

Dear Friends,

WABA is thrilled to announce that for the first time in our history, we are organising the Global Breastfeeding Partners Forum (GBPF) in conjunction with the 20th Anniversary of the Innocenti Declaration. The GBPF will be open to participation of the wider breastfeeding network to facilitate greater networking among participants and our Core Partner organisations – ABM, IBFAN, ILCA, LLLI and Wellstart International. The GBPF is planned over 3 days from 17-19, October, 2010 in Penang, Malaysia. The first day opens with a celebration and revisit of ‘**Innocenti 20 years**’, which will also review global achievements, progress and action around the Innocenti targets, as well as address the gaps and areas still needing attention. This is followed by a two-day technical meeting on the topic “**Enabling Mothering: Keeping mothers and babies together**”, focusing on the expanded BFHI and maternity protection and support for working women. *Please also note that WABA is currently in the process of applying to be a Continuing Education Recognition Points (CERPs) Provider from the IBCLC (International Board Certified Lactation Consultants) for the GBPF.*

WABA warmly welcomes you to this event which involves plenaries, workshops, and more! JOIN US! Get involved in:

- Celebrating, reviewing, and going beyond Innocenti; participate in debates, engage in discussions, network with colleagues old and new, and get invigorated!
- Attending plenaries that will discuss vital issues, assess political developments, share programmatic and scientific updates, and ethical considerations; as well as contemporary and cross-cutting perspectives (intergenerational, gender, rights, the arts)
- Gaining insights into the work of WABA’s Core Partners, and dialogue with them!
- Learning from international and local experiences of achievements and challenges in promoting, supporting and protecting breastfeeding
- Attending workshops that will focus on issues related to expanded BF(H)I, working women and mother support, and planning for a strengthened network and greater collaboration to advance the common vision, strategic direction and sustainability of the breastfeeding movement
- Dialoguing with the WABA Regional Focal Points and gain insights on the major issues effecting their work via a “Talk-show” session.
- Enjoying and participating in a cornucopia of exhibitions, and other networking spaces, as well as the creative-art and fun filled performances!
- Participating in the Global Breastfeeding Quilt initiative (which offers an on-line Quilt building process), and show the world your creativity, and salutations for the GBPF.

**For more information please refer to the GBPF Leaflet attached.**

You can also contact WABA at: [waba@waba.org.my](mailto:waba@waba.org.my)

And, check out the GBPF page, on the WABA website:

<http://www.waba.org.my/events/wabaevents/GBPM2010/index.htm>

**W**ABA's Global Breastfeeding Partners' Forum (GBPF) this year is open to wider participation allowing for greater networking among participants and the Core Partner organisations – ABM, IBFAN, ILCA, LLLI and Wellstart International. In line with the 20th anniversary of the Innocenti Declaration, the event will open with a celebration of 20 years of action and achievements around the Innocenti as well as reviewing the gaps and areas still needing attention and a strategic response. This will be followed by a two-day technical forum on the topic Enabling Mothering: Keeping mothers and babies together, focusing on the expanded BFHI and maternity protection and support for working women.

Evidence is gradually emerging about the deep and long lasting effects of breastfeeding and responsive, loving care on children's emotional development. This leads to wide societal issues; should we not be putting these forward in our common advocacy efforts? What can WABA and the network do to enable mothers to be close to their babies from birth, during infancy, and in later childhood? What can we do to enable mothering in maternities and neonatal wards, and later when mothers have to resume paid employment? The GBP Forum will be looking at these questions and consider the way forward for the breastfeeding movement.

**The objectives of the event are:**

- To review global progress and address gaps in the achievement of the targets of the Innocenti Declarations and the GSIYCF, while celebrating 20 years of Innocenti through creative and other means
- To foster greater collaboration with WABA's Core Partners and national partners to plan and advance the common vision and strategic direction of the breastfeeding movement.
- To update participants on the most recent evidence-based knowledge and programmatic experience with reference to the expanded Baby Friendly Hospital Initiative (BFHI) and maternity protection strategies for working women in the formal and non-formal sectors.
- To work towards World Breastfeeding Week 2011 campaign for greater social mobilization worldwide.

