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Getting Started

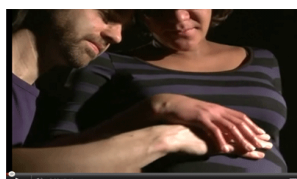
GIFA's recent yearly General Assembly (30 May 2012) suggested that IBFAN-GIFA prepare a short *Newsletter* with information from the GIFA office, on a twice-yearly basis. We hope that such a *Newsletter* will serve as a means of communicating our most recent and important activities, both with our membership and with other colleagues around the world.

And so this is our first try... It's already July 2012, and much has happened since the beginning of the year for the small team of hard working staff and volunteers.

Of course we welcome your feedback and suggestions to make this Newsletter as informative and useful as possible. Many thanks in advance.

Please let us know if you do NOT wish to receive this Newsletter in the future.

7-Minute Video: All About IBFAN



A colourful and lively 7-minute video about IBFAN and its work all over the world is out NOW! It describes the breastfeeding

protection struggle that IBFANers fight all over the world since 32 years. It is available on Youtube in three languages: [English](#), [French](#) and [Spanish](#).

If you would like to support us by purchasing the DVD, contact GIFA at info@gifa.org.

New WHA Resolution Tackles Conflicts of Interest



The 65th World Health Assembly (WHA) took place in Geneva in May and discussed an Implementation plan on infant and young child feeding. IBFANers from Geneva and from outside attended and were active in the adoption of [a new resolution on Maternal, infant and young child nutrition](#) proposed by Canada, UK, Swaziland and Mexico. It calls on governments to strengthen controls on the marketing of breastmilk substitutes and to establish “adequate mechanisms” to deal with conflicts of interest. The Resolution will be especially important in relation to the new partnerships and “multi-stakeholder” arrangements that are springing up to tackle poor nutrition - many of which are pushing fortified processed baby foods and fuelling the multi-billion “business of malnutrition”.

[Read more](#)

WHO to Review its Relationship with External Actors

The 65th WHA pursued the debate on the reform of the World Health Organization which was started in 2011. A decision was taken that the WHO will consider new policies for engagement with NGOs and the private sector in 2013, and it will review its current hosted partnership arrangements. IBFAN-GIFA raised concerns about conflicts of interest and the need for differentiation among public-interest NGOs (PINGOs) and business interest NGOs (BINGOs); it participated in one side event organized by the [Democratising Global Health Coalition](#) on WHO reform and held one [statement](#) on reform.

Read [the analysis](#)

Committee on the Rights of the Child (CRC Committee)



In February and June, the CRC Committee held Sessions 59 and 60 during which 12 countries were reviewed. We sent 11 [IBFAN](#)

[alternative reports](#) to the CRC Committee, attended the sessions and met with the Committee and are happy to say that there were many recommendations regarding our issues.

Read the GIFA reports of the [59th](#) and [60th](#) sessions

IBFAN-GIFA participated in discussions regarding human rights responsibilities of transnational companies, and the child's right to health. These two issues are being addressed by the CRC Committee in two General Comments. IBFAN contributed with a submission on [the Right to Health](#) and IBFAN-GIFA prepared with FIAN International (FoodFirst Information and Action Network), [a joint submission on Human Rights, children and business](#).

IBFAN-GIFA organized a meeting between the UN Special Rapporteur on the Right to Food, Mr Olivier de Schutter and the CRC Committee to discuss the right to adequate food. Mr. De Schutter underlined the importance of exclusive breastfeeding as an "adequate" food, and the International Code as a means of protecting this food.

[Read more](#)

The [Geneva Infant Feeding Association](#) (IBFAN-GIFA) serves as IBFAN's international liaison office, acting as the interface between the IBFAN network and the UN agencies based in Geneva.

World Nutrition Conference: Rio 2012



IBFAN-GIFA, together with the Department of Gender and Nutrition at the University of Hohenheim, and FIAN International

organized [a workshop](#) during the [World Nutrition Conference 2012](#) in Rio, to discuss their development of a focused approach on Gender, Nutrition and the Human Right to Adequate Food.

The workshop's two objectives were: to reflect upon the reasons why gender is not adequately addressed in the right to adequate food planning and advocacy; and to inquire into how pro-nutrition approaches can bridge food production, research, and policy with the goal of healthy communities.

[Read the report](#)

GIFA also provides technical support to the IBFAN thematic working groups and administers and manages IBFAN's global projects and fundraising efforts.



Maternity Protection at Work

A big step forward was made in the first half of 2012 with the ILO publication of a basic training document whose original drafting had been initiated in 2010 in our GIFA

offices.

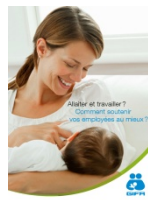
The [Maternity Protection Resource Package. From Aspiration to Reality for All](#), which you can download from the [ILO website](#), is a comprehensive document that explains in detail the various aspects of maternity protection, the five main elements that make a strong law, the overall worldwide context, the challenges of the issue, the most recent trends and initiatives, as well as the ways of fighting for maternity protection and of learning about it.

Breastfeeding Briefs (BB)

BB is a double-issue yearly publication of abstracts on breastfeeding articles. As of 2012, it will be published 3 times a year (June, September and December), and focus on an editorial paper of a few pages on hot topics corresponding to the concerns and discussions in the breastfeeding world. Specialists will be invited to write on these hot topics and will be assisted by an editorial team of five. The first new issue ([no 52](#)) has just been launched recently and carries the title *Cashing in on breastmilk? From wet nursing to milk banks to internet distribution*. Translations into Arabic, French, Portuguese and Spanish are in the making.

[Read more](#)

IBFAN-GIFA in Switzerland



As for work in Switzerland per se, we have continued meeting new mothers on every first Tuesday of the month to discuss problems and solutions related to their

breastfeeding practices and difficulties.

This 4-year project held its last meeting in June; it will be transferred as of September to another address in Geneva.

We have also continued working directly with the Ville de Genève on the last element of a 4-year

programme "Marchez et mangez malin!" on obesity; the second stage of the programme will begin in January 2013.

Sponsorship Watch: Geneva Forum for Health



The 2012 edition of the Geneva Health Forum was once again sponsored by private companies such as Nestlé and Pfizer, well known Code violators. IBFAN-GIFA, following up on the letter sent in 2010, reacted by sending an open letter to the president of the Forum, Prof. Louis Loutan.

[Read the letter](#)

Geneva Infant Feeding Association (GIFA) - International Baby Food Action Network (IBFAN)

We're on the Web!
www.ibfan.org



Finally, don't forget to Join the Fight and register for the 2012 the [World Breastfeeding Conference](#) that will take place in New Delhi 6th-9th December 2012.

So it's a busy office with lots to do, with many people in contact, and many important causes to defend. But that doesn't mean we don't take a little time off here and there: if you're in our neighborhood in Geneva, doing your weekly shopping or passing through from some extraordinary place abroad, don't forget to give us a little call and we'll do all we can to meet and have a chat.

Keep well until next time and send us your comments and suggestions.

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IBFAN-GIFA team
