent-to-Child Transmission</td>
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<td>RCOs</td>
<td>Regional Coordinating Office (of IBFAN)</td>
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<td>RFP</td>
<td>Regional Focal Point (of WABA)</td>
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<td>SDGs</td>
<td>Sustainable Development Goals</td>
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<td>SEA</td>
<td>South East Asia</td>
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<td>TA</td>
<td>Treaty Alliance</td>
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<td>TNCs</td>
<td>Transnational Corporations</td>
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<td>UNICEF</td>
<td>United Nations Children's Fund</td>
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<td>UNICEF GBAI</td>
<td>UNICEF Global Breastfeeding Advocacy Initiative</td>
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<td>WABA</td>
<td>World Alliance for Breastfeeding Action</td>
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<td>WBCi</td>
<td>World Breastfeeding Costing Initiative</td>
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<td>WBTi</td>
<td>World Breastfeeding Trends Initiative</td>
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<td>WHA</td>
<td>World Health Assembly</td>
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<td>WHO</td>
<td>World Health Organisation</td>
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Acknowledgements

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Executive summary

The collective work of the WABA-IBFAN Consortium during 2016 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 115 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 59 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) facilitated the tracking of progress at national level on measures for breastfeeding protection, promotion and support in all countries and release of specific recommendations on breastfeeding and/or the Code to 19 countries, while continuous advocacy on breastfeeding and human rights has led to a historic statement of a group of UN experts (Special Rapporteurs on the Right to Food, Right to Health, the Working Group on Discrimination against Women in law and in practice, and the Committee on the Rights of the Child published) in which they affirm that breastfeeding constitutes a human rights issue for babies and mothers. The Consortium partners are also members of the Right to Food and Nutrition (RtFN) to raise and include breastfeeding and IYCF issues in these platforms. 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 29 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 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. A peer counselling (PC) pilot intervention was supported to assess the impact of PC on breastfeeding rates amongst factory workers. 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:**
   Consortium partners were consulted on the revised WHO guidance on infant feeding and HIV. Work in this area resulted in the wide dissemination 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 and the advocacy brochure ‘Formula for Disaster’, on the impact of infant feeding and climate change, was shared with governments and UN bodies. WBW 2016 sub-theme on climate change was well received globally and firmly anchored the importance of breastfeeding in mitigating this phenomenon. Consortium partners shared studies, publications, online resources and press releases. As a result of partner collaboration, a book was published on “Gender, Nutrition and the Right to Adequate Food: Toward an inclusive framework” by Routledge Series in Gender and Society. The consortium advanced gender mainstreaming through presentations at conferences covering links between SDGs and breastfeeding and women and work. The work was continued by actively engaging men and stressing the importance of inclusive parental social protection. Finally, the Consortium drew attention to the gender-related UN days and issued calls for action.

4. **Strengthening Policy and Legislative Frameworks:**
   The first WHO/UNICEF/IBFAN report on Code implementation was released, revealing gaps in this regard and developing a set of recommendations to improve corporate accountability when it comes to the marketing of breastmilk substitutes. 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 including building capacity for a younger generation of Code monitors and advocates from selected countries in Asia. IBFAN’s advocacy at WHA led to indicators developed for the Comprehensive implementation plan for Maternal, Infant and Young Child Nutrition; input into the debate on the WHO Framework of engagement with non-State actors and adoption of a new WHO Guidance on inappropriate promotion of foods for infants and young children.

5. **Social mobilisation, information sharing and communication:**
   The 2016 World Breastfeeding Week coordinated by WABA, focused on Breastfeeding – A key to Sustainable Development, and generated multiple actions in 191 countries. Technical and information materials linking breastfeeding with the newly adopted Sustainable Development Goals were developed and shared widely. Communities around the world were reached through social mobilisation, and social media was successfully used to increase the outreach to new young audiences and language groups. The dedicated website included sections on Resources and materials were made available for downloading. There was also a section for Pledges. Research publications and technical briefs were published and disseminated using various forms and high-resolution files for improved reproduction of materials. Social media, such as Facebook and Blogs helped
to drive information and make it more accessible to the the media and the public. Other social media tools that were used in effective outreach were Twitter, Instagram. The Social Media was promoted and reached 20,000 users and was additional shared 200 times. Traffic was driven by providing prepared key messages suitable for sharing on Twitter and other Social Media. These were augmented with images that attracted immediate attention and conveyed messages in a succinct manner. As a result there were over 5,500 interactions on Social Media and over 4,500 reactions to mass emails. The detailed Social Media Report, based on Facebook analytics, records a 3000% increase in reach to some 900,000 users. Advocacy at national level shows potential of commitments of all actors to increase the rate of breastfeeding at country level. Another major outcome from the campaign was the greater involvement of men at community level and the awareness creation on the importance of breastfeeding in emergency situations such as at refugee camps.

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. Outreach to the SRHR movement through WABA’s participation in the Women Deliver Conference ensured the positioning of breastfeeding in the Deliver for Good targets. Through the WABA Global Breastfeeding Partners Forum (GBPF 2016), the involvement of the youth was enhanced by the active participation of Young Midwife Leaders/ICM, Women Deliver Youth and Girls Globe. The forum saw participants from 32 countries covering all major regions and brought old and new partners from diverse organisations (Alive & Thrive, Industry All, WHO, ICM, Girls Globe, MenCare/Promundo, Women Deliver, USAID, Save the Children, UNICEF, Hellen Keller International, Family Included, McGill University, Middlesex University, Penang Medical College, University Sains Malaysia, Ministry of Women Indonesia, Ministry of Women Philippines, Ministry of Health Vietnam) together to present their work and invite collaboration among the participants. The consortium partners participated in the sessions by giving their inputs in their respective expertise area. Another outcome was the 2nd World Breastfeeding Conference, where the consortium’s partners each contributed to the programme in their respective areas of expertise and organised sessions with respect to the Code, Human Rights and World Breastfeeding Week. Consortium partners contributed in reputable scientific journals, disseminating publications and conducted research studies. Regional outreach and networking included attending regional and global meetings in Asia, Europe and Africa.

7. **Project cycle management and governance:** Funding has been secured until 2017/2018 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. The majority of the workplan 2016 activities were implemented on schedule.
However due to arrival of funds late in the calendar year and a heavy administrative load, some activities were reprogrammed or deferred to be carried out in 2017.
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 2016.

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. 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, “this 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. 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.

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
Furthermore, the 2016 WHO/UNICEF/IBFAN report on Code implementation violations (http://www.who.int/nutrition/publications/infantfeeding/code_report2016/en/) highlights the remaining challenges to fully implement and enforce the Code at global scale and it also illustrates the widespread negative impact of marketing that is still ongoing in many parts of the world.

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 many of the Sustainable Development Goals (SDGs)—in particular on poverty reduction, nutrition and food security, survival, health and well-being, environment and climate change, as well as women’s employment and gender equality. The SDGs provide a framework to connect breastfeeding to the larger development agenda, as does the UN Decade for Action on Nutrition. The fact that in 2016 the UN has recognised breastfeeding as a Human Right lends support to the work of the breastfeeding movement (http://www.ohchr.org/EN/NewsEvents/Pages/DisplayNews.aspx?NewsID=20904&LangID=E).
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. The achievement of the overall objective will result in a series of indicators, in particular increased rates of IYCF, increased national IYCF budgetary allocations, increased implementation and enforcement of the International Code of Marketing of Breastmilk 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 2016, WBTi has been introduced in a total of 115 countries.
- A total of 86 countries had undertaken WBTi assessment at the end of 2016.
- A total of 77 participating organisations in 11 countries undertook new assessments.
- A total of 72 participating organisations in 16 countries undertook re-assessments.

**The World Breastfeeding Costing Initiative (WBCI)**
- The WBCI (financial tool) has been introduced to a total of 59 countries by end of 2016.

**Human Rights training held**
- **IBFAN Asia**, with technical services provided by IBFAN-GIFA, included a HR training session on breastfeeding, the CRC and human rights during the WBTi capacity building for European region, held in October 2016 in Lisbon, Portugal involving 9 participants from 6 European countries (Albania, France, Lithuania, Macedonia, Moldova, Spain).
- **IBFAN-GIFA**, in collaboration with the University of Port Harcourt and the DST-NRF Centre of Excellence in Human Development of the University of Witswaterstrand, co-organised and delivered a 1-day training session on breastfeeding and human rights to 102 participants from 22 countries (Australia, Bangladesh, Brazil, Chile, Gambia, Germany, Ghana, India, Kuwait, Malaysia, Malawi, Nigeria, Saudi Arabia, South Africa, Sri Lanka, Swaziland, Sweden, Tanzania, UAE, Uganda, USA, Zimbabwe) during the second World Breastfeeding Conference. The conference, co-organized by the South African Department of Health, IBFAN, BPNI, IBFAN-GIFA and IBFAN-ICDC, was held in December 2016 in South Africa.

**IBFAN alternative reports submitted to Human Rights treaty bodies**
- **IBFAN-GIFA** submitted alternative reports on the situation of IYCF for 8 of the 27 countries that were reviewed by the CRC Committee in 2016 ([Benin (report in French)], France, Gabon (report in French), Nepal, New Zealand, Pakistan, Saudi Arabia and UK). **IBFAN-GIFA** also prepared 6 Spanish summaries, 2 French summaries and 1 English summary of the reports, and further disseminated relevant information on breastfeeding and Code implementation to CRC members, deepening its collaboration and trust relation with a number of them.
- **IBFAN-GIFA** organized and delivered a joint briefing on Breastfeeding and the Child’s Right to Adequate Food and Nutrition in collaboration with FIAN and UNICEF. The briefing has been very
well attended by CRC members and has allowed panelists to engage in a constructive discussion with them. On this occasion, IBFAN-GIFA and UNICEF jointly released a set of suggested recommendations on infant and young child feeding for the CRC Committee to include in its future Concluding Observations. IBFAN and FIAN also jointly developed a handout on Breastfeeding and the Human Right to Adequate Food and Nutrition which was distributed to all CRC members.

- **IBFAN-GIFA** submitted two alternative reports to the CESCR Committee on the situation of infant and young child feeding in the UK and France, supported by two oral statements made at the beginning of the 58th session of the Committee. We also conducted personal advocacy with several CESCR members and provided them with specific information on the situation of breastfeeding in Costa Rica and Poland.

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

IBFAN-GIFA’s blog was integrated into the IBFAN-GIFA news feed on its website www.gifa.org on which 23 news updates and short articles were uploaded, which allows more clarity for visitors looking for relevant information. As a follow-up to the HRTB recommendations, 5 post-session reports and articles were posted on IBFAN-GIFA’s blog and website.

Position/discussion papers on human rights issue available and shared

- Following up on its engagement in the drafting process of the ‘**CRC General Comment on Public Spending and the Rights of the Child**’ (Article 4) and the OHCHR follow-up report on investment in children’s rights, **IBFAN-GIFA** co-organized an event on “The 2030 Agenda on Sustainable Development and ensuring investment in the rights of the child” with other members of the Working Group on Investment in Children, in which the outline of the OHCHR follow-up report on investment in children was discussed. IBFAN-GIFA also co-sponsored a joint NGO statement to welcome the OHCHR follow-up report at the 31st session of the Human Rights Council in March 2016. Finally, in September 2016 IBFAN-GIFA co-organized a side-event to launch the CRC General Comment No. 19 on Public budgeting for the realization of children’s rights.

- As mentioned above, **IBFAN-GIFA** developed jointly with UNICEF a set of suggested recommendations on infant and young child feeding for the CRC Committee to include in its Concluding Observations and prepared a Spanish translation of this document. In collaboration with FIAN, IBFAN-GIFA developed a handout on Breastfeeding and the Human Right to Adequate Food and Nutrition. These documents were widely shared and distributed.

- **IBFAN-GIFA** contributed to the development of a practical guide developed by the International Commission of Jurists (ICJ) and the Child Rights International Network (CRIN) on how to use the UN Committee on the Rights of the Child’s General Comment No 16 which focuses on State obligations regarding the impact of the business sector on children’s rights. The guide also provides examples of how NGOs have intervened on behalf of children, as well as advice on litigation, monitoring, advocacy and activism on behalf of children.

- **IBFAN-GIFA** developed a written contribution ahead of the 2016 CRC Day of General Discussion (CRC DGD) on “Children’s Rights and the Environment” highlighting how infants and young children are the first victims of pollution and climate change. The negative impact of pollution and climate change on the world’s most vulnerable population, whose immune and reproductive systems are still immature, was stressed, and as States’ obligations to protect child’s right to health by “taking into consideration the dangers and risks of environmental pollution” (article 24.2 (C) Convention on the Rights of the Child) and more specifically, by protecting, promoting and supporting breastfeeding, were highlighted. IBFAN-GIFA also took active part in the CRC DGD and made two oral statements on Children’s exposure to environmental toxicants and on breastfeeding in the context of climate change.
IBFAN-GIFA took part in the CEDAW half-day of General discussion on “gender-related dimensions of disaster risk reduction and climate change” by submitting a written contribution which highlighted the exacerbation of gender discrimination in the context of disasters and climate change and stressed the importance of breastfeeding in such context. Indeed, breastfeeding constitutes a powerful equalizing measure for women and girls by providing women and babies with solace in the midst of devastation and protects all babies, including girls, against life-threatening illnesses throughout their life. Our submission also noted that breastfeeding does not only comfort and console women and their children in the aftermath of disasters, but it also contributes to climate change mitigation. It is 100% sustainable, hardly uses any of our planet’s increasingly scarce land and water resources, emits no greenhouse gases and leads to no waste, and called for the implementation of an enabling environment for breastfeeding, which constitutes an obligation for States.

Conceptual link between breastfeeding and right to food and nutrition framework/alliances
- IBFAN-GIFA provided a set of specific comments to the draft CRC General Comment on the implementation of the rights of the child during adolescence as follow-up to the 2015 IBFAN/FIAN written submission on this matter.
- On the invitation of the Special Rapporteur on the Right to Food, Ms. Hilal Elver, IBFAN-GIFA took part in an informal consultation on nutrition and the right to food and submitted a written input for the Special Rapporteur’s consideration with regard to her annual report.
- On Ms. Elver’s specific request, IBFAN-GIFA developed a written input on the human rights implications of the widespread use of hazardous pesticides, highlighting how breastfeeding constitutes a matter of human rights and how it helps to mitigate the negative impact of children’s exposure to pesticides which have an endocrine disrupting effect. IBFAN-GIFA continued close collaboration with the Treaty Alliance (TA), taking active part in the process to an international legally binding instrument to regulate, in international human rights law, the activities of transnational corporations and other business enterprises (called the “treaty process”), contributing to it in writing and via oral statements. Ahead of the second session of the IGWG on TNCs and HR, IBFAN-GIFA co-sponsored a joint written contribution with Treaty Alliance members (CIDSE, Friends of the Earth Europe, Brot für die Welt and SOMO). IBFAN-GIFA contributed to the development of the 2016 TA joint statement on corporate capture as well as the development of the 2016 TA statement on the 2nd session of the IGWG. IBFAN-GIFA also took an active part in the second session of the IGWG in October 2016, developing with other NGOs, 5 of the written statements on different issues related to the treaty process, in particular a statement highlighting the Code as one of the first example of international instrument addressing the obligations and responsibilities of private actors. Last but not least, IBFAN-GIFA took active part in the organization of an internal TA 2-day preparatory meeting in Geneva and ensured that 14 TA members from partner NGOs, including Corporate Accountability, Legal Resources Centre, Ecologistas en Acción, could take part in the session by providing them with ECOSOC temporary accreditations. In particular, IBFAN-GIFA allowed a representative of the Union of People Affected by Texaco (UDAPT) to take the floor and highlight the dreadful impact of Texaco in the livelihood and health of thousands of Ecuadorian people.
- IBFAN-GIFA remained actively engaged in the Civil Society Mechanism (CSM) of the Committee on Food Security (CFS), in particular by attending a CSM/CFS strategy meeting on nutrition in February 2016 in Rome and by engaging until March in the Nutrition Working Group and the ICN2 Liaison Group. In October 2016, IBFAN-GIFA supported Ms. Patti Rundall so that she could represent IBFAN at the 43rd Committee on Food Security (CFS) meeting in Rome from 17 to 21st October 2016. Ms. Rundall represented IBFAN at the civil society pre-meeting and at the CFS
itself where she attended different sessions and asked questions at 6 side-events including a meeting of the High Level Panel of Experts for Food Security and Nutrition (HLPE). In addition to the many informal meetings with policy makers, IBFAN also joined three civil society meetings, one with the Special Rapporteur on the Right to Food, another with the newly elected Coordinator of the Scaling Up Nutrition Initiative (SUN) and another with the EU representative to FAO. On 20th October, Ms. Rundall joined a panel of speakers at a side-event organised on conflicts of interests in food security and nutrition policies, with particular reference to the CFS. The session was organised by the CSM and moderated by FIAN and SID. Ms Rundall, whose presentation focused on Multi-stakeholderism - a benign win-win strategy, shared the floor with representatives of the FAO, WHO, CFS, El Poder del Consumidor as well as with Prof. Jonathan Marks from Penn State University.