**JOIN US!** Workshops • Exhibitions • Performances

**A MOTHER-BABY FRIENDLY EVENT!**

**VENUE:** Bayview Beach Resort, Penang, a beach front hotel on the famous Batu Ferringhi beach which hosts the International AIDS Candlelight Memorial Day Penang fundraising event, annual Penang/International Jazz Festival and other social causes. Hotel provides playrooms and facilities for children. For more information please visit: <http://www.bayviewhotels.com/beach/>

**SPECIAL ROOM RATES:**

Single or twin sharing including breakfast:

- Standard/Superior Hillview Room MYR195 nett per room per night (approx USD61)
- Deluxe Side Seaview Room MYR250 nett per room per night (approx USD78)

**REGISTRATION FEE**

USD350 - from 1 May 2010 onwards  
USD400 - from 10 October 2010 and onsite registration (cash terms only)

Registration fee includes three lunches, six refreshment breaks, a welcome reception and a celebratory dinner party, and conference materials. Registration fee does not include accommodation. You will need to make your own reservations directly with the hotel and quote "WABA" to obtain the special rates quoted here.

To register or for more info, please contact:

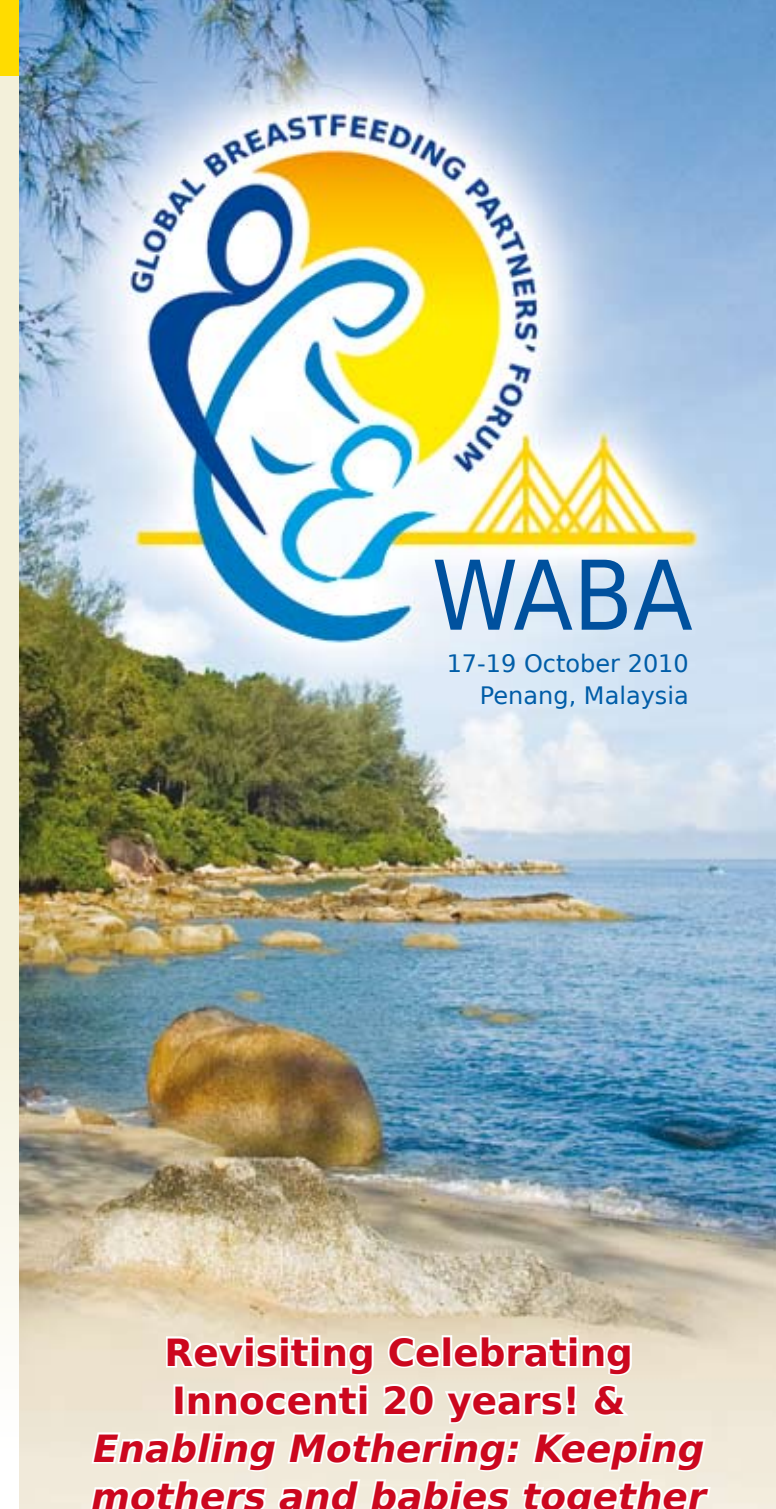


**World Alliance for Breastfeeding Action**  
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<http://www.waba.org.my/events/wabaevents/GBPM2010/index.htm>

The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).



