



IBFAN-GIFA Newsletter

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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.

With the beginning of 2013, we here at IBFAN-GIFA would like to send you our VERY BEST WISHES towards accomplishing the many things you have at heart to do this year. We wish you the best of health, lots of ideas and the energy needed to meet your goals, good will, friendships and alliances that are there to last, plus of course some funds... who would say no?

In the second issue of our IBFAN-GIFA Newsletter, we tell you what we have been doing over the past few months. We are open to your ideas and comments, as well as to any information you would like us to send out to others in our next Newsletter. Let us make this into an interactive means of sharing information, expertise and great aims and hope. Again all the best for 2013!

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

World Breastfeeding Conference 2012: A Pledge to Protect Breastfeeding

The [World Breastfeeding Conference](#)

took place in New Delhi in December 2012. It brought together more than 800 representatives of civil society, governments, international organisations,



breastfeeding groups, social movements and individuals from 82 countries, all concerned about the continuing inequality in health and nutrition and the dismal situation of food security and malnutrition worldwide. "The World Breastfeeding Conference is a wonderful forum. I have never been to a conference like this and with an audience with so much enthusiasm", said Dr. Syeda Hameed, Member Health Planning Commission of India.

GIFA participated in the technical session on [Conflicts of interest](#), in the roundtable on Maternity Protection, as well as in organizing the IBFAN Europe Stand.

The outcome document, the [2012 World Breastfeeding Conference Declaration and Call to Action](#), calls on all concerned parties to accelerate action for the protection, promotion and support of breastfeeding and infant and young child feeding as a human right which should be entrenched in policies and programmes.

Breastfeeding in the Post MDGs Era



As the target date for the Millennium Development Goals (MDGs) approaches, the international community has started discussions on the "Post-2015 development agenda".

To this end GIFA coordinated IBFAN's participation in the e-consultation on 'Hunger, Food and Nutrition Security'. Our submission to this process reiterated the importance of breastfeeding and infant and young child feeding in reaching the MDGs, and the importance of protection, promotion and

WBW in EUROPE

Armenia



Belgium



Bosnia and Herzegovina



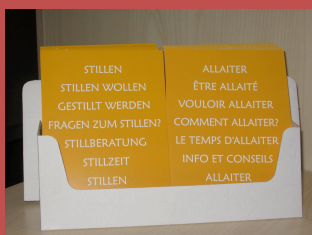
Greece



Italy



Luxembourg



WORLD BREASTFEEDING WEEK (WBW) IN EUROPE Members of IBFAN Europe are reporting:

Armenia

In October, Confidence Health NGO organized the World Breastfeeding Week (WBW) events in the framework of the project "Campaign supporting the adoption of the draft law on breastfeeding promotion and regulation of infant food marketing". Activities included a flashmob, a signature collection to support the adoption of the draft law, the organization of a TV programme on "[Legislative protection and promotion of breastfeeding](#)" and 3 radio programme broadcastings ([1](#), [2](#), [3](#)).

[Read more](#) and [watch the flashmob](#)

Belgium

WBW was celebrated in October 2012 with a focus on working mothers and breastfeeding. The campaign "Working and Breastfeeding? It's Possible!" aimed at motivating women to continue breastfeeding even when they return to work. It was organized by the organisation *Borstvoeding VZW* in cooperation with the Federal Health and Nutrition Plan and the Federal Breastfeeding Committee.

More information in [Dutch](#), [French](#) and [German](#)

Bosnia & Herzegovina

The Breastfeeding Advancement Group, together with other NGOs (DjeCa, Felix), UNICEF and the national and regional Institutes of Public Health, celebrated WBW in October by organizing lectures, children painting exhibitions and stands, with distribution of promotional materials. These activities received national public media coverage.

Bulgaria

"Women and Mothers against Violence" – the IBFAN/WABA group in Bulgaria, launched WBW on 1st August with a press conference, attended by more than 30 leading journalists. The group presented the results of the monitoring of the situation in Bulgaria with regards to social protection of breastfeeding mothers at work, implementation of the *International Code* and the *Global Strategy for Infant and Young Child Feeding*. Serious violations of the 10 steps of successful breastfeeding have been found in baby-friendly hospitals as well.

Greece

The Pan-Hellenic Network of Mother-to-Mother Breastfeeding Support Groups organized the 3rd Pan-Hellenic Synchronized Breastfeeding Event in November this year in the context of WBW. A flashmob, involving over 825 breastfeeding mothers and their babies was organized in 28 locations throughout Greece, creating a unique sense of unity between participants. They also distributed publicity posters carrying the slogan "Understanding the Past – Planning the Future", translated into Greek.

Italy

WBW events lasted for about one month in 2012, with more than 60 events reported throughout the country. Conferences and information sessions for both mothers and health professionals were held, as well as breastfeeding flashmobs generating curiosity and interest in the public.

Luxembourg

Ukraine



IBFAN Luxembourg took action to engage with the press and as a result several articles featured an e-version and a print version in national newspapers (read e-articles: [1](#) on WHO recommendations for breastfeeding, and [2](#) on the breastfeeding situation in Luxembourg). Postcards giving info about breastfeeding support were distributed through pharmacies, doctors' offices and shops.

Ukraine

The Ukrainian IBFAN group celebrated WBW jointly with the municipal authorities (Sumy) and briefed journalists. News about WBW-2012 has been published on the Women Consortium of Ukraine website.

Read the news: [1](#), [2](#), [3](#).

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

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