On the occasion of the International Women’s Day, IBFAN-GIFA co-organized a side-event to the 31st session of the Human Rights Council. The event entitled “No Right to Food without Women’s Rights: Women Exposing Violations from around the Globe” uncovered the structural barriers to the full enjoyment of the right to food that women find in their everyday lives. Indeed, despite the calls for inclusion of women and a gender perspective on food and nutrition security, the status of hunger and malnutrition of women and girls is still not improving due to the persistence of the dominant economic and development model, exploitative of people and resources, which coexists with patriarchal policies and practices. The event was moderated by FIAN and speakers included the Special Rapporteur on the Right to Food, Guatemalan, Togolese, Indian and Spanish activists as well as Prof. Anne Bellows from Syracuse University.

IBFAN-GIFA also remained active until March as a member of the Coordinating Committee of the Global Network Right to Food and Nutrition (GNRtFN) and attended a civil society meeting in Dakar, providing international support to the West African Caravan for the Right to Land, Water and Seeds. IBFAN-GIFA contributed to the 2016 Dakar Declaration of the Global Network on the Right to Food and Nutrition.

IBFAN-GIFA kept on strengthening links with the Right Livelihood Award Foundation, attending their regional conference for European laureates in October 2016 and delivering a session on Breastfeeding and Human Rights: Engagement with UN Treaty Bodies. IBFAN-GIFA was also offered the opportunity to move in their new hub for European laureates, located at the prestigious Maison de la Paix in Geneva, and decided to seize this opportunity to increase its fruitful collaboration with the RLA Foundation and other laureates.

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 contributed to the wide dissemination of the WATCH 2016 entitled “Keeping Seeds in Peoples’ Hands”, which shed light on the first Fact-Finding Mission conducted by the Global Network for the Right to Food and Nutrition to investigate the human rights situation of tea workers by visiting 17 plantations in West Bengal and Assam and interviewing 300 workers, in which members of IBFAN took part.

IBFAN Asia represents IBFAN in the Coordination Committee of the GNRtFN and contributes regularly in the functioning of the network. IBFAN Asia participated in the Fact Finding Mission (FFM) undertaken by the network in December 2015 on the working and living conditions that tea plantations workers face in Assam and West Bengal, two tea producing regions in India. The report, titled “A life without dignity – the price of your cup of tea” was globally released on the occasion of International Labor Day, 2016. BPNI procured printed copies of the report and disseminated them (http://www.fian.org/library/publication/a_life_without_dignity_the_price_of_your_cup_of_tea/).

IBFAN Asia, as a part of a group of experts, contributed in the Committee on Food Security (CFS), High Level Panel of Experts (HLPE) Inquiry on Critical and Emerging Issues for Food Security and
Examples of outputs

**WBTi – focus on Assessment and Reassessments**

- 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 Asia** noted eleven more countries accomplishing their first WBTi assessment of policies and programmes on Infant and Young Child Feeding (IYCF). Three countries from Africa (Nigeria, Seychelles, South Africa), two countries from Arab World (Libya, Morocco), two from LAC (Chile, Belize) one country each from Afrique (Niger), Europe (UK), South East Asia (Cambodia) and North America (USA) completed the assessment. Seventy-seven partner organisations came together in these 11 countries to develop the country reports. Sixteen countries from Africa, Afrique, Arab World, LAC, East Asia, and South Asia region did the reassessment in 2016. Gambia, Uganda, Burkina Faso, Gabon, Egypt, Lebanon, Kuwait, Saudi Arabia, Argentina, Columbia, Costa Rica, Nicaragua, Dominican Republic, Venezuela, Mongolia, and Bhutan. Except Lebanon, Gabon, Burkina Faso, Costa Rica, Venezuela all other countries have reported an increase in the scores for policies and programmes. Seventy-two partner organisations came together in these 16 countries to develop the country reports.


**Introducing WBTi into more countries in Europe**

In October 2016, six European countries were trained on WBTi and WBCi in collaboration with IBFAN-GIFA and IBFAN Portugal at Lisbon, Portugal. IBFAN-GIFA provided a session on breastfeeding, the CRC and human rights that included specific examples on how CRC Concluding Observations have had a positive impact on the protection, promotion and support of breastfeeding in European countries. There were 9 participants from 6 countries (Albania, France, Lithuania, Macedonia, Moldova, Portugal, Spain). Each participating country developed its action plan with a timeline to complete the country assessment in 2016-17, which was presented during the concluding session of the training workshop. The report of the workshop is available at: [http://worldbreastfeedingtrends.org/uploads/WBTi-Report-Portugal.pdf](http://worldbreastfeedingtrends.org/uploads/WBTi-Report-Portugal.pdf).

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

World Breastfeeding Week (WBW) 2016 with the theme on Breastfeeding – A Key to Sustainable Development had promoted the WBTi tools in the WBW Action Folder under the theme 4 – Women’s Productivity and Employment. The actions recommended in the action folder had called to encourage politicians and officials in the country to assess the status of the maternity and parental protection entitlements and to identify gaps in provision using the WBTi.

**Documentation and dissemination of WBTi assessment findings**

WBTi assessment findings from 84 countries were used to develop a review report titled “Has your nation done enough to bridge the gaps?” The report was released during the inaugural session of the second world breastfeeding conference in Johannesburg, South Africa in December 2016. The report is available at: [http://worldbreastfeedingtrends.org/WBTi-84Country/84-country-report.pdf](http://worldbreastfeedingtrends.org/WBTi-84Country/84-country-report.pdf).
Linking WBTi to the Committee on the Rights of the Child (CRC)

As part of the 2016 WBTi and WBCi training session for the European region delivered by IBFAN Asia, IBFAN-GIFA adapted and delivered a session previously developed under the title ‘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, and to highlight the positive impact of strong CRC Concluding Observations in the policy setting related to IYCF in specific countries. More specifically, four alternative reports to the CRC were developed based on previous WBTi assessments (Gabon, Nepal, Saudi Arabia and UK). The harmonized template report to the CRC developed in 2015 was further used to provide a basis to IBFAN group for their CRC report drafting. Additionally, the WBTi process was explained and promoted during the one-day training session on human rights delivered in Johannesburg, and the need to ensure harmonization between these two processes whenever possible was further emphasised.

National Achievements in Asia, Africa and Latin America through WBTi assessment process

IBFAN Asia noted some effective use of WBTi process and reports for advocacy and strengthening of policies and programmes in different countries.

- In Uganda, the Uganda Maternal Infant and Young Child Nutrition roadmap (Strategy) was developed in 2016 as a strong recommendation from the WBTi assessment conducted in 2015. The Prime Minister of the Republic of Uganda launched this document during the IBFAN Africa Regional Conference.

- In China, findings of WBTi assessment were cited in official documents and project materials on baby friendly hospital initiative; WBTi assessment reports of India has been studied as case study on implementation of Code in a joint project by the National Health and Family Plan Committee (NHFPC) and UNICEF; and NHFPC has allocated funding for celebrations of World Breastfeeding Week (about 10,000 USD every year).

- In Bangladesh, the WBTi assessment results influenced the development of new policy and programme on breastfeeding/IYCF by the government of Bangladesh. Allocation of funding for programme related to breastfeeding or infant and young child feeding has been included in National Nutrition Service (NNS) operation Plan 2017-2021.

- In El Salvador, the Ministry of Health has adopted recommendations on updated BFHI and has continued to accredit hospitals, as well as the Community Health Family Units and Social Security Medical Units. Consideration has been given to conducting a national evaluation in 2017, incorporating it in the Strategic Plan of the National Breastfeeding Commission.

- In Kuwait, the WBTi report has contributed to advocacy efforts and investment toward the key indicators on Baby Friendly Hospital Initiative (BFHI), and implementation of the International Code.

- In India, Ministry of Health and Family Welfare (MOHFW) launched a nationwide breastfeeding programme titled MAA (Mother’s Absolute Affection) which includes interventions on capacity building of community health care providers, awareness generation activities and improved mother-baby friendly practices in health care facilities, BPNI is the official technical partner of the programme and assisted the MOHFW in developing the training material for the capacity building. The National Coordination Committee on Infant and Young Child Feeding (IYCF), a high-level committee chaired by the Ministry of Women and Child Development, Government of India started functioning and held its’ first meeting. Several important decisions were taken in the meeting to strengthen policies and programmes on IYCF.

- In UK, the first UK-wide WBTi report on infant feeding policies and programmes was launched at the House of Commons in November 2016. The report was applauded by key partners including civil society organisations, UN agencies, professional bodies and academic institutions. Release
of the report was widely reported by print and electronic media.

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

- In collaboration with the University of Port Harcourt and the DST-NRF Centre of Excellence in Human Development of the University of Witswaterstrand, **IBFAN-GIFA** co-organised and delivered a one-day training session on Breastfeeding and HR at the beginning of the 2nd World Breastfeeding Conference in Johannesburg, South Africa. Some 102 participants from 22 countries (Australia, Bangladesh, Brazil, Chile, Gambia, Germany, Ghana, India, Kuwait, Malaysia, Malawi, Nigeria, Saudi Arabia, South Africa, Sri Lanka, Swaziland, Sweden, Tanzania, UAE, Uganda, USA, Zimbabwe) were trained and about 90% of them declared that the specific objectives of the training (understanding of the HR framework, the issue of BF and the rights to health and food and the CRC review process) had been attained, and about 70% of them indicated that they were willing to prepare an alternative report to be submitted to the CRC for their country’s review.

- **IBFAN-GIFA** also delivered a keynote address at the beginning of the plenary on day 2 of the 2nd World Breastfeeding Conference on the topic of Protection, promotion and support of breastfeeding within a human rights framework, in which the history of the unregulated marketing for breastmilk substitutes was presented, as well as the history of the inclusion of the Code and the 3-pillar Global Strategy on Infant and Young Child Feeding into the human rights framework. This keynote address was attended by several hundreds of people, showing the interest for this matter and enabling participants to be informed about the latest developments related to breastfeeding and human rights.

**CRC Committee furnished with alternative reports**

- As a direct result of IBFAN-GIFA’s reporting and advocacy to the CRC Committee, specific recommendations on breastfeeding were included for 17 countries (Benin, Bulgaria, France, Gabon, Ireland, Kenya, Nauru, New Zealand, Oman, Peru, Samoa, Senegal, Sierra Leone, Slovakia, Suriname, UK and Zambia), of which 7 were recommended to implement the Code (Bulgaria, France, Gabon, Ireland, Nauru, Slovakia and UK), while 2 were asked to improve their monitoring of the Code or of their law on the marketing of breastmilk substitutes (Oman, Senegal). Additionally, in several cases (Haiti, Nepal, South Africa and Zimbabwe) 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.

- **WABA** promoted the alternative CRC reports to the wider network through the website and social media. [http://waba.org.my/working-on-human-rights/](http://waba.org.my/working-on-human-rights/)

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

**Committee on Economic, Social and Cultural Rights (CESCR)** - Following IBFAN-GIFA’s reporting and advocacy to the CESCR Committee, the CESCR Committee included breastfeeding and the Code in its recommendations to UK, urging the country to develop policies in support of breastfeeding in accordance with the WHA resolutions, including through the provision of breastfeeding breaks or breastfeeding facilities in educational institutions and workplaces, and it specifically referred to the Code. It also referred specifically to breastfeeding in its Concluding Observations to Costa Rica, urging the country to adopt the measures needed to promote exclusive breastfeeding in accordance
with WHA resolutions, including by introducing breastfeeding breaks and ensuring support for breastfeeding in the workplace, and to Poland, calling for enhancement of measures to support breastfeeding, including breastfeeding breaks or breastfeeding facilities in workplaces and public places, for regular collection of disaggregated data on infant and young child feeding, including breastfeeding, and for the full implementation of the Code.

**The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW)** – IBFAN-GIFA submitted in 2015 a written contribution to the Analytical Study on the Impact of Climate Change on the Right to Health, which was discussed at a Human Rights Panel Discussion held in March 2016 in Geneva. As a result, the final OHCHR report on this topic recommends to "shift consumption away from animal products towards more sustainable and healthier diets".

As mentioned in last year’s report, IBFAN-GIFA contributed to the elaboration of the CEDAW General Recommendation on Rural Women. As a direct outcome and major step forward in terms of breastfeeding in the context of women’s rights, 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., and the provision of breastfeeding breaks and rooms as well as breastfeeding counselling.

**CRC/OHCHR - Investment in children** – In 2015, 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 a result, Members States were sensitized to the cost-saving impact of breastfeeding practices and to the 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. These points were specifically mentioned in the 2016 OHCHR follow-up report on investment on children’s rights adopted in March 2016 by the Human Rights Council. In July 2016, the **CRC General Comment No. 19 on public budgeting for the realization of children’s rights (Article 4)** was adopted. In this key document, the Committee acknowledges that investment in early childhood development has a positive impact on children’s ability to exercise their rights, breaks poverty cycles and brings high economic returns, and that underinvestment in children in their early years can be detrimental to cognitive development and can reinforce existing deprivations, inequalities and intergenerational poverty.

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

As mentioned above, IBFAN-GIFA’s blog on Breastfeeding and Human Rights was integrated into the IBFAN-GIFA news feed on its website www.gifa.org on which 13 news updates and articles on human rights were uploaded, which allows more clarity for visitors looking for information (See: http://breastfeedingandhr.blogspot.ch/). As a specific follow-up of the HRTB recommendations, 3 comprehensive post-session reports were posted on IBFAN-GIFA’s website and widely disseminated through the IBFAN network (IBFAN RCOs, technical offices and national groups) and to allies (through the OCEAN group, IBFAN-GIFA’s newsletter and ETO consortium, of which IBFAN-GIFA is the focal point to the CRC) and were empowered to use them to leverage their advocacy at national/regional level. IBFAN-GIFA also co-developed the joint IBFAN/UNICEF set of recommendations with regard to infant and young child feeding for the CRC Committee to include in its Concluding Observations and prepared the Spanish translation which was widely shared within IBFAN to support IBFAN national and regional advocacy. This key document proved to be useful to CRC members when drafting their Concluding Observations on the topic. As the national IBFAN group for Switzerland, IBFAN-GIFA continued to raise awareness of key partners in the country about
the CRC Concluding Observations to Switzerland (in particular student midwives and nutritionists as well as retail pharmacists). Follow-up to HRTB recommendations was also provided in the framework of the 1-day training session on breastfeeding and human rights as well as in the session on the topic delivered in the framework of the 2016 WBTi European training. 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.

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

- As mentioned above, IBFAN-GIFA submitted a written contribution to the 2016 CRC Day of General Discussion (CRC DGD) on “Children’s Rights and the Environment” and took active part in the CRC DGD by making two oral statements on Children’s exposure to environmental toxicants and on breastfeeding in the context of climate change and taking to express its concern about the trend of trying to solve crucial development issues through the establishment of public-private partnerships, in particular when the issues entail unethical corporate behaviour (see videos of the different sessions). It is to be noted that the importance of breastfeeding to protect child’s health in the context of climate change has been mentioned in the recommendations presented by the CRC rapporteur at the end of the day, but regrettably the written report of the CRC DGD and related recommendations are not yet available on the CRC webpage. In addition, IBFAN-GIFA’s written input to the CRC DGD was advertised in the news feed of the Health and Environment Alliance.

- In November 2016, a group of UN experts constituting the UN Special Rapporteurs on the Right to Food, Right to Health, the Working Group on Discrimination against Women in law and in practice, and the Committee on the Rights of the Child published a joint statement in which they affirmed that breastfeeding constitutes a human rights issue for babies and mothers and should be protected and promoted for the benefit of both. This milestone UN statement stresses that States should take urgent action to stop the misleading, aggressive and inappropriate marketing of breastmilk substitutes in a multi-billion-dollar global industry, make use of the 2016 WHO Guidance on ending inappropriate promotion of foods for infants and young children, provide all the necessary breastfeeding support to mothers and ensure adequate maternity protection in the workplace. This outcome is certainly one of the most important when it comes to breastfeeding and human rights, and constitutes the direct result of IBFAN-GIFA’s tireless advocacy on BF and human rights to the UN experts who are the authors of this historic statement. It has been shared widely within the IBFAN network and beyond.

- Pursuant to resolution 29/15, the OHCHR organized a panel discussion on the impacts of climate change on the right to health during the 31st Session of the Human Rights Council in March 2016 and requested inputs from relevant partners. IBFAN-GIFA submitted a written contribution in October 2015 which was posted on the OHCHR website and shared with all Members States. It was also summarized in the OHCHR informal summary of inputs received, published in February to inform the panel discussion.

- WABA promoted the alternative CRC reports to the wider network through its website and social media (http://waba.org.my/working-on-human-rights/).