With support from the Swedish International Development Cooperation (SIDA)



17-19 October 2010  
Penang, Malaysia

**Revisiting Celebrating  
Innocenti 20 years! &  
Enabling Mothering: Keeping  
mothers and babies together**



17-19 October 2010  
Penang, Malaysia

**Sat, 16 Oct 2010**

5pm-7.30pm Registration

## CELEBRATING INNOCENTI - 20 YEARS

**DAY 1: Sun, 17 Oct 2010**

8.30-9am Secretariat Welcome  
Opening Ceremony with Performances

9-10.30am **OFFICIAL OPENING**

1. WABA & WBW Campaigns 18 Years!  
- *Anwar Fazal*
2. Innocenti + 20 - *Miriam Labbok*
3. WBTi: Tracking the GSIYCF Targets  
- *Arun Gupta*
4. Youth - *Youth Representative*

11-12noon **CORE PARTNER PRESENTATION**

ABM, IBFAN, LLLI, ILCA, Wellstart

12-12.30pm Q&A Session with CPs

12.30-12.45pm Awards Ceremony

12.45-1pm Launch of Global Breastfeeding Quilt

1-3pm Lunch

3-6pm **NETWORKING SPACE: Workshops on:**  
Youth, Gender Orientation, Men's  
Involvement, Advocacy via the Internet,  
Visualisation in Participatory Processes

7.30pm Welcome Dinner

**17-19 Oct 2010: EXHIBITIONS** on  
World Breastfeeding Week,  
World Breastfeeding Trends Initiatives (WBTi),  
National Showcases and others.

## ENABLING MOTHERING: KEEPING MOTHERS AND BABIES TOGETHER

**DAY 2: Mon, 18 Oct 2010**

8.30-10am **PLENARY 1: Opening Session**

Introduction - *Felicity Savage*

1. Why is it Important to Keep Mothers and Babies Together: Evidence from Neuro-endocrine Research  
- *Elise Van Rooyen*
  2. Long-term Effects on Society  
- *Wendy Oddy*
- Discussion

10-10.30am Break

10.30-12.30pm **PLENARY 2: Expanded BF(H)**

1. What is Mother-Baby Friendly (MBF)? And What are the Difficulties?  
- *Mary Renfrew*
  2. Continuum of Care - *Health Centres, Peer Counseling & Community Groups*
  3. How can Pre-service Education contribute to MBF Care and Overcome its Difficulties - *Audrey Naylor*
- Discussion

12.30-2pm Lunch

2-4pm **PLENARY 3: Working Women and Mother Support**

Topic to be covered in the discussion:

1. Status of Maternity Protection Globally - *Elaine Cote*
  2. Gender and Women Working in the Informal Sector - *Renu Khanna*
  3. Mother-Baby Friendly Communities and Practical Support for Working Mothers - *Mimi de Maza*
  4. Dilemma of Breastmilk Feeding  
- *Virginia Thorley*
- Discussion

4-4.30pm Break

4.30-6pm **PLENARY 4: Regional Reflections**

- Objective: To Highlight Regional Perspectives and Global Politics
- Dialogue Session with Regional Focal Points Representatives

**DAY 3: Tue, 19 Oct 2010**

8.30-10.30am **WORKSHOPS: How Can WABA and its Core Partners Contribute to:**

1. Introducing the Mother Friendly and Baby Friendly Practices in Hospitals Together?
2. Expanding the Baby Friendly Initiative Through the Continuum of Care?
3. Taking Peer Counselling to Scale?
4. Involving the Private Health Sector in the Mother and Baby Friendly Initiative?
5. Strengthening Education and Training: Quality and Sustainability

10.30-11am Break

11am-1pm **WORKSHOPS**

1. Moving National MP Campaigns Forward: WBTi Results - What Have We Learnt in the Last 10 Years?
2. Grinding Realities in the Informal Sector: Actions for Change
3. Pumping vs Feeding at the Breast: Ethical Considerations and Women's Empowerment
4. Creating Models for Successful Mother-Baby Friendly Communities Including Workplaces
5. Making the Code work in the Community and Workplaces

1-2pm Lunch

2-4pm **PLENARY 5: Cross-Cutting Issues**

- Innocenti 20 years: Testimonials & Sharing
  - Dialogue Session
- Objective: To Highlight Contemporary Issues & Cross-cutting Perspectives: Intergenerational Issues, Gender, Rights & Arts

4-4.30pm Break

4.30-6pm **CLOSING SESSION**

Synthesis of Themes; Recommendations & Outcomes

**OFFICIAL CLOSING**

8pm

**DINNER & PARTY**