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

- Input to the elaboration of the CRC General Comment on the Rights of Adolescents - Following-up to the joint contribution developed with FIAN in 2015, which emphasized the need to protect adolescents against the root causes of the transgenerational cycle of malnutrition, such as child marriages and early pregnancies, and to provide adolescents with adequate support of breastfeeding when they are the head of families, IBFAN-GIFA provided a set of specific comments to the draft CRC General comment No. 20 on the implementation of the rights of the
child during adolescence. As an outcome, the new CRC General Comment, published in December 2016, calls States to provide adolescent parents and caregivers with basic information on breastfeeding, child health and nutrition, and to take appropriate measures to put an end to child marriages and early pregnancies.

- **Input into the annual reports of the Special Rapporteur on the right to food** - Building on IBFAN-GIFA’s input, the report highlights the need to establish suitable safeguards to prevent negative corporate influences on nutrition and emphasizes the risk related to the growing influence of the private sector over nutrition governance through public-private partnerships. It points out SUN’s lack of careful management of corporate involvement and questions the influence of philanthropies, in particular GAIN, while stressing the extraterritorial obligations of States to seek to prevent and address human rights abuses abroad and expressing concerns about voluntary corporate commitments on labelling and advertising and sponsorship of nutrition and health education programme, which potentially allow companies to disseminate misleading information. More specifically, a whole section of the report is devoted to the importance of breastfeeding, while the WHO recommendations on the topic are recalled. The duty of private companies to comply with the Code is outlined. Stressing the limited number of countries which have fully implemented the Code and emphasizing the growing global sales of breastmilk substitutes, the Special Rapporteur recommends all States to fully implement the Code alongside with adequate monitoring. The report also insists on providing paid maternity leave before calling upon the Human Rights Council to endorse the WHO Guidance on ending the inappropriate promotion of food for infants and young children. Last but not least, it welcomes the negotiations to establish a legally binding instrument to regulate the activities of transnational corporations in order to curb the unregulated actions of private actors flooding global market with junk food.

- **Submission to the Special Rapporteur on the right to food on the HR Implications of Hazardous Pesticides** – As mentioned above, in December 2016 IBFAN-GIFA developed a written submission on the HR Implications of Hazardous Pesticides upon the request of the UN Special Rapporteur on the right to food, who was preparing a report in collaboration with the Special Rapporteur on the implications for human rights of the environmentally sound management and disposal of hazardous substances and wastes on the right to food. We emphasised the importance to address the harmful effects of both prenatal and postnatal exposures to pesticides. In March 2017, the Special Rapporteurs presented their joint report to the 34th session of Human Rights Council. In the section on Pregnant Women and Children, IBFAN-GIFA’s submission was referenced in § 26 and quoted, highlighting that pesticide was found in baby formula, or in the water with which it is mixed. However, the mitigating effect of breastfeeding on boosting the infant’s immune system was omitted, as well as other key points. Thanks to Pesticide Action Network’s submission, the gendered impact of pesticide exposure, which IBFAN-GIFA also emphasised, was included in § 25.

- **Report of the Special Rapporteur on Toxic Waste on children’s rights and chemical contamination** – In its report, the Special Rapporteur highlights that exposure to toxic chemicals during crucial periods of development can affect the way in which genes are expressed, leading to deadly or adverse developmental outcomes for some children. It also recalls that States have a duty to protect and realize the right of the child to the highest attainable standard of health, which includes access to safe food, and stresses that incomplete information, including prevention and mitigation measures, can exacerbate the impacts. Even though it does not refer specifically to the mitigating impact of breastfeeding, this report constitutes a strong basis for IBFAN’s advocacy on States obligations to protect, promote and support breastfeeding as part of the mitigation strategy to counter climate change and children’s contamination by hazardous chemicals found in water.
• **Treaty Alliance – IBFAN-GIFA** continued to work in close collaboration with the Treaty Alliance (TA), a group of more than 1,270 committed networks, civil society organisations and individuals collectively advocating in support of developing a binding international instrument to address human rights abuses committed by transnational corporations and other business enterprises. As a result of this participative effort, the third TA joint statement, focusing on corporate capture, as well as the fourth TA statement published in view of the second session of the IGWG on TNCs and HR, to which IBFAN-GIFA substantively contributed, were endorsed by more than 400 CSOs and about 750 individuals, among which were 38 IBFAN groups and 60 IBFAN individuals. As a result of this joint mobilization of the civil society, expert panellists, including Leah Margulies (one of the first breastfeeding activists and a historic member of IBFAN), an increased number of States (60 in 2015, 80 in 2016: Algeria, Argentina, Australia, Austria, Bangladesh, Belarus, Belgium, Bolivia, Botswana, Brazil, Chile, China, Colombia, Costa Rica, Cuba, Czech republic, Democratic Republic of the Congo, Dominican Republic, Ecuador, Egypt, El Salvador, Ethiopia, Finland, France, Georgia, Germany, Ghana, Greece, Guatemala, Haiti, Honduras, India, Indonesia, Iran, Iraq, Ireland, Italy, Kenya, Japan, Kazakhstan, Libya, Luxembourg, Mauritania, Mauritius, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Namibia Nicaragua, Netherlands, Niger, Norway, the Republic of Korea, Pakistan, Panama, Peru, Portugal, Qatar, Romania, Russian Federation, Rwanda, Saint Kitts and Nevis, Saudi Arabia, Serbia, Slovakia, Singapore, South Africa, Spain, Switzerland, Tajikistan, Thailand, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom of Great Britain and Northern Ireland, Uruguay, Venezuela) engaged constructively in the second session of the IGWG which took place from 24 to 28 October 2016 in Geneva. IBFAN-GIFA took active part in the session (see above for inputs) and is listed in the report of the Chair of the IGWG. A third session of the IGWG on TNCs and HR should be held in 2017.

• **Civil Society Mechanism / Committee on Food Security (CSM/CSF)** – The side-event on conflict of interest in nutrition in which IBFAN took part was attended by approximately 200 persons. More generally, attending the CFS/CSM was very important in establishing and strengthening relationships with partner CSOs as well as with policy makers. It allowed IBFAN to provide comments on the draft report of the HLPE, the FAO/WHO meeting on the Decade of Action for Nutrition and the Codex Nutrition meeting (CCFSNDU).

• **Dakar Declaration of the Global Network on the Right to Food and Nutrition 2016** – This declaration was adopted by members and friends of the Global Network for the Right to Food and Nutrition (GNRtFN) representing more than sixty social movements and public interest civil society organizations (CSOs) who met in Dakar between 19 and 22 March 2016 for the fourth global meeting of the network. IBFAN-GIFA engaged actively in this meeting and ensured that the declaration includes the importance of breastfeeding in the perspective of the right to food and nutrition. The declaration highlights that “increasingly, nutritious, locally grown, indigenous foods are being replaced by low-quality, ultra-processed food that perpetuate preventable hunger, malnutrition and ill-health in all of its forms. Aggressive marketing of these foods, including the marketing of sugary beverages and breast milk substitutes, threatens the wellbeing of individuals and communities. The production of these industrially processed foods threatens traditional food systems and agroecology, and adds to climate change.” Deep concern about the fact that “the first act of food sovereignty – optimal breastfeeding – is not being adequately promoted, protected and supported” and “the systematic violations of the International Code on the marketing of breastmilk substitutes continue unabated” was also expressed. The members and friends of the GNRtFN also expressed their support to the “treaty process” in order to put in place an internationally binding human rights instrument for the regulation of transnational companies.

• **Right Livelihood Award Foundation** – In 2016, IBFAN-GIFA further strengthened links with the
Right Livelihood Award Foundation and moved to the Maison de la Paix to establish its office at the heart of the hub for RLA laureates. IBFAN-GIFA also took active part in the RLA Regional Conference and informed other laureates about the importance to advocate to the UN HR Treaty Bodies, including CRC, in order to advance their cause.

- **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*. The 2016 publication entitled “Keeping Seeds in Peoples' Hands” focuses on the struggle for seeds ownership and agricultural biodiversity. Paper copies of RtFN Watch were distributed by IBFAN-GIFA staff at key meetings and the full IBFAN network was alerted to the publication (available in many languages online) by mail. 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). WABA promoted WATCH 2016 by sharing it via its WABA website, and sending an email-blast via MailChimp Service to the WABA network partners and allies’ list of over 6,000 contacts; it was also promoted through other list servers (e.g. 7,000 People’s Health Movement members).
Area 2 - Building IYCF Capacity at All Levels

Indicators

Number of countries participating in capacity building
- IBFAN Asia/BPNI held several trainings in several states of India for different categories of health/nutrition care functionaries.
- Number of training workshops
  - IBFAN Asia/BPNI organised and conducted IYCF counselling training, the '4 in 1' course, in Jharkhand, Karnataka, Bihar, Telangana, Puducherry and New Delhi. A total of 11 National trainers (2 workshops), 182 middle level trainers (7 workshops) and 91 counselling specialists (5 workshops) were trained.

Health professional training
- In 2016, WABA focused on promoting the Breastfeeding Advocacy and Practice course (BAP) at all major events attended including at the WABA Global Breastfeeding Partners Forum. WABA started the engagement with International Confederation of Midwives to bring young midwives to the BAP Course held in early 2017.
- IBFAN Asia/BPNI conducted following training programme:
  - National Trainers’ training (13 days) in collaboration with Mother Theresa Post Graduate & Research Institute of Health Sciences, Rajiv Gandhi Government Women and Children’s Hospital, Puducherry, in which a total of six national trainers and 24 Counselling specialists were trained.
  - National Trainers’ training (13 days) in collaboration with University College of Medical Sciences & GTB Hospital, Delhi in which 5 participants were trained as national trainers including medical college faculty from Uttar Pradesh, Maharashtra and Delhi and medical officers nominated by the Ministry of Health and Family Welfare, Government of Jharkhand as well as 19 Counselling Specialists were also trained.
  - Counselling Specialists Trainings – BPNI organised/conducted 5 counselling specialists training workshops (7 days each) wherein 91 medical officers, nursing staff, physiotherapists, nutrition experts were trained.
  - Middle Level Trainers Training -- BPNI organised/conducted 7 trainings workshops (7 days each), 3 with State Institute of Health and Family Welfare Karnataka; and 4 with National Health Mission, Jharkhand & Institute of Public Health Jharkhand. 182 health functionaries like professors, doctors and nurses, were trained as trainers for the frontline community health workers.

Number of mother support systems/groups in communities
The PC area was integrated into the warm chain of support between healthcare and community. WABA also supported a pilot intervention project in Bangladesh that aims at assessing the impact of peer counsellors on breastfeeding rates amongst factory women. The evidence from this study can be used for advocacy for peer counselling as a low-cost, effective intervention to increase breastfeeding rates.
Examples of outputs

Health professional training

WABA had focused on promoting the BAP course extensively in 2016 to build a base of potential participants for the planned course in early 2017. This had resulted in greater collaboration with International Confederation of Midwives and Doctors for You. In 2016, WABA had the opportunity to promote the course at various large scale events and through newly engaged partner organisations which had led to wide publicity towards the course and by year end WABA had received a huge show of interest.

Increasing awareness about peer counselling- developing training modules and piloting PC interventions

- 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. In 2016, the PCP was integrated into the warm chain concept. LLLI revived the PCP as part of its ongoing programmes.
  - WABA’s focus during 2016 was on supporting a PC intervention in Bangladesh to develop a best practice model that can be used for advocacy. The first training for trainee peer counsellors and supervisors was on pregnancy and delivery related issues and breastfeeding. The first three days training was venue-based, and the next three days in the field area for practical training and practice with pregnant and lactating mothers. The second training for the same group was on appropriate complementary feeding while the third training was a formal refresher training on both breastfeeding and complementary feeding. Until 31 December 2016, 533 pregnant mothers were enrolled in the project, of whom 430 were factory employees, and 103 were housewives living in the same building/compound.
  - With peer counsellors demonstration and assistance, most mothers have learnt how to hand express their breastmilk, and have also taught their caregivers at home to feed their babies with cup and spoon. The infant feeding outcomes are very encouraging. The majority of mothers (>80%) report they are managing to breastfeed their babies exclusively, even after returning to work. As anticipated, exclusive breastfeeding is much more challenging for women who work in factories far away from their homes, when they cannot go home to breastfeed during lunch breaks, or if they do not have a family member to bring their baby to the factory for breastfeeding during lunch break. Different strategies will have to be undertaken for them so that they can continue to breastfeed exclusively as well.
- WABA supported the local mother to mother peer support group in their coloring book project “Breastfeeding Anytime Anywhere”, a series of images of mothers breastfeeding their babies anytime anywhere. People are then encouraged to post the coloured pictures on their Facebook for onward awareness creation. This project targeted the children and young adults to share with them that breastfeeding is normal and it’s the first food for babies.
- IBFAN Asia/BPNI contributed as a reviewer in the development of an E-Learning Training Module. The module was developed by the National Institute of Public Cooperation and Child Development (NIPCCD), Government of India. IBFAN Asia/BPNI contributed in the development of the training material for training of the community level health care providers under the National Breastfeeding Programme of Government of India titled Mother’s Absolute Affection (MAA).
Area 3 - Addressing especially Challenging Environments/Situations, including gender inequalities

Indicators

Comprehensive policies with HIV/IFE/Climate change and gender

- 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. Editing, designing, publication and dissemination including online sharing of this report was achieved in 2016. The report was disseminated to Regional Coordinating Offices of IBFAN, members of IBFAN Asia Working group on infant feeding and HIV, World Health Organisation, IBFAN country group, professional bodies, breastfeeding partners etc.

- As for 2014 and 2015, all 10 alternative reports submitted by IBFAN-GIFA to the human rights treaty bodies (CRC and CESCR) in 2016 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.

- IBFAN-GIFA was consulted by the WHO to suggest regional participants for the October 2016 meeting on IFE and HIV, organized by the WHO and ENN. Thanks to IBFAN-GIFA, two IBFAN representatives were able to attend this WHO meeting.

- As expert reviewer, IBFAN-GIFA was provided comments to the revised WHO guidance on infant feeding and HIV, which was released in 2016.

- IBFAN-GIFA also contributed substantially to the recent IBFAN/BPNI report entitled HIV and infant feeding: Global status of policy and programmes based on the World Breastfeeding Trends Initiative assessment findings from 57 countries.

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

- 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 report was printed and disseminated to WHO headquarters, UNICEF headquarters, WHO regional offices – SEARO and WPRO, IBFAN regional and global programme offices, IBFAN Asia country representatives, UNICEF and WHO Country representatives of the study countries, government agencies in India including the PM’s office, Embassies of Sweden and Norway in India and media. 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-CRC members at the briefing organized in January 2016. During all IBFAN-GIFA’s presentations and training sessions on human rights, information on breastfeeding being a fully sustainable resource is shared, breastfeeding an almost zero carbon and water footprint, and generates no waste to dispose.

- IBFAN-GIFA, as a historical member of the interagency IFE core group, participated in the IFE core group two-day meeting co-led by ENN and UNICEF from 1-2 March 2015 and hosted by ENN in Oxford. The meeting was funded by the Office of Foreign Disaster Assistance (OFDA). The aim was to initiate the update of the Operational Guidance (OG) on IFE, a key policy guidance document produced by the IFE Core Group, without putting in danger the WHA endorsement of the 2007 OG. There were a total of 27 participants from various organizations (World Vision, Save the Children, Concern, ENN, WFP, Goal, UNICEF, IBFAN-GIFA, UNHCR, ACF, IMC, OFDA,
GNC, IOCC, OFDA, WASH). On this occasion, IBFAN-GIFA made a presentation on IFE and the WBT/i and took active part in the discussions and reviewed the Guidelines on Infant and young child feeding in transit that were prepared by international agencies. In October 2015, a working document by UNICEF, UNHCR and Save the Children was subsequently published and disseminated. IBFAN-GIFA’s presentation on IFE and WBT/i was then shared with the organizers of the 2nd World Breastfeeding Conference and put them in touch with the UNICEF and ENN members of the IFE Core group in order to help them organize a session on IFE during the conference.

- **IBFAN Asia/BPNi** collaborated with IBFAN-ICDC, Penang for inclusion of IBFAN Asia Position Statement on HIV and Infant feeding in the updated version of their Code publication Protecting Infant Health - A Health Workers’ Guide to the Code. The document was also included in the IBFAN-ICDC LEGAL UPDATE, July 2016.
- **IBFAN Asia/BPNi** reviewed HIV infant feeding component of the IBFAN-ICDC ‘Code Essentials Series - 2’ for policy makers with referencing of WHO guidelines in 2010, 2013, and 2016. It was included in the IBFAN-ICDC LEGAL UPDATE, August to December 2016.
- **IBFAN Asia/BPNi** reviewed HIV infant feeding component of the IBFAN-ICDC ‘Code Essentials Series - 3’ for health workers and practitioners with referencing of WHO guidelines in 2010, 2013, and 2016. It was included in the IBFAN-ICDC LEGAL UPDATE, August to December 2016.
- **IBFAN-GIFA**’s extensive collaboration with the Universities of Hohenheim (Germany) and Syracuse (USA), mentioned in the 2015 narrative report, resulted in publication in 2016 of a book on ‘Gender, Nutrition and the Right to Adequate Food; Toward an inclusive framework’ by Routledge Series in Gender and Society. (Available for purchase at: https://www.routledge.com/products/9780415714457).

**Making the link between IYCF and climate change**

- **WABA’s** WBW 2016 sub-theme 3 made the link between IYCF and climate change.
- Copies of the technical publications “Formula for Disaster” and “Climate Change and Health” developed by BPNI/IBFAN Asia in collaboration with IBFAN-GIFA, were shared by IBFAN-GIFA with CRC members at the briefing organized in January 2016. In addition, these resources have been referred to and shared with CRC and CEDAW members on the occasion of the CRC DGD on “Children’s Rights and the Environment” as well as on the occasion of the CEDAW half-day of general discussion on “gender-related dimensions of disaster risk reduction and climate change” (for details about IBFAN-GIFA’s inputs to these events, see above under “Area 1” Position papers on human rights). In addition, a short briefing paper was developed and distributed to inform the CFS/CSM about the impact of formula on carbon footprint, and the importance of protecting breastfeeding as part of the plans to address climate change.
- During all IBFAN-GIFA’s presentations and capacity building sessions on breastfeeding and human rights, information about breastfeeding being a fully sustainable resource is shared, it breastfeeding an almost zero carbon and water footprint, and generates no waste.
- **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**

- **WABA’s** statement for International Women’s Day 2016 called for “Planet 50-50 by 2030: Step It Up for Gender Equality”.
- **IBFAN-GIFA**’s extensive collaboration with the Universities of Hohenheim (Germany) and Syracuse (USA), mentioned in the 2015 narrative report, resulted in publication in 2016 of a
Examples of outputs

Comprehensive policies with HIV/IFE/Climate change and gender

IBFAN-GIFA included sections on HIV and infant feeding in emergencies in 10 alternative reports to the HRTB (see above). However, no specific recommendations were released with regard to HIV and infant and young child feeding, or infant feeding in emergencies. IBFAN-GIFA also took part in the IFE core group meeting (see above) which outcome was the development and adoption of a strategy on how to proceed with the revision of the OG on IFE. It was decided that IBFAN-GIFA would be on the editorial team for that revision and would part of the drafting group for the revision of the part of the document dealing with policy. In December 2016, IBFAN-GIFA provided the ENN with a first set of comments, and is currently still closely involved in the revision process of the OG.

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

- IBFAN Asia RCO coordinates IBFAN Asia Working Group on Infant Feeding and HIV, which has 15 members from 9 Asian countries (from Afghanistan, Bangladesh, India, Maldives, Mongolia, Nepal, Philippines, South Korea and Vietnam). Group members share information, publications etc. on the subject regularly. In 2016, 8 different documents/research papers were shared with the group.
- IBFAN Asia/BPNI, as a member of the Technical Resource Group, Ministry of Health, Government of India, provided inputs in the guidelines on "Human Milk Bank Strategy" on use of human milk in HIV exposed neonates in NICU.

HIV and Infant Feeding information kit

The WABA HIV and Breastfeeding resource kit was reviewed and updated according to WHO 2016 new guidelines. The Kit is intended for policy-makers, breastfeeding advocates, national breastfeeding committees, public health advocates, women’s health activists and others working in the community. The revised kit has eight sections. There are two new sections added compared to the 2012 version i.e. "Antiretroviral interventions to reduce the risk of vertical transmission of HIV (from mother to infant)" and "Infant feeding interventions to reduce postnatal transmission of HIV." WABA contacted WHO for their endorsement and to provide a foreword for the kit. This process is ongoing.

IYCF preparedness in emergencies

For IBFAN-GIFA’s outputs on this matter, please see above under “Comprehensive policies with HIV/IFE/Climate change and gender”.

Increased gender mainstreaming

- IBFAN-GIFA contributed to the book ‘Gender, Nutrition and the Right to Adequate Food; Toward an inclusive framework’ published in 2016 (see above). The book is now available for purchase online and serves as a reference for action in this neglected area.
- WABA’s statement for International Women’s Day 2016 called for “Planet 50-50 by 2030: Step It
Up for Gender Equality”. The statement emphasized on equality for breastfeeding mothers as a way to contribute towards progress for all of humanity and a healthier, just and sustainable future.

- BF & Feminism International Conference, 22-24 March 2016, Chapel Hill, USA - Advancing Breastfeeding Policy and Advocacy: Focus on Work and Poverty was attended by WABA. WABA contributed with two sessions, one on the link between the Sustainable Development Goals and breastfeeding and the second on Mother’s agency in combining breastfeeding and employment.

- In 2016, WABA committed to working with MenCare on a few projects such as a joint father’s day statement, protocol on how fathers can support breastfeeding and endorsing MenCare’s parental leave platform. WABA had also promoted the MenCare parental leave platform and their State of the World’s Father’s report by focusing on paid parental leave angle in the 2016 Father’s Day Statement. During the sessions at the GBPF, it was recommended to engage men from the antenatal period, in birthing and breastfeeding. There was also a strong recommendation that inclusive parental social protection must position gender equity at the heart stressing the importance that it is a family and societal issue. Family Included, a NGO working on family inclusive approaches to breastfeeding was invited to the GBPF. The director of FI is keen on working with WABA to promote the engagement of fathers in supporting breastfeeding. Other suggestions include to create and systematically promote a website for practitioners in developing countries on how to engage fathers and other family members in breastfeeding.

Making and promoting the link between IYCF, climate change and the Sustainable Development Goals

- WABA promoted the links between climate change, breastfeeding and the SDGs as a sub-theme under the overall 2016 WBW theme and corresponding materials. The theme is further explained under area 5. This sub-theme had a wide uptake globally and firmly anchored the importance of protecting, promoting and supporting breastfeeding in mitigating climate change. National Coordinator BPNI along with Alison Linnecar, Switzerland, contributed in the Action Folder on the World Breastfeeding Week 2016 in the section on the link between breastfeeding and the environment/climate change (goals 6, 7, 11, 12, 13, 14, 15).

- 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. The report was printed in 2016 and shared with the policy makers; UN agencies including WHO and UNICEF; IBFAN members; breastfeeding partners, professional bodies and media. The report has been cited by blogs, civil society organisations like The Health and Environment Alliance (HEAL) and included on the website of WHO SEARO, findings of the report has been presented in the Second World Breastfeeding Conference in Johannesburg, South Africa. Magazine of the Australian Breastfeeding Association, Essence, has also promoted the report. A journal paper based on the results of the study is being drafted and will be submitted for publication in 2017.

- 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.

- 'Formula for Disaster' was cited by the Lancet series on breastfeeding 2016. IBFAN’s publication “Formula for disaster” was referred to in several publications including the Swiss magazine Babyinfo and the Lancet article “Why invest, and what it will take to improve
breastfeeding practices?”. IBFAN’s report on the impact of formula feeding was also advertised on the webpage of the Health and Environment Alliance.

- **IBFAN-GIFA** continued its collaboration with Alternatiba, the Cross-border Festival of Local Initiatives for the Climate and ‘Harmonious Living Together’, and shared a tent with the Swiss Federation of Midwives and the association Nair’t’ensemble. Thanks to this event, many parents and health professionals were sensitized to the need to protect, promote and support breastfeeding in the context of climate change, as well as the lack of breastfeeding policies and programmes in Switzerland and the poor national implementation of the Code. On this occasion, a press release (in French) was published. It referred to the theme of the 2016 World Breastfeeding Week and highlighted how breastfeeding constitutes a key intervention for sustainable development.

### Area 4 - Strengthening Policy and Legislative Frameworks

#### Indicators

**Capacity building for government actions on the Code**

IBFAN Asia/BPNI, in collaboration with IBFAN-ICDC, organized a Regional Training Course on Implementing the International Code of Marketing of Breastmilk Substitutes in New Delhi. The intended goal of the training was to build capacity for a ‘younger’ generation of Code monitors and advocates from selected countries in Asia. Participants came from China, India, Maldives, Mongolia, Nepal, Philippines, and Thailand. Amongst the participants were officials from Ministries of Health, representatives from breastfeeding advocacy group/NGOs, paediatricians, and public health researchers.

**Advocacy for Code implementation and enforcement with the HRTB**

IBFAN-GIFA ensures alternative reports to the CRC include a section and recommendations on Code implementation and monitoring. In 2016 ten countries received direct recommendations from either the CRC Committee or the CESCR Committee to implement and/or enforce the Code (CRC: Bulgaria, France, Gabon, Ireland, Nauru, Slovakia, UK, Oman/CESCR: UK, Poland), and two countries were urged by either the CRC or the CESCR Committee to either improve their regulations on the marketing of BMS (CRC: Senegal/CESCR: Costa Rica).

**Meetings of WHO NetCode attended by IBFAN and WABA**

- To enhance support to countries for International Code implementation, WHO has formed a network of UN, civil society, and academic organizations. Called NetCode, this partnership is developing protocols and tools for Code monitoring and enforcement, providing direct technical assistance to countries, and advocating for complete adherence to the International Code. IBFAN-GIFA and ICDC kept working on the NetCode project, helping to review the monitoring protocols and maintaining close communication with the WHO. IBFAN-GIFA also attended the 2016 NetCode meeting in Geneva, which aimed to review recent reports on the status of the Code, examine progress on the NetCode monitoring projects, discuss related initiatives to improve Code implementation, revise the NetCode workplan for 2016-2017 and discuss the operation of the NetCode Partnership.

- **IBFAN Asia** is a member of NetCode Advocacy Task Force and participates in its deliberations regularly which included defining national and international level objectives of the task force.

- **WABA** is also a member of NetCode Advocacy Task Force and participates in the regular
deliberations.

World Health Assembly (WHA) 2016
IBFAN-GIFA participated alongside other IBFAN members in the WHA in the United Nations in Geneva. An important resolution on ending inappropriate promotion of foods for infants and young children was adopted as well as a WHO secretariat "Guidance on ending the inappropriate promotion of foods for infants and young children". IBFAN team took an active part in the discussions about these documents, issuing a press release entitled US trade lobby ignores global health concerns and submitting an oral statement to the Assembly after having provided a set of comments to WHO. In addition, despite strong opposition from IBFAN and other public interest groups, who have issued a civil society statement entitled Save the World Health Organization from the undue influence of corporations and corporate linked entities to alert the opinion before the Assembly, as well as the opposition of certain member states, the controversial "Framework on Engagement with Non-States Actors" (FENSA) was adopted. IBFAN, PHM and TWN issued a joint press release on this matter, entitled "World Health Organization’s independence and integrity are non-negotiable" and IBFAN-GIFA, in collaboration with IBFAN Asia, published an article "Whose health? The crucial negotiations for the World Health Organization’s future". IBFAN-GIFA and IBFAN also provided input and endorsed another civil society statement developed in May 2016 to express their serious concerns about FENSA, which in its overarching sections puts private sectors entities on an equal footing with other “non-state actors”, failing to recognize their fundamentally different nature and roles. Last but not least, IBFAN took part in the discussions about the NCDs and the Global Coordinating Mechanism and submitted an oral statement on this issue, and provided input to the draft PHM commentary on WHA agenda item 13.6 on the Role of the health sector in the sound management of chemicals.

UNICEF Global Breastfeeding Advocacy Initiative (GBAI) includes World Breastfeeding Week
- 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’ roadmap which was finalised in 2016.
- 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/road map.

Women Deliver Conference, Copenhagen, Denmark, 16-19 May 2016
- WABA Steering Committee and Secretariat had participated in the conference and participated by having a booth and organising a workshop jointly with GBAI.
- The Conference was the largest gathering on girls’ and women’s health, rights, and wellbeing in more than a decade, and one of the first major global conferences following the launch of the Sustainable Development Goals (SDGs). The focus of the conference was on how to implement the SDGs so they matter most for girls and women, with a specific focus on health – in particular maternal, sexual, and reproductive health and rights – and on gender equality, education, environment, and economic empowerment. Almost 6,000 people from 169 countries participated, including 2,500 Organizations, 169 Countries, 1,200 Young People, 500 Journalists, Private sector representatives from multiple industries, UN Agencies and government representatives, including ministers and parliamentarians from over 50+ countries.
• **WABA** organised a half day workshop titled “Breastfeeding leads to a healthier, happier and sustainable world”. The topics covered were:
  1. Trends, health consequences and determinants of breastfeeding
  2. World Breastfeeding Week 2016 - A Key to Sustainable Development
  4. Bringing Youth back into breastfeeding culture
• **WABA** set up a booth at the conference to actively engage with the participants and disseminate WBW materials and key advocacy messages.

**Inputs/Documents/Technical briefing papers on Code, codex, MP and conflicts of interest**
• In 2015, **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
• **Launch of the WHO/UNICEF/IBFAN joint report on the implementation of the International Code** - On 9th May 2016, WHO, UNICEF and IBFAN organized a [joint panel discussion](#) on national implementation of the International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA resolutions at Geneva Press Club (watch the [event podcast](#)). On this occasion, they presented their [first joint global report](#) on the status of the Code in 194 countries. The report, in which **IBFAN-GIFA** provided key inputs, presents the legal status of the Code, including to what extent Code provisions have been incorporated in national legal measures, and provides information on the efforts made by countries to monitor and enforce the Code through the establishment of formal mechanisms. The event was followed by a showing of the movie “**Tigers**”, sponsored by IBFAN. WHO, UNICEF and IBFAN also issued a [joint press release](#) on the occasion of the launch of their Code report, which noted that of the 194 countries analysed in the report, 135 have in place some form of legal measure related to the International Code of Marketing of Breastmilk Substitutes and subsequent resolutions adopted by the World Health Assembly (the Code). This is up from 103 countries in 2011, when the last WHO analysis was done. Only 39 countries have laws that enact all provisions of the Code, however, a slight increase from 37 in 2011. The findings of the joint Code report were highlighted in a [side-event](#) organized by WHO on “Breastfeeding in the 21st century: New evidence galvanizing investments for policies and programmes”, in which WHO, World Bank, and UNICEF took part and was attended by the IBFAN team.
• **IBFAN-GIFA at Nestlé’s latest Annual General Meeting 2016** - On the occasion of Nestlé’s Annual General Meeting 2016 and 150th anniversary, IBFAN-GIFA denounced the company’s lack of ethical values and ongoing Code violations and highlighted that in Switzerland, as in many other countries, parents are still being misled by Nestlé’s marketing practices. Furthermore, despite the mention of the WHO recommendation to exclusively breastfeed for the first 6 months and to continue breastfeeding until 2 years or more is systematically passed under silence by Nestlé. Therefore, IBFAN-GIFA urged the company to “walk its talk” and to honor its engagements by putting child health and rights before marketing and profits (read [IBFAN-GIFA speech](#) to Nestlé’s AGM 2016)
• **IBFAN-GIFA** provided several sets of comments to the updated Model Law developed by IBFAN-ICDC, and also provided comments on the analysis of the governance developed by Baby Milk Action for WHO on the relationship between the Code and Codex development of recommendations and standards.
• **IBFAN Asia/BPNI** developed a first of its kind application on breastfeeding protection called ‘**Stanpan Surakhsha App**’ available on Google Play and iOS App Store, which has a baby food promotion reporting mechanism where any person can click a photograph of inappropriate
promotion around them of baby food and related equipment and send it to BPNI.

- **IBFAN Asia/BPNI** developed a bulletin on breaking the Law and undermining breastfeeding titled “Are E-marketing companies making profits at the cost of infant lives?”. The bulletin was developed with Internet search done to check whether e-marketing sites are violating the provisions of the IMS Act. It was observed that manufacturers of infant food products and e-marketing portals are putting up advertisements with attractive photographs of the products and offering discounts and other incentives. This bulletin contained several such examples along with a brief analysis of the sections of IMS Act being violated. See: [http://www.bpni.org/IMS-ACT/BTL-7-24022016-low-res.pdf](http://www.bpni.org/IMS-ACT/BTL-7-24022016-low-res.pdf).


- **IBFAN Asia/BPNI** developed and disseminated one Alliance Against Conflicts of Interest (AACI) Update-7, giving examples of Conflict of Interest situations from India and other countries. See: [http://www.aaci-india.org/ACCI-news/AACI-Update-7.pdf](http://www.aaci-india.org/ACCI-news/AACI-Update-7.pdf).

**MPC Strategy documents for MP developed in 2015**

- **IBFAN-GIFA** noted that a total of 10 alternative reports including a section on maternity protection were shared with Human Rights Treaty Bodies (CRC: 8, CESC: 2).

- The number of countries receiving recommendations on maternity protection from HRTB following **IBFAN-GIFA**’s advocacy totals 5 (CRC: Benin, Samoa, Suriname/CESC: Costa Rica, Poland).

- In addition, **IBFAN-GIFA**’s advocacy to the CEDAW Committee while developing its new General Observation on the right of rural women was key to ensure that maternity protection is adequately included in this document (see above, under Area 1).

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

**IBFAN Asia/BPNI** delivered a presentation based on **IBFAN Asia** global report on Maternity Protection based on WBTi country reports, entitled “Labor Lost” in the Second World Breastfeeding Conference in Johannesburg, South Africa.

**Global Consultations on MP**

As a follow-up to the Stockholm Symposium held in 2015, the Framework For Action (FFA) that was developed by **WABA** and partners involved, called for a gender equitable social protection. In 2016, a concept note on Empowering Parents Campaign was developed to mobilise further actions on this.

**Challenging Conflict of Interest**

- **IBFAN Asia**, through the Alliance Against the Conflicts of Interest (AACI), works on the issue of CoI, and two AACI news updates were developed and disseminated, available at: [http://www.aaci-india.org/ACCI-news/AACI-Update-7.pdf](http://www.aaci-india.org/ACCI-news/AACI-Update-7.pdf).

- **IBFAN Asia** through AACI also wrote to Cochrane Reviews highlighting breach of its’ policy on conflict of interest by one of the authors of its systematic review on ‘Multiple- micronutrient supplementation for women during pregnancy’.

- **IBFAN Asia** through the Alliance Against the Conflicts of Interest (AACI) made a submission to the Parliamentary Standing Committee on Personnel, Public Grievances, Law and Justice, India in a personal hearing on appointment of advisors and consultants in government establishments and its impact on accountability of the executives in the government.

- In December 2015, **IBFAN Asia** and **IBFAN-GIFA**, in collaboration with Baby Milk Action (BMA) and expert Dr. Judith Richter, organised a 3-day “Global Capacity Building Workshop &
Examples of outputs

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

- **IBFAN Asia** developed a functional unit in the sub-region, AIMI Indonesia, to strengthen the work on the Code. AIMI conducted a capacity building training on the Code 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 6-hour training session on protection, promotion and support of breastfeeding to the Nutrition Masters students at the university of Montpellier, in collaboration and upon invitation of the IRD (Institut de Recherche pour le Développement en Coopération).

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: Bulgaria, France, Gabon, Ireland, Nauru, Slovakia, UK, Oman/CESCR: UK, Poland), and two countries were urged by either the CRC or the CESCR Committee to either improve their regulations on the marketing of BMS (CRC: Senegal/CESCR: Costa Rica). 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

As mentioned above, **IBFAN-GIFA** attended the 2016 NetCode meeting in Geneva, which aim was to review recent reports on the status of the Code, examine progress on the NetCode monitoring projects, discuss related initiatives to improve Code implementation, revise the NetCode workplan for 2016-2017 and discuss the operation of the NetCode Partnership.

Taking on the Industry

- **2nd World Breastfeeding Conference** – Besides the screening of the movie Tigers at the launch of the joint WHO/UNICEF/IBFAN Code report in May 2016, **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 2nd World Breastfeeding Conference in December 2016 in Johannesburg. **IBFAN-GIFA** co-organised the debate that followed the screening, featuring Mr. Mike Brady from Baby Milk Action (IBFAN UK). This event highlighted the continuous violations of children’s rights by baby food companies and their aggressive efforts to prevent and delay any solutions focused on curbing corporate practices.

- **Denouncing Code violations** - **IBFAN-GIFA** reported to IBFAN-ICDC an example of Nestlé’s violations of the Code in Switzerland which consists in Beba Pro 2 video clip aimed at French-speaking consumers to promote the product as containing “Protect-plus” formulation to reinforce babies’ immune system. The ad begins with several babies crying and a voice-over explaining that when babies do that, it is a sign telling us they are unwell and an indication that they need protection. A Nestlé Beba Pro 2 packshot then appears with a ‘Protect-plus’ logo showing its main ingredients with the message that the product, modelled on breastmilk,
protects them from little disagreements before ending with images of happy babies. This report was posted by IBFAN-ICDC on their website as a Spot record.

- **BPNI/IBFAN Asia** organised a panel discussion titled “Market forces impacting breastfeeding how to ensure protection in coming year” on the occasion of its Silver Jubilee on 2nd December, 2016 in New Delhi. Experts from WHO SEARO; Ministry of Health and Family Welfare, Government of India; Indian Academy of Paediatrics; Media; Breastfeeding Support Group for Indian Mothers (BSIM); Public and Private Health Institutions; and a Supreme Court Lawyer participated in the discussion. All experts shared their experiences and came up with recommendations for ensuring protection of breastfeeding. A Cabinet Minister from Government of India inaugurated the programme and a Member of Parliament; Ambassador of Sweden to India and senior official from Ministry of Health, Government of India were guests of honour.

- **BPNI** does a constant monitoring of the violation of the IMS Act by baby food companies with in depth analysis of labels of baby food products, promotional activities offered in their E-marketing websites, advertisements published in magazines and scientific journals, misusing of hospitals and health professionals. Appropriate actions are taken instantly on receipt of information from members / other sources on possible violation of the IMS Act across India and legal actions are taken, if required.

- **BPNI** attended the launch of Access to Nutrition Index (ATNI) India Report in New Delhi in December 2016 and intervened during the discussion seeking clarifications about the findings of the report.

**Liaison with WHO, UN agencies and civil society allies strengthened**

- **WHA 2016** – see above

- In June 2016, **IBFAN-GIFA** was invited as a panellist to a WHO seminar on exploring how human rights can be used to advance health and its determinants. IBFAN-GIFA shared the floor with the Special Rapporteurs on the right to health, on the right to food and on the right to water and sanitation. The presentation made by IBFAN-GIFA received a very positive echo and helped in raising the understanding of all participants about breastfeeding as being a key component of the rights to health and food, and providing a vital mitigation to the lack of safe water for babies whose immune system is still immature.

- As focal point of IBFAN to WHO, **IBFAN-GIFA** also coordinated the drafting and submission of the 4-year IBFAN-WHO collaborative report as well as the new IBFAN-WHO new collaboration plan, which have both been accepted by WHO, ensuring another 4 years of close participation of IBFAN with this key UN agency.

- **IBFAN-GIFA** was asked to submit comments on the WHO Guideline on preventing and identifying overweight and obesity among children attending primary health care facilities (Updates for the Integrated Management of Childhood Illness (IMCI)).
the GBAI roadmap, an amplification of the key advocacy messages for example inclusion of breastfeeding in the Deliver for Good Women Deliver strategy. WABA is now part of the GBAI coordination committee which provides the alliance an important opportunity to influence the global agenda.

- **IBFAN-GIFA** continued to play a supportive role to the IBFAN team representing the network in the UNICEF GBAI, and linking it to the NetCode. Indeed, as explained in the 2015 narrative report, these two initiatives need to deliver complementary results, with the GBAI having to fully support the NetCode through its advocacy.

- **IBFAN Asia**, as a member of the Coordination Committee of the GBAI on behalf of IBFAN, participated in the periodic online meetings and electronic discussion. IBFAN Asia managed to incorporate IBFAN viewpoints on the international Code of Marketing of Breastmilk Substitutes and Conflicts of Interest in the GBAI documents like BAI Breastfeeding Call to Action. IBFAN Asia also contributed in the on-going work of developing Global Breastfeeding Scorecards, which has included ‘WBTi assessment of breastfeeding programmes in past 5 years’ as one of the indicator in its final draft document.

**Inputs provided to global agenda on child health, maternal health and rights and nutrition.**

**WABA’s participation at the Women Deliver Conference, Copenhagen, Denmark, 16-19 May 2016**

- A workshop was organised as a Partner side event at the conference, titled “Breastfeeding leads to a healthier, happier and sustainable world”. 24 participants attended from a number of civil societies including youth from the universities. The participants engaged actively in the 4 group discussions and gave excellent inputs to WABA’s programmes. Major outcome from this workshop was strengthened engagement with International Confederation of Midwives (ICM) and the youth from the Copenhagen University. Both had continued the work with WABA and attended the WABA Global Partners Forum in October 2016.

- At the booth, WABA shared WBW 2016 materials such as the Action Folder and Poster, which attracted a lot of discussions. A number of other WABA materials were also shared at the booth. We managed to have sign up at the booth of 100 people who requested to be in touch with WABA.

- Major contacts made at the conference via interactions at workshops, panels and booth are with Every Woman Every Child, Hellen Keller, World Vision, and top leaders at Women Deliver.

- WABA signed up on the Women Deliver newly launched “Deliver for Good Campaign” which has included exclusive breastfeeding as one of the main targets. WABA together with ILCA inputted into four of the DfG targets with breastfeeding language.

- Participated in Regional Caucuses - South East Asia and Pacific and Africa on “SDGS and the Fulfillment of Sexual Rights for Women and Girls”, where WABA had given input on the role of breastfeeding in these issues. WABA connected with the White Ribbon Alliance and a representative was invited to the GBPF 2016. WRA is an important partner since they can enable linkages between breastfeeding and reproductive health and women’s empowerment at country level.

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

- **Guidance on inappropriate promotion of foods for infants and young children – IBFAN-GIFA**, jointly with ICDC and the rest of the IBFAN team, contributed to the drafting of the guidance “Ending inappropriate promotion of foods for infants and young children” with comments emphasizing the need for the scope covering 0-3 years of age to capture the cross-promotion used to market growing-up milks (GUMs), among other relevant points. In May 2016, the guidance was adopted and it reflect partially IBFAN’s concerns as it reaffirms the need to
promote exclusive breastfeeding practices in the first 6 months of life, and the continuation of breastfeeding up to 2 years and beyond, and recognizes the need to promote optimal complementary feeding practices for children from ages 6–36 months based on WHO and FAO dietary guidelines. In reference to the discussion on the Guidance on inappropriate promotion of foods for infants and young children in the WHO EB 2016, IBFAN Asia wrote to the IBFAN Country Representatives from some Asian countries namely, Republic of Korea, Thailand, Pakistan, Nepal, Malaysia and China about IBFAN’s viewpoints on the document and doing necessary advocacy with their respective authorities. IBFAN Asia also assisted IBFAN global advocacy team in Geneva by providing inputs in advocacy documents etc.

- **BFHI Congress 2016** – In October 2016, on behalf of IBFAN-GIFA, Ms. Maryse Arendt and Dr Felicity Savage, on behalf of WABA, attended and provided input to the BFHI congress organized in Geneva to celebrate the 25th anniversary of the initiative. Some 346 people from 146 nations participated on invitation and continuous simultaneous translation into French, Spanish, Russian and Arabic was offered. The majority of the Congress was dedicated to discussion of the updated guidance on protection, promotion and support of breastfeeding in maternity facilities. Over the course of the Congress, representatives of the External Review Group, which supports the drafting of this guidance, presented key content on the expectations of each maternity facility, incorporation of BFHI practices into national standards of care, capacity strengthening, external assessment processes, funding, incentives for facilities, scale-up strategies, and national organization of the Initiative. Participants had numerous other opportunities for learning and networking. Regional groupings of countries met twice during the Congress to enable cooperation among countries and commit to supporting implementation and follow up after the BFHI Congress. An evening reception, breaks and lunches allowed participants to interact informally. Thirty countries presented posters on BFHI implementation, compliance with the Code, certification processes and contextual adaptations.

**Strategic advocacy directions for MP identified**

IBFAN-GIFA ensured that 10 alternative reports on maternity protection were shared with Human Rights Treaty Bodies (CRC: 8, CESCR: 2). The number of countries receiving recommendations on maternity protection from HRTB following IBFAN reporting totals 5 (CRC: Benin, Samoa, Suriname/CESCR: Costa Rica, Poland). In addition, IBFAN-GIFA submitted key input and comments to CEDAW in view of the development of its new General Observation on the rights of rural women. Subsequently, CEDAW adopted its new General Recommendation on the rights of rural women, which urges States to take specific measures to protect, promote and support breastfeeding, in particular through Code implementation and monitoring, and the provision of breastfeeding breaks and rooms as well as breastfeeding counselling.

**Recommendations of several Global Consultations on MP**

WABA’s Framework for Action (FFA) called for a multi-pronged approach in addressing contemporary challenges regarding implementation of maternity protection, parental protection and other gender equitable measures for both formal and informal sectors workers. WABA and its partners are working towards a campaign to empower parents. The Empowering Parents Campaign (EPC) aims to promote a) gender equitable parental leave policies and legislation at national level, b) positive attitudinal changes and social norms c) social and parent-family workplace policies that are more inclusive and supportive of gender equality. In order to achieve the 3 objectives mentioned above, it is important to understand the advocacy processes using systematic approach to stakeholder analysis and engagement strategies. This is followed by sustaining and building new partnerships and collaboration with various stakeholders, coordination across different sectors and among various actors.
Challenging Conflict of Interests (CoI)

- **IBFAN Asia**, through the Alliance Against the Conflicts of Interest (AACI), works on the issue of CoI 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, one AACI news update was developed and disseminated (available at: [http://www.aaci-india.org/ACCI-news/AACI-Update-7.pdf](http://www.aaci-india.org/ACCI-news/AACI-Update-7.pdf)).

- As a follow-up to its participation to the 2015 WHO Technical consultation on conflicts of interest, **IBFAN-GIFA** provided comments to the technical report *Addressing and managing conflicts of interest in the planning and delivery of nutrition programmes at country level*, published in 2016 and accessible online.

- In 2016, **IBFAN-GIFA** finalized the toolkit on conflicts of interest thanks to the work of Dr. Judith Richter. The toolkit consists of an annotated Powerpoint slide show, academic references and notes for handouts. It has published on IBFAN-GIFA website, shared with all participants to the 2015 CoI symposium and disseminated widely to IBFAN members and partners. IBFAN-GIFA also took part in the follow-up actions of the symposium and contributed to the finalization of the recommendations.

Follow-up activities of the global consultation on conflicts of interest

- As a follow-up to the global consultation on CoI in 2015, two workshops, in Mongolia and Philippines were organised with a general objective to raise awareness of policy makers and programme managers about conflict of interest and build common understanding about conflict of interest faced in child health and nutrition area.

- Arugaan Philippines, which host sub-regional coordinating office for IBFAN Southeast Asia, in collaboration with **IBFAN Asia** RCO organised a Workshop on Conflicts of Interest titled ‘Dirty business in food, health and nutrition’ on October 4, 2016 in Quezon City. Various facets of Conflicts of Interest like Public-Private Partnerships; intrusion of baby food companies in partnership with government programmes, policy-making and legislation and research grants; conflicts of interest in health care; Tobacco industry interference in policy making and implementation etc. were discussed. 33 participants from various organisations like DOH-Family Health Office, office of the President of the Philippines, medical institutions, WHO, UNICEF, Arugaan and other civil society organisations contributed in the deliberations.

- Mongolian Pediatric Society, which is IBFAN contact point in Mongolia and IBFAN Asia RCO organised “Conflicts of Interest in the pediatric and Infant nutrition area” on 11th November 2016 in Ulanbatar. 60 participants from government agencies, UNICEF, Professional organisations, legal experts and civil society organisations contributed in the workshop. (See: [http://www.aaci-india.org/doc/Concept-Note-and-agenda.pdf](http://www.aaci-india.org/doc/Concept-Note-and-agenda.pdf)).

Monitoring the Codex Alimentarius standards

- At the 38th session of Codex Committee on Nutrition and Food for Special Dietary Use (CCNFSDU) in Hamburg, Germany, **IBFAN Asia** 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 online.

- **IBFAN Asia**’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 Asian delegates.

- **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** coordinates IBFAN Asia WG on Codex Alimentarius, with members from Afghanistan, Bangladesh, Mongolia, Maldives, Nepal, Lao PDR and Sri Lanka. Information about Codex activities like eWG registration, and relevant documents on the ongoing work are shared with the group members. Members are also supported to establish an effective mechanism at the country level. 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, Bangladesh 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 CoI have also been enhanced in the network and region. IBFAN Asia is also raising the issues of conflicts of interest due to presence of industry representatives in the national codex process and was successful in preventing consideration of comments submitted by industry.

**Area 5 - Social Mobilisation and Information Communications**

**Indicators**

**Number and diversity of WBW events reported**
- **WABA** recorded at least 191 countries celebrated in all regions.
- **BPNI** Coordinated WBW activities in South Asian countries and shared the action folder and other information received from WABA with the country contacts in 25 countries of South Asia.
- **IBFAN-GIFA** participated in the WBW celebration at Geneva University maternity hospital in Switzerland, managing a stand with information for health professionals and patients. IBFAN-GIFA also took part in a seminar organized by the Geneva University hospital focusing on the role of breastfeeding and the prevention of allergies, breastfeeding initiation and the Brazelton method.

**Number of translations/adaptations of the WBW action folder**
In 2016 82 language or dialect translations/adaptations (compared to 66 in 2015) were undertaken: Afrikaans, Arabic, Assamese, Bahasa Malaysia, Bamileke (Cameroon), Bengali, Berber (North Africa), Bosnian, Bulgarian, Burmese, Castellano, Mandarin, Cantonese, Cataluny, Croatian, Dinka (South Sudan), Dogri (Indo-Aryan), Douala (Cameroon), Dutch, Dzongkha, English, Estonian, Ewe, Ewondo, Farsi, Fijian, French, Foulfoulde (Cameroon), Ga (Ghana), German, Greek, Gujarati, Hindi, Hungarian, Igbo, Irish, Kannada, Khmer, Kiswahili, Konkani, Korean, Kurdish, Lao, Luo, Bahasa Indonesia, Macedonian, Marathi, Maori, Malayalam, Manipuri, Meiteilon, Mizo, Ndebele (Zimbabwe), Nepali, Odia, Pidgin, Portuguese/Brazil, Portuguese/Lusophone, Polish, Punjabi, Romanian, Russian, Samoan, Serbian, Sindhi, Sinhala, Shona (Zimbabwe), Slovenian, Spanish, Swahili, Tagalog, Tamil, Thai, Telugu, Tongan, Tulu, Turkish, Twi (Ghana), Ukrainian, Urdu, and Vietnamese, Yoruba.

**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. These have recorded wider outreach with visits, hits and likes.

- The WBW Facebook page received a total of 13,049 likes. Post reach peaked at 61,949 on 4th August and 59,938 on 19th October.
- Results for the WBW 2016 Website included: No.1 in Google, Yahoo and Bing ranking in Google for the keyword “World Breastfeeding Week”.
- A social media toolkit was created and shared on WABA & WBW Facebook accounts. It reached almost 20,000 people and was shared over 200 times.
- The WBW 2016 Public Announcement used more graphics, was less text-heavy, had better flow and clarity in terms of messaging. The objective was to present the “big picture” of links between SDGs and breastfeeding. The Announcement was posted on our website, social media platforms and mass-mailed to our followers. As a result, there were 5,664 interactions via social media and 4,581 emails read.

1. In one month (from mid July to mid August) the campaign gained 4,726 new page likes and followers. Its reach has increased by over 3000%, with our posts over the WBW period reaching nearly 900,000 users.
2. By comparison, reach in 2015 was almost 30,000 whereas in 2016, the highest reach recorded was 264,682 and the post (our WBW 2016 greeting) was shared over 2000 times.
3. We have “retained” many of our followers beyond WBW. Our reach and engagement rates remain high.

- Our Tweets recorded a growth (mid July to mid August) in number of followers and an increase in “retweet” rates:
  1. Use of our @WABAsecretariat, #WBW2016 and #WBWGoals Twitter handles - the rate of mentions increased by 384.8%.
  2. Organisations that have joined/used our handle : Every Woman Every Child, Jamie Oliver News, MenCare campaign, Team Refugees, Normalize Breastfeeding, PAHO, World Vision Health, WHO and many others.
  3. visits to our profile increased by 310.3%
  4. our followers increased by 188%

- Instagram
  1. WBWGoals Instagram account was created this year to host attractive pictures/GIFs posted either by WABA and/or our followers. Such pictures and GIFs attract and enhance messages on social media.
  2. Our newly created Instagram account now has over 60 followers and is growing steadily.
  3. Many of our followers are posting beautiful pictures and tagging us, creating a higher level of engagement.

Noteworthy results and outcomes for WBW 2016: Breastfeeding – A Key To Sustainable Development

- The WBW 2016 theme was widely publicised through the extensive WABA network via the mass mailings, social media, at various international events and it was amplified further by the network to its outreach. It proved to be a popular theme as people from all levels were keen to learn about the new SDGs goals. The WBW 2016 theme has created awareness of the SDGs down to the grassroots’ level.
- The week long celebration showcased creative ways of reaching out to the masses by the celebrants worldwide to show we can achieve sustainable development through the protection, promotion and support of breastfeeding. The celebrants had covered 191 countries and all the major regions in the world. The participants had covered all the targeted audiences including the health practitioners, government officials, civil societies, mother support groups, employers,
media representatives and youth.

- A number of mentionable actions that are noteworthy:

**Malaysia** – the Ministry of Health collaborated with WABA to launch and celebrate the national level WBW 2016 in Penang where WABA’s Secretariat is located. The Ministry had ensured that all the 13 states in Malaysia celebrated WBW 2016 in their own state and showcased the state level celebration during this event. A panel of discussion facilitated by WABA was part of the celebration which had included the different ministries and government agencies who are involved in the issues pertaining to women affairs. It was a successful panel as the officers had committed to work together to ensure that supportive environment and policies will be in place for working mothers to exclusively breastfeed their babies.

**Rwanda** – the American Refugee Committee (ARC) organised WBW celebrations in 6 refugee camps in Rwanda, reaching nearly 4,500 refugees including pregnant and lactating mothers with the message on the importance of exclusively breastfeeding in such an environment. The message at the refugee camps included that the engagement of men is very important in supporting the women to be able to successfully breastfeed exclusively and up to 2 years and beyond. There was involvement of different parties at this WBW celebration which had included government officials, UNHCR officers, Plan International, World Vision, ARC country Director, World Food Programme, camp leaders, mother support groups, who had all emphasised on the core of the issue of breastfeeding. The activities carried out at the refugee camps varied to attract all the different audiences. These included sporting events, theatre, concerts, dialogues, counselling and workshops.

**India** – WBW has always been actively celebrated in most of the states in India. The celebrants have been creative in organising activities such as Street Plays, Puppet shows, rallies and attractive video shows. Outreach to the government officials were via dialogues and it has been meeting its aim. The WBW celebrations had caught the attention of the media too and it has been promoted through national TV channels. Jammu and Kashmir state were notably active in celebrating WBW as the target had been at reaching out to the women in difficult and remote areas. The outreach had included involving the men to provide them with information that will enable them to play the supporting role effectively. Following from the above, another celebrant had targeted the villages in Andhra Pradesh known at the anganwadi level and organised dialogues, street plays, rallies, video shows, all highlighting on the importance of breastfeeding. The coverage were at 118 anganwadi centres in the district and reached all levels including women, men, girls, health workers, school and college students. An interesting aspect of this event was the forming of the human chain with the anganwadi workers and all the mothers in the village, while chanting slogan on the importance of breastfeeding and taking oath to feed colostrum within half an hour of birth, followed by exclusive breastfeeding for 6 months and continues breastfeeding with adequate complementary food for two years and beyond. The action folder prepared by WABA was adapted according to local needs, printed and disseminated all across the country. It was also translated in 9 indian languages namely Hindi, Telugu, Kannada, Punjabi, Odia, Assamese, Tamil, Gujrati, and Urdu. BPNI conferred best activities award to various organisations for observing the week in different innovative ways by government departments, professional organisations, civil society organisations, etc. BPNI received a total of 92 reports from various organisations from different parts of country. An expert panel assessed the reports and selected 20 winners. Details are available at
http://bpni.org/WBW/2016/Result-WBW2016.pdf. BPNI participated in the workshop organized by the Trained Nurses Association of India (TNAI) on WBW theme and delivered talks as well as evaluated the painting competition organized by TNAI.

Republic of Korea – The Korea Breastfeeding Network (KBN) organised a one day Forum during the World Breastfeeding Week on the theme of the week. Participants included Minister of Gender Equality and Family; National Assembly members; and government officials, NGOs, nursing students, would-be mothers and pregnant women from member organizations. WBW 2016 action folder was translated in Korean language and distributed during the Forum. Violinist Hyun Kyung Baek was appointed as the 8th KBN Ambassador during the ceremony.

Sri Lanka – Sarvodaya Women’s Movement (SWM) organised national and districts level (16 districts) theme symposiums in which civil society leaders, government officials, religious leaders and women leaders participated.

Bangladesh – Bangladesh Breastfeeding Foundation, in collaboration with Ministry of Health and Family Welfare, Government of Bangladesh and Institute of Public Health and Nutrition organised a national symposium on the WBW theme in which honourable Health and Family Welfare Minister of Bangladesh inaugurated the countrywide celebrations of the WBW activities. Senior government officials from different ministries; faculty from medical colleges; representatives of professional societies, development partners and NGOs participated in the meeting.

China – National Health and Family Planning Commission (NHFPC), UN agencies, Save the Children, social organizations, paediatricians, researchers, lawyers, media staff and NGOs came together to celebrate WBW nationally. The Chinese version of action folder was shared on the Chinese WBW website (http://www.mrwyz.com/) for free download. IBFAN representatives from China were involved in the development of a documentary film on breastfeeding by NHFPC and China Central Television (CCTV), telecasted during the World Breastfeeding Week.

Taiwan – Chinese Women Consumers Association celebrated the WBW by holding Infant and Young Child Feeding Symposium on WBW theme 2016, together with Taichung Dietitians Association in Taichung, Taiwan. Speakers were invited from Taiwan Breastfeeding Academy, Chinese Dietetic Society-Taiwan, Taichung Veterans General Hospital, and Homemakers Union Consumers Coop. Audiences were members in Taichung area, Central Taiwan.

Mongolia – Just like every year, in 2016 also, the month of August was announced as a breastfeeding promotion month. A meeting on the theme of the Week was organised in Ulaanbaatar in which Minister of Health; women parliamentarians; media agencies; Ministry of Health officials; WHO; UNICEF; representatives of Public Health Institutes, Ulanbatar Health Department, Mongolian Pediatric Society, Mongolian OB Gyn society and Mongolian Midwifery Association participated. WBW 2016 toolkit was translated in Mongolian language and 27000 printed copies were distributed throughout the country. As a community awareness programme, a get together on theme “Breast milk- Healthy child” was organised in the National Park in which 1500 families participated and were provided with WBW 2016 brochures and leaflets. WBW material was also shared on the social media sites.

Bhutan – The observation of the world breastfeeding week was spearheaded by Nutrition Program, Department of Public Health of the Ministry of Health. A message by the Honorable Health Minister on breastfeeding week was developed and published in the most popular National newspaper
(Kuensel), which has a nationwide coverage. For all seven days of the WBW, TV and radio spots on breastfeeding was produced and aired on the national broadcaster. Advocacy campaigns for the pregnant and lactating women were conducted in one national and two regional referral hospitals. As well as five district hospitals.

**Pakistan** – IBFAN country representative organization (Dir Area Development Organisation -- DADO) organized orientation session for facility level Health care providers, sports festival, display of posters and banners and mosque announcements.

**Europe** – celebrants in Europe had joined in the celebrations via various health talks in the healthcare sector and the promotion in the mainstream media channel. Greece had organised simultaneous public breastfeeding across a number of cities to create awareness on the issue.

**Saudi/UAE** – The celebrations were organised primarily by the healthcare sector targeting the mothers, health care workers, girls in school and the media. The activities focused on awareness raising in importance of breastfeeding through talks, exhibitions, workshops and counselling.

**USA** – WABA’s Core Partners based in the North Region, ILCA and LLLI took the lead in the celebration of the WBW 2016 and raised awareness on the issues. They widely shared WABA’s materials and social media campaign. A host of activities were organised to reach out to the health care practitioners and mothers in general.

**Latin region** – The celebrations were showcased using popular mode of blogging by engaging famous bloggers who have a huge number of readership. Another impactful way of reaching the mass by making a film out of an event and posting it on Youtube for a wider coverage.

**Media** – WBW 2016 had captured attention of several online media portals such as Huffington Post which has shared the news on Canada’s Prime Minister, Justin Trudeau’s baby being breastfed and his support for mothers to be able to breastfeed anytime and anywhere. Others media portals included Devex news, Times of India, Government of Ontario news, Reuters UK news and UN News radio, had promoted and supported the WBW and the value and importance of breastfeeding. Daily mail, UK shared a piece on popular artiste supporting the WBW as she breastfeeds her baby.

**Support from UNICEF and WHO** – had issued a letter of support for the WBW 2016 and quoted that “increasingly, it is clear that breastfeeding is not only the cornerstone of a child’s healthy development; it is also the foundation of a country’s development. In fact, supporting breastfeeding is one of the smartest investments countries can make in the wellbeing of their citizens -- and thus, in their own long-term strength. In low-, middle- and high-income countries alike, the benefits for individuals, families and societies include ending preventable child deaths, improving maternal and child health, boosting educational attainment, and increasing productivity. For example, breastfeeding is a critical key in achieving SDG 2 and SDG3 -- which include ending hunger, improving nutrition and promoting health and wellbeing.”

**MAJOR OUTCOMES FROM THE WBW CELEBRATIONS**

- It is amazing to see the outcomes from the WBW celebrations over the years and from the above sharing it can be well noted that people are using all methods to attract the target audiences. The activities are not limited to closed meeting rooms but it had been taken to the streets and the world wide web. WABA has acknowledged the wonderful work of these
celebrants by giving them certificates of appreciation which has been accepted graciously by the celebrants.

- Major outcomes from the WBW 2016:
  1. Outreach using social media and engaging different media such as bloggers to amplify the messages and attract the youth.
  2. National level celebrations have shown the commitment of all the actors to increase the rate of breastfeeding at country level.
  3. Engagement with government officials such as at the ministerial level are important actors for policy changes and the involvement shows a positive scene for the baby friendly hospital setting and maternity protection.
  4. Education or raising awareness of importance of breastfeeding in emergency situations such as shown at refugee camps, tackling the nutrition and food security issues.
  5. There is a higher number of health care practitioners and mother support groups being trained in skilled breastfeeding care.
  6. There was a greater involvement of men at the community level as it was emphasised that partnerships with the relevant actors will ensure the success of the breastfeeding journey.

- Follow-up and opportunities from WBW 2016:
  1. Outreach mode should be extended by using more of the social media and engaging different media such as bloggers and global development media.
  2. To target more National level celebrations with the relevant ministries to affect policy changes.
  3. To form partnerships with groups working in emergency situations.
  4. WBW materials for advocacy should be more visual and WABA will look at alternate mode of outreach tools such as social media kit, videos and pictures.

Examples of outputs

World Breastfeeding Week (WBW) Campaign 2016 – Breastfeeding – A Key To Sustainable Development

- WABA and partners called for concerted global action on raising awareness of the links between breastfeeding and the Sustainable Development Goals. By recognizing that breastfeeding is a key to sustainable development, we will value our well being from the start of life, respect each other and care for the world we share.
- The SDGs aspire to tackle the root causes of poverty and offer a vision of development that works for all people, everywhere. WBW 2016 marks a new start for us to work together and show how we can achieve sustainable development through the protection, promotion and support of breastfeeding.
- Objectives of WBW 2016 were:
  1. INFORM - To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).
  2. FIRMLY ANCHOR - To firmly anchor breastfeeding as a key component of sustainable development.
  3. GALVANISE - To galvanise a variety of actions at all levels on breastfeeding and IYCF in the new era of the SDGs.
  4. ENGAGE - To engage and collaborate with a wider range of actors around promotion, protection and support of breastfeeding.
  5. IBFAN Asia and IBFAN-GIFA contributed to the action folder (providing inputs on policy and legislative framework etc), and subsequently these two organisations adapted and
distributed campaign materials regionally and nationally. Countries worldwide officially celebrated WBW as the norm with a variety of activities organised (See reports above).

- Additionally, **IBFAN-GIFA** participated in the WBW 2016 celebration in Switzerland, with a stand at the Geneva University maternity hospital, and took part in a seminar on the role of breastfeeding in health (see above).

- 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**, where a **Joint Letter of Support** was issued. Participation has also been increasing due to mobilisation by WABA Core Partners (**ABM, ILCA, and LLL**), but more importantly via UNICEF GBAI members and others that celebrated WBW 2016: **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 and the International Medical Corps**.

- WABA’s engagement with Women Deliver and participation at the conference in Copenhagen, May 2016 had opened door to a bigger network of outreach. This includes the connection with Every Woman Every Child (EWEC) made at the conference. Following up from the conference, both organisations had publicised the messages through its social media and website and this resulted in a huge amplification of the WBW 2016 messages.

- The English version, with Spanish and French translations, of the WBW 2016 Calendars, Action Folders, Posters, were successfully produced; and a total of 82 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.

- WABA produced the WBW 2016 Poster and Action Folder; translations of materials (Spanish and French); WBW 2016 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 2016 materials: 160 kits were distributed via Dropbox service. WABA had managed to track the number of people downloaded WBW 2016 materials through a subscriber function and saw 1,756 download in English, 177 in Spanish and 45 in other languages. These comprised of people from all regions and from 132 countries.

- 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.

- The Social Media Toolkit was shared on WABA and WBW Facebook, which attracted almost 20,000 people and was shared over 200 times.

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

**IBFAN Asia/BPNI** coordinated WBW celebrations in the region. In Asian countries the action folder prepared by WABA was disseminated. It was translated in the local language in many countries and disseminated during the WBW activities. The WBW reports were received from Korea, China, Mongolia, Nepal, Bangladesh, Sri Lanka, Afghanistan, Pakistan, Philippines and India.
**Targeted campaigns in different languages and young audiences**

- **WABA**’s outreach to youth was mainly through Women Deliver and the GBPF. More details of this work are included under Area 6.

- **IBFAN Asia/BPNI**’s communication and IT team maintains and regularly updates 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** continued to be part of the Treaty Alliance Communication Group which was set up in 2015. As such, IBFAN-GIFA initiated and took part in the development. On 9 July, [IBFAN-GIFA also took part in a demonstration organised by the Treaty Alliance of an online resource page](http://www.who.int/breastfeeding/topics/treaty-alliance(begin with unescaped http://) (called the TA online library) on the Treaty Alliance website, which allows TA members and allies as well as Member States and UN experts to have quick and easy access to all useful documents, including statements, position papers, as well as research and reports addressing legal and technical issues regarding the treaty from an international law and justice perspective as well as human rights abuses in different fields (ex. land grabbing and marginalization of local communities, exploitation of natural resources, destruction of local seeds and traditional food cultures, tax avoidance, environmental degradation, workers exploitation, marketing of breastmilk substitutes) highlighting common challenges and linkages across different sectors and fields. The online library is a work-in progress space conceived to expand and enrich the ongoing debate around the treaty by documenting the work and diversity of opinions of CSO organizations, networks and campaigns groups, inside and outside the Treaty Alliance.

- **IBFAN-GIFA** provided input to the thesis of two students of SIT Summer course ‘Food Security, Nutrition and Sustainable Development’. The first thesis focused on the effects of feminism on food security and the second focused on women’s empowerment through public policy and breastfeeding. The input was provided under the form of two interviews delivered to the students, which allowed them to understand how the politics of breastfeeding impact on their subject of thesis, and to include documented reference in their final work.

- 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.

- **IBFAN-GIFA** was also invited as panellist in several events highlighting the importance of adopting policies and programmes to protect, promote and support the Code, among which an evening debate organized by the Swiss association Naît-sens and an interdisciplinary study day on *Nourishing babies: Experts perspectives and maternal practices on infant and young child feeding*, both organized in Lausanne.

**An array of IYCF information and communications channels in place**

- **BPNI/IBFAN Asia** manages following websites and web-portals which experienced decent traffic during January-December 2016:
  - www.ibfan.org - Total Visits 177,152 Total hits 18,23,568
  - www.bpni.org - Total Visits 111,092 Total hits 1,243,262
  - www.ibfanasia.org - Total Visits 38040 Total hits 348,883
  - www.worldbreastfeedingtrends.org - Total Visits 69660 Total hits 924,427
  - www.aaci-india.org - Total Visits 15914 Total hits 70,731
  - http://worldbreastfeedingcosting.org - Total Visits 6355 Total hits 25,936

- The WHO/UNICEF/IBFAN Code report had a great impact in media. For example, the French newspaper La Dépêche published an [article](http://www.ibfan.org) on the breastfeeding rates which have come to a
standstill globally and highlighted the findings of the joint Code report. Different newsletter also echoed the publication of the joint Code report, including the newsletter of the International Geneva and the one of the RLA Foundation. In October 2016, the French reference newspaper Le Monde (almost 300,000 printed copies daily) published a whole page article on the importance of breastfeeding within the first hour in which the joint Code report was mentioned and the undue marketing of breastmilk substitutes, which negatively influences mothers, was highlighted.

- In June 2016, the international news channel i24news interviewed IBFAN-GIFA on Code violations and the negative impacts of unethical marketing of breastmilk substitutes on babies' health. We took this opportunity to reiterate our concerns about France's lack of implementation of the Code which impact on the very low rates of breastfeeding in the country. (see the webcast of the interview, in French), In December 2016, the Swiss reference newspaper published a special number focused on Nestlé’s activities. IBFAN-GIFA was interviewed and provided information in preparation of an article on “Killing formula: the scandal remains” [original title in French: “Les biberons qui tuent: le scandale demeure”]. (YouTube)

- In 2014, IBFAN-GIFA launched its new website with sections in French. Additionally with sections in providing news update and access to documents in French and English. In 2016, many sections of IBFAN-GIFA website were updated and the website has been actively maintained, with regular news updates posted. 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 1,745 likes, and the Twitter account has about 500 followers. The blog on Breastfeeding and Human Rights was discontinued and integrated to the IBFAN-GIFA’s website, providing users with a single platform where they can easily find the relevant information.

- IBFAN-GIFA sorted 36 years of archives to prepare its office move to Maison de la Paix. All the historical archives were kept and scanning of these priceless documents was initiated by an intern archivist under the supervision of IBFAN-GIFA staff. This work shall continue in 2017 and an online library will be set up by the end of the Sida project, in order to make all IBFAN-GIFA archives accessible to the rest of the network, to the public and to historians.

- WABA disseminated a total 36 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 2016 theme and materials. These went out to WABA mailing lists (of over 6,000 contacts), and also promoted via other listservs (e.g. 7,000 People's Health Movement members). WABA produced 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 114,520 total unique visitors in 2016 (89,570 in 2015); and generated 666,693 total views (362,352 in 2015). 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 2016 campaign website noted a total 142,700 visitors in 2016; with 256,685 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 Page have total reach of 3,119 at end of the year 2016. This is a huge increase from 1361 at 31st December 2015. The facebook page have peak reach of 9,270 at 12th June 2016. WABA’s Information Communication programme has supported the
organisations’ work as a whole, leading to outreach successes such as WBW 2016. Keeping up with the information age, a major focus has been 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.

- WABA supported another local mother support group for translation work from English to Malay which included video script translation, recording of narration and editing subtitle in Malay for breastfeeding videos produced by Global Health Media Project. This project had enabled the group to share the videos with a wider group of community in Malaysia.

**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**

- 2016 - WABA engaged a youth intern for the Women Deliver 2016 Conference to draw in the young crowd of participants with the aim of getting them to be interested and involved in the work of the breastfeeding network. At the WABA workshop, 4 youth members from the Metropolitan University and Girls Globe attended and participated actively.
- WABA’s Global Breastfeeding Partners Forum, 2-5 October 2016, had included 12 young leaders from various organisation to be part of the forum and provide the youth voice in all the sessions.
- In order to identify appropriate young leaders, WABA collaborated with the International Confederation of Midwives, Women Deliver, Girl’s Globe as well as others within WABA’s established network. As a result, WABA was able to plan for a new approach to engaging with this key demographic and to integrate their efforts within a campaigning concept.

**Regional /sub-regional declarations and plans of action**

- GBPF 2016 - WABA organised the Global Breastfeeding Partners Forum in Penang, Malaysia from 2-5 October 2016 with the theme “Turning Silver into Gold - Sustaining Breastfeeding Campaigns for a Generation” where plans of action were formed.

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

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

**Enhanced technical capacity of human resources and increased financial resources**

- WABA - A Communication and Youth Engagement Officer re-joined as a consultant to assist with specific job under WBW and communication. Subsequently her consultancy was extended for a further 7 months to assist with GBPF and communication work. A Programme Officer recruited for Peer Counselling/Mother Support work in February resigned in October 2016 for a better job opportunity. A part-time Accounts officer comes on an hourly basis to assist with accounts work.
- WABA brought on board through the GBPF 2016, stalwarts in the breastfeeding movements and who were active in the early days of WABA and had served as the WABA Steering Committee. They bring international connections with them such as serving on UNICEF and FHI 360, which
can open doors to potential funding for work in the African region.

**Examples of outputs**

**Various ways of diversifying funding**

- As of in 2015, IBFAN-GIFA received an extra one-time funding from Canton de Genève to take apart in the event *Alternatiba* 2016 the Cross-border Festival of Local Initiatives for the Climate and ‘Harmonious Living Together’ (see above, under Area 3). IBFAN-GIFA worked also in close collaboration with IBFAN regional office in Francophone Africa to develop a new funding proposal for a second cycle of the ANJE project, previously funded by Ville and Canton de Genève as well as by Sida. A first draft has been presented to the Swiss donors who have expressed their interest and have submitted useful comments to maximize the chances to get a new funding. The proposal is currently under revision and will be soon submitted again to the Swiss donors.

- **BPNI/IBFAN Asia** submitted a proposal to UNICEF India for monitoring of the IMS Act, Indian legislation to protect breastfeeding in two states of India. BPNI also submitted a proposal to Grand Challenges Canada Community Portal for ‘Enhancing initiation and exclusive breastfeeding rates through skilled counseling support among kol tribal community in Karbi, Chitrakoot, Uttar Pradesh, India’. BPNI also submitted a proposal to Azim Premji Philanthropic Initiative (APPI) with the possibility of collaboration to work on nutrition intervention in Odisha.

- **WABA** developed a concept note for the Warm chain of support for breastfeeding which will be developed into a proposal during 2017 and submitted to relevant donors for funding. WABA is also exploring other donors for the work of expanding the base of the alliance at country level.

**Building capacity of staff and Youth**

- Representation at the Advocacy for Infant and Young Child Feeding: Strategy Updates in Selected Countries in the ASEAN Region and Beyond held in Bangkok in April was attended by WABA’s Senior Consultant, Campaigns and Advocacy and also its Programme Coordinator, Maternity/Parental Protection Campaign & Gender. 89 participants from 14 countries participated in this meeting. WABA distributed its materials at the meeting and many interventions by WABA was well received.

- The Women Deliver 4th Global Conference in May 2016, Copenhagen was represented by a 4-member team from WABA (WABA Chairperson, Co-Executive Directors and Partnership and Network Development Director).

- 2016 - WABA engaged a youth intern for the Women Deliver 2016 Conference to draw in the young crowd of participants with the aim of getting them to be interested and involved in the work of the breastfeeding network. At the WABA workshop, 4 youth members from the Metropolitan University and Girls Globe attended and participated actively. Workshop theme “Breastfeeding leads to a healthier, happier and sustainable world”

- The outcomes from the workshop session on youth engagement included how the messaging targeting youth should be - it needs to be simple but realistic and take away the complex information – emphasise on how breastfeeding can be successful. Awareness need to be created among this target group. The best tool for this is via the technology-social media to educate on the benefits of breastfeeding.

- Following up from the workshop, 3 of the youth members expressed interest to participate at the WABA GBPF 2016 and they made the trip to Penang and fully engaged with all the participants and sessions at the forum.

- **WABA’s Global Breastfeeding Partners Forum, 2-5 October 2016**, included 12 young leaders from various organisations to be part of the forum and provide the youth voice in all the sessions.
WABA’s outreach at the Women Deliver conference had resulted in a collaboration with the Women Deliver leadership and they had sent 2 of their highly qualified Young Leaders to be part of the Forum.

Besides the above, the forum also saw young leaders from the Girls Globe, Africa Focus and Metropolitan University participating and contributing in the various sessions.

Other young leaders attend and contributed at the forum were from International Confederation of Midwives, Doctors for You, Stikes Surabaya, Indonesia.

At the end of the Forum, the Young Leaders spoke at the plenary session offering concrete recommendations for WABA and its participants for how to best engage young people. They also made strong commitments to protect, promote and support breastfeeding via social media platforms, through World Breastfeeding Week (WBW), and in their own work spaces!

- Meanwhile, IBFAN GIFA reached out to youth via its participation in Alternatiba (see Area 3), via the Training Course on Breastfeeding and the Code at the University of Montpellier (see Area 4 report) and via its input to the thesis of two students of SIT Summer course ‘Food Security, Nutrition and Sustainable Development’.

**Second World Breastfeeding Conference (WBC2)**

- Ahead of the conference, IBFAN-GIFA collaborated closely with the conference organizing committee to provide input into the drafting of the conference programme and advertised the conference to its partners, allies and European members. IBFAN-GIFA co-organized and delivered a half-day training session on breastfeeding and human rights (see Area 1). In addition, IBFAN-GIFA sponsored and organized a cinema event with the screening of the movie “Tigers” (see Area 4), followed by a discussion on holding corporations accountable, moderated by Mr. Mike Brady. IBFAN-GIFA also sponsored and organized a symposium on Maternity Protection, in which Ms. Camille Selleger took part on behalf of IBFAN-GIFA, together with Maryse Arendt, Shoba Suri, Betty Samburu, Fofana Malang and Dexter Chagwena, who shared their perspectives and struggles to support breastfeeding in the labour sector. The event was moderated by Maryse Arendt on behalf of IBFAN-GIFA. On behalf of IBFAN-GIFA, Ms. Maryse Arendt also took part in a symposium on the BFHI and she moderated a technical session on women and children’s rights to maternity protection in the informal sector, while Ms. Camille Selleger took part in a technical session on Code implementation, highlighting the inclusion of the Code in various important human rights documents including HRTB Concluding observations. Last but not least, IBFAN-GIFA delivered a keynote speech on Protection, promotion and support of breastfeeding within a human rights framework. (programme and presentations available on the website of the conference).

- BPNI/IBFAN Asia was a part of the conference organizing committee as well as the conference programme development committee and provided specific inputs in the overall arrangements of the conference and developing and finalizing the WBC programme. IBFAN representatives from various Asian countries and from the regional coordinating office participated in the conference either as a resource person or a delegate.

- Two WABA staff and a youth leader from Zimbabwe attended the 2nd World Breastfeeding Conference in Johannesburg, South Africa. WABA presented a session on WBW 2016 at one of the workshop session. The main aim to attend the conference was to network and establish links with individuals and organisations in Africa that work on breastfeeding issues. Information on WBW and also HIV and Infant feeding were given at the WABA booth. Many local participants found the information very useful and were already part of WBW celebrations. WABA staff participated in workshops related to Maternity Protection in the informal sector and it was concluded that it is a challenge to include MP in the informal sector as it is an unorganised sector. Innovative ways such as working with local village leaders and women’s group were some
of the suggestions made to advance MP in the informal sector.

**Enhanced geographic and programmatic base of breastfeeding advocates**

- **IBFAN Asia** published/contributed in following research papers/chapter in reputed scientific journals/textbook:
  1. Thakur N, Chhabra P, Dadhich JP, Gupta A, Chandola V. To assess the prevalence and factors determining timely initiation of breastfeeding among the mothers in resettlement colony in Delhi. *Indian Journal of Child Health*. 2016 May 25;3(2):147-53. The study was done in collaboration with the Department of Community Medicine, University College of Medical Sciences and Guru Teg Bahadur Hospital, Delhi.
  2. Thakur, N., Gupta, A., Chhabra, P., Dadhich, JP. A study of determinants of infant feeding practices in a resettlement colony of Delhi, India. *International Journal Of Community Medicine And Public Health*. 2016 Dec 22;3(12):3357-63. The study was done in collaboration with the Department of Community Medicine, University College of Medical Sciences and Guru Teg Bahadur Hospital, Delhi.

- **BPNI/IBFAN Asia** developed and disseminated following publications:
  2. DEFENDING BREASTFEEDING: A 25 years crusade against market forces  
  3. AACI Update-7  
  4. Newswire documents were published during 2016, which may be accessed at:  

- A research study titled “The Impact of skilled counselling and support on exclusive breastfeeding” was completed by BPNI in collaboration with Department of Paediatrics Jawaharlal Nehru Medical College, Aligarh Muslim University in Aligarh, data are being analysed and a paper for submission for publication is being drafted. BPNI experts as well, BPNI/IBFAN Asia developed and disseminated its [annual report](http://www.who.int/). IBFAN Asia experts contributed as peer reviewers of research article for reputed journals like BMJ, Globalization and Health, BMC Public Health and Indian Pediatrics.

- **BPNI/IBFAN Asia** experts delivered following presentations in the World breastfeeding Conference -2 in Johannesburg:
  o 84 country WBTi report on Implementation of the Global Strategy for Infant and Young Child Feeding - in the inaugural session
  o Report on Implementation of the Global Strategy for Infant and Young Child Feeding – Key Findings
  o BFHI Roundtable: 25 years of BFHI-Keeping quality everywhere
● Baby Friendly Community Initiative (BFCI) experiences from Lalitpur, India
● Carbon Footprint Due to Milk Formula: A study from selected countries of the Asia-Pacific Region
● Maternity Protection in the informal sector - Indian Experience
● Conflict of Interest in nutrition research, standard setting and policy advice
● World Breastfeeding Costing Initiative (WBCi) Financial Planning and Budgeting Tool
● Maternity Protection report from 57 countries
● Utilization of World Breastfeeding Trends Initiative (WBTi) Web Portal for Breastfeeding Advocacy
● Emergency breastfeeding response during calamities & approaches to re-lactation with special lactation massage as an intervention
● Sharing experience of national awareness generation on Conflict of Interest
● Mime on Breastfeeding & Relationships
● Conflict of Interest in nutrition research and programming: Post London Meeting CoI recommendations for action at community level

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

Through the Global Breastfeeding Partners Forum (GBPF) organised by WABA in October 2016, one of the outcomes were engaging old and new partners. The original WABA Core Partners (ABM, LLLI, IBFAN, and ILCA, except for Wellstart) were all present and engaged actively at various levels. In addition, significant new partners, such as the Carolina Global Breastfeeding Institute, Alive and Thrive, the International Confederation of Midwives (ICM), Helen Keller International (HKI), Every Woman Every Child (EWEC), Women Deliver, White Ribbon Alliance, Girls’ Globe, McGill University, Middlesex University, Industry All (Trade Union, South East Asia) and the Mother and Child Health Education Trust (MNCHET) were also actively involved both through their plenary contributions. At the World Cafe morning each partner organisation had an opportunity to present their work and invite cooperation or collaboration with all participants present.

The GBPF had brought together participants from 32 countries from Asia, Europe, North America, Latin America and Africa. The participants were from diverse organisations including the civil society, governments, UN agencies, academia, young leaders, a trade union, an employer and mothers.
Global consensus on IYCF issues and plans of action for breastfeeding movement

WABA produced a book to commemorate the 25th Anniversary of WABA titled “Turning Silver into Gold – Sustaining Breastfeeding Campaigns for a Generation”. The book records the story of WABA and its achievements reached with concerted effort and partnerships. It was shared with the network members and made available on the website.

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

- 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.
- Meetings of the Central Coordination Committee of BPNI were held on 4-6 September, 2015 in Shimla, Himachal Pradesh, and on 3-4 December, 2016 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.
- Two WABA staff attended the meeting on Infant and Young Child Feeding: Strategy Updates in Selected Countries in the ASEAN Region and Beyond, organized by Alive & Thrive. WABA objectives to attend the meeting were to inform and share on the outcome of The Stockholm Symposium - specifically the Framework for Action and Empowering Parents Campaign; to share on and mobilize forWBW 2016 SDGs theme/campaign and to strengthen links with Alive & Thrive, UNICEF representatives, NGOs and network with Government delegates from ASEAN. All the objectives were met and some of the ASEAN delegates were invited to the GBPF 2016.
- WABA attended and made a presentation at the ILCA Conference 2016, USA – “Celebrating Baby Friendly – In the Hospital and Beyond: Helping Families Thrive Worldwide. The presentation had a focus on understanding the role of civil society organisations in global advocacy. The conference was attended by participants from all over the world.
- WABA staff participated in the 1st Regional Breastfeeding Conference on 28-29 July 2016 in Malaysia which was organised by the local mother support group. WABA has supported the participation of 10 mother support group members to attend the conference to build their capacity in networking and advocacy.
- WABA Global Breastfeeding Partners Forum (GBPF), 2-5 October 2016, Penang, Malaysia – with the theme “Turning Silver into Gold - Sustaining Breastfeeding Campaigns for a Generation”. The Forum highlighted some of the major achievements and people who were part of WABA’s successes – past and present; while initiating collective steps to move forward in the next 25 years. The event had a strong inter-generational approach and engaged old and new partners with an emphasis on involving more youth, men and academia. 90 participants from 32 countries participated. Outcomes and summary highlights from the Forum as follows:
  i) Celebrating WABA’s 25th Anniversary recalling history, celebrating achievements and people of the past and present, as well as sharing pertinent lessons of that history with the next generation. Celebrating 25 years was meaningful when it also built on bringing in the next generation into the heart of WABA and its work, particularly World Breastfeeding
Week (WBW) and weaving their voices into various parts of the GBPF programme. Besides the Opening night dinner, the participants also shared a beautiful night of dance, and comradeship that helped to build stronger bonds and connections.

ii) Taking the agenda of the two campaigns further:

a. on the Empowering Parents Campaign, there was more clarity and reinforcement of some of the strategies of the past that were already known while learning more from success stories at country level and from insights shared around mainstreaming gender. A gender equality and empowerment approach was seen as central to the EPC along with more consistent focus on the marginalised and the women working in the informal sector. In addition, the role and engagement of fathers and partners in parenting, child care and shared domestic responsibilities is critical to this campaign and thus the need for better laws and regulations that provide fathers with paid paternity and/or parental leave and the other social cultural support measures that help fathers in paternity.

b. for the Warm Chain campaign, the GBPF 2016 provided a platform to initiate discussions, and thinking around clarifying the concept of the Warm Chain, identifying the challenges as well as the essential steps needed to initiate such a campaign. More work on this campaign will be needed especially in defining what is adequate care and support for women to breastfeed, as well as developing appropriate indicators to assess the Warm Chain, clarifying the key links in the Warm Chain campaign and identifying elements for an effective coordinating mechanism, the latter being a key concern.

iii) Engaging old and new partners. The original WABA Core Partners (ABM, LLLI, IBFAN, and ILCA, except for Wellstart) were all present and engaged actively at various levels. In addition, significant new partners, such as the Carolina Global Breastfeeding Institute, Alive & Thrive, the International Confederation of Midwives (ICM), Helen Keller International (HKI), and the Mother and Child Health Education Trust (MNCHET) were also actively involved both through their plenary contributions as well as in the World Cafe morning where each partner organisation had an opportunity to present their work and invite cooperation or collaboration with all participants present. Commitments for collaboration are noted in the Appendix A of the World Cafe report outcomes. WABA made another milestone achievement with Youth Engagement at the GBPF. 12 young people participated with eight of them speaking at the plenary session offering concrete recommendations for WABA and its participants for how to best engage young people. They also made strong commitments to protect, promote and support breastfeeding via social media platforms, through World Breastfeeding Week (WBW), and in their own work spaces! In addition, the group Family Included representing fathers came in as a significant organisational participant on men’s issues while several other male youth representatives also added to discussions on men’s perspectives. Another group visibly present were the researchers. They offered updates on evidence-based research on the two key technical issues while identifying critical research gaps where more research focus is needed. The GBPF 2016 resulted in a list of recommendations or ACTION POINTS (see Appendix B) that cover the two issue campaigns as well as the three cross-cutting issue areas. Over 60 action points were identified in all five issue categories for the various levels of actions: as an individual, as family, as a network or in one’s interpersonal capacity, and at the following spaces: workplace, healthcare and the policy space. Each participant was encouraged to indicate their commitment to the various Action Points. An initial analysis of commitment is provided in Appendix C. Follow up will be needed particularly on areas of collaboration and to provide some coordination to ensure that the efforts multiply and to be mutually supportive.

iv) As for the last objective, some aspects of this was highlighted but more indirectly rather than as a specific focus. Yet, some of the interesting country cases did refer to better
breastfeeding rates where there was good community or peer support programmes or where breastfeeding protection, promotion and support programmes were more consistent and well coordinated.

- **IBFAN-GIFA** provided an input into the Global Partner Forum organized by WABA in October 2016 by delivering two speeches through video, the first focusing on IBFAN-GIFA’s work on breastfeeding and women’s rights and the second focusing on breastfeeding support. The speeches were well received by the participants and allowed IBFAN-GIFA to show its commitment to WABA as one of its key partners.

**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.

- **BPNI/IBFAN Asia** continued to contribute in global, regional and national policy making and programme implementation by participating in various committees, initiatives, meetings etc.

- Some of the examples are as follows:
  - NetCode Advocacy Task Force - Member
  - Global Breastfeeding Advocacy Initiative (GBAI) - Coordination Committee Member
  - Global Network for the Right to Food and Nutrition - Coordination Committee Member
  - WABA - Regional Focal Point for South Asia
  - IBFAN Coordination Council – Member
  - IBFAN Global Codex team – Member
  - Prime Minister’s Council for India’s Nutrition Challenges – Member
  - National Infant and Young Child Feeding Coordination Committee of India - Member
  - National Infant and Young Child Feeding Steering Committee of India - Member
  - Inter Ministerial Group on Health and Nutrition Data, NITI AAYOG, Government of India – Special invitee
  - National Shadow Committee on – Codex Committee on Nutrition and Food for Special Dietary Uses – Member
  - Mother’s Absolute Affection (MAA) programme on breastfeeding promotion of Ministry of Health and Family Welfare, Government of India - Technical partner
  - Institutional Review Committee, National Institute of Public Cooperation and Child Development (NIPCCD), Government of India - Member

- **WABA - The ASEAN action Plan** - In April 2016, nearly 90 participants from Cambodia, Indonesia, Laos, Myanmar, Timor Leste, Thailand, Papua New Guinea, the Philippines, and Viet Nam again gathered in Bangkok for a follow-up workshop, “Advocacy for Infant and Young Child Feeding: Strategy Updates in Selected Countries in the ASEAN Region and Beyond” organised by Alive & Thrive. The workshop was an opportunity to share lessons learned, provide updates on the latest evidence base in support of IYCF and related policy changes, refresh advocacy strategies, and maintain momentum for continued policy change work throughout the region.

- Key recommendations focused on best practices in:
  - Designing and implementing advocacy efforts

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- Advocating for stronger maternity protection
- Advocating for stronger regulations, implementation, and enforcement of the International Code of Marketing of Breastmilk Substitutes (the Code) and subsequent WHA resolutions
- Advocating for health systems strengthening

- **WABA** will work in partnership with Alive & Thrive and its regional contacts on maternity protection ratification, parent-friendly workplaces policies. Advocacy related to the SDGs and breastfeeding will be undertaken via WBW with all the regional stakeholders.

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

**Indicators**

**Consortium annual workplan and regular review**

Annual coordinated workplan 2016 in place

**Monitoring and evaluation systems in place**

Monitoring indicators developed for each key output

**Annual donor reports**

Annual 2015 report submitted in June 2016

**Skype meeting notes**

Annual review in November 2016
Several skype meetings

**Regular updates/guidances/CIPs meeting agenda**

Monthly updates/guidances or correspondence between FP and CIPs

**Donor Liaison**

Monthly correspondence throughout the year. Annual review meeting held.

**Face-to-face meeting for partners**

No face to face meeting held in 2016 with CIPs

**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 2016. 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 2016.

**Challenges and responses**

*External*

The Consortium Implementing Partners (CIPs) are grateful to Sida for continued support of this project. The partners are of the view that changes in the external environment increased the challenge of securing financial support for specific advocacy work around the protection, promotion and support for breastfeeding. A significant reason for this is the adoption of multi-stakeholder platforms in policy setting and delivery design at national and supra national level. Multi-stakeholder platforms are susceptible to influence from commercial and donor priorities and possible Conflicts of Interest. Existing policy limits the Consortium Implementing Partners from sources of support where such a conflict exists.

Concerns about the increased threats of Conflicts of Interest arising in public health policy setting continued in 2016. For example, IBFAN expressed specific concerns about the undue influence of venture philanthropy foundations with large investments, the private sector and private sector influenced NGOs. The IBFAN partners within this Consortium continued to be critical of the stakeholder model as this could potentially lead to Conflicts of Interest. An important part of this work was over the adoption of the Framework of Engagements with Non-State Actors (FENSA) by the World Health Organisation (WHO).

The May 2016 session of the World Health Assembly adopted this new Framework despite concerns being expressed. The Framework was adopted to regulate WHO engagement with non-State actors (NGOs, private sector entities, philanthropic foundations, and academic institutions). It is said to protect its work from potential risks such as conflict of interest, reputational risks, and undue influence.

As public interest advocates from civil society, IBFAN had advocated for a robust and effective framework to regulate relationships with non-state actors (NSAs). IBFAN acknowledged that FENSA brought certain improvements such as the disclosure of financial contributions and the prohibition of secondments from the private sector. However, certain concerns were not addressed. For example, the adopted definitions of conflicts of interest puts private sector entities on an equal footing with other NSAs, not recognising their fundamentally different nature and roles. IBFAN called for continuing safeguards contained in policies regulating WHO’s relations with NGOs and the private sector.

An example is the Asian region, which continued to see promotional activities of baby food companies in the form of interference in country level policy making processes and misusing WBW to promote their brand value. Baby food market is projected to increase at a rapid rate in coming years, replacing breastfeeding. This is in keeping with a predominant push to promote market led solutions to address malnutrition.
However, the renewed interest by UNICEF and WHO through the Global Breastfeeding Advocacy Initiative, and by WHO through the NetCode will give more opportunities to advance the work of the consortium partners and to expand this to include new programme partners. Conflict of Interest issues may be present and relevant mechanisms to avoid or address these need to be applied and/or developed. The increasing number of recommendations in relation to breastfeeding issued by the CRC and CESCR Committees as well as the recognition of breastfeeding as a matter of human rights by a number of UN experts shows that these various high level bodies have been sensitised on the importance of optimal IYCF practices.

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, Skype and Gotomeeting conference call. Furthermore, all opportunities are taken to coincide with other meetings e.g. the Global Breastfeeding Partners Meetings (GBPMs), World Health Assembly and 2nd World Breastfeeding Conference. 2016 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, such as former interns and consultants.
- 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 WBCi, linking up with the UNICEF GBAI, and other new partners (Ville and Canton de Genève), as well as by benefitting from services of interns and volunteers.
- Develop more effective networking structures and coordinating mechanisms at all levels and engage greater alignment with other initiatives.

Deviations from workplan and explanations

WABA was generally able to achieve the expected outputs for 2016. However, some outputs such as a new website and integrated and improved communications could not be completed during the year due to an increased workload on the Focal Point. This was in particular due to having to resolve matters concerning with IBFAN Africa, where considerable management time was required. (see below under Focal Point). Some measures such as the engagement of external consultants was put in place to address this but progress was not as rapid as expected.

WABA reprogrammed the youth and peer counselling work into a newly developed the ‘Warm Chain’ concept that sought to address issues in a holistic way. Gender mainstreaming activities were
incorporated into the recently developed ‘Empowering Parents Campaign’. These reconfigurations required considerable discussion and planning time, but achieved breakthroughs in terms of innovative approaches and potential for sustainability as they seek to adopt cross-cutting approaches.

Some of the funds carried forward from 2015, were utilised for outputs at the GBPF and Women Deliver events. There was particular emphasis on expanding the alliance to with include new partners and the active engagement of young people in their varied roles as medical professionals, advocates, communications professionals and activists.

Recruitment of new program staff continued to be a challenge in 2016, as the uncertainty of future funding beyond 2017/2018 is still an issue. The plan is to address this by developing new funding proposals together with partners.

**WABA as Focal Point**
The cessation of Sida support for IBFAN Africa, with immediate effect as of 1 Jan 2016 presented the Focal Point with the following specific and unexpected challenges:

- Sida’s conclusion that IBFAN Africa was in ‘serious breach’ led to the immediate termination of the Sub-agreement between WABA (as the Focal Point) and IBFAN Africa, which ceased to be effective as of 1 January 2016. Following this, the Focal Point had to conduct negotiations under uncertain circumstances.
- The Focal Point was obliged to provide guidance and manage the process of financial reconciliation against a background of reduced trust. This presented a challenge to elicit consistent cooperation.
- The Focal Point had to take additional responsibility to engage external auditors based in Swaziland directly, to conduct further audits and report on progress to the donor, respective Boards and in summary to the Consortium Implementing Partners.
- The disbursement of annual funds late in 2015 led to IBFAN Africa still holding a significant proportion of this on 1 January 2016 and therefore potentially refundable to Sida. The size of the amount potentially refundable was a major increased risk borne by the Focal Point, but with implications for the whole consortium.
- The determination of the exact amount that was refundable to Sida proved a major challenge, given that it was IBFAN Africa’s financial accounting problems that led to the donor’s loss of trust.
- IBFAN Africa had on-going programme and contractual commitments and a method of audit and verification had to be developed to address the specific issues.
- Ongoing risks to the Consortium had be communicated to all parties with care, in order to meet the need for transparency. The communication had to maintain confidentiality but convey confidence in the Focal Point’s ability to manage the processes.
- The Focal Point had to be sensitive and adaptive to the effects of the loss of a Consortium Implementing Partners serving areas of acute need in Africa. In addition, the Consortium as a whole had to adjust its plans to reflect areas of activity and output that IBFAN Africa had involvement.
- Considerable additional work was also required of the Focal Point in respect of communications and agreement with various parties: the donor, the respective Boards,
Consortium Implementing Partners, external auditors, the Consortium’s auditors and legal advisors.

**BPNI/IBFAN Asia** managed to accomplish a substantial part of the planned work, though some activities could not be accomplished in this time period due to late arrival of funds. Activities that could not be implemented are included in the workplan for the year 2017. These activities are:

- Study on counseling support to pregnant and lactating women
- WBW activities in the countries of the region
- National awareness generation activity in India as a follow-up of the conflicts of interest workshop in December 2015

**IBFAN-GIFA** succeeded in achieving all outputs set forth in the 2016 workplan, despite the late disbursement of funds and the major cut faced by the consortium. With regard to the roll-over of funds under logframe D5 ‘Maternity Protection Awareness’, IBFAN-GIFA used these funds to support a Maternity Protection event at the 2nd World Breastfeeding Conference in December 2016 in South Africa. The civil unrest continued in Burkina Faso did not permit IBFAN-GIFA to visit the country as previously planned.