

# BREASTFEEDING SUPPORT: CLOSE TO MOTHERS



## WABA World Breastfeeding Week 1- 7 August 2013

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

### OBJECTIVES OF WBW 2013

- 1 To draw attention to the importance of Peer Support in helping mothers to establish and sustain breastfeeding.
- 2 To inform people of the highly effective benefits of Peer Counselling, and unite efforts to expand peer counselling programmes.
- 3 To encourage breastfeeding supporters, regardless of their educational background, to step forward and be trained to support mothers and babies.
- 4 To identify local community support contacts for breastfeeding mothers, that women can go to for help and support after giving birth.
- 5 To call on governments and maternity facilities globally to actively implement the Ten Steps, in particular Step 10, to improve duration and rates of exclusive breastfeeding.

## WABA 2013



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).

WABA, PO Box 1200  
10850 Penang, Malaysia  
Tel: 60-4-658 4816 | Fax: 60-4-657 2655  
Email: [waba@waba.org.my](mailto:waba@waba.org.my) | Web: <http://www.waba.org.my/>  
Past WBWs site: <http://www.worldbreastfeedingweek.net/>

JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
		1	2	3	4	5						1	2	31						1	2			1	2	3	4	5	6						1	2	3	4	30						1
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8				
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15				
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22				
27	28	29	30	31	24	25	26	27	28	24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29													

JULY							AUGUST							SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
		1	2	3	4	5	6					1	2	3	1	2	3	4	5	6	7					1	2	3	4	5						1	2	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14			
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21			
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28			
28	29	30	31	25	26	27	28	29	30	31	29	30	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31																	

# World Breastfeeding Week 2013

## BREASTFEEDING SUPPORT: Close to Mothers

This year's World Breastfeeding Week (WBW) theme, 'BREASTFEEDING SUPPORT: CLOSE TO MOTHERS', highlights Breastfeeding Peer Counselling. Even when mothers are able to get off to a good start, all too often in the weeks or months after delivery there is a sharp decline in breastfeeding rates, and practices, particularly exclusive breastfeeding. The period when mothers do not visit a healthcare facility is the time when a community support system for mothers is essential. Continued support to sustain breastfeeding can be provided in a variety of ways. Traditionally, support is provided by the family. As societies change, however, in particular with urbanization, support for mothers from a wider circle is needed, whether it is provided by trained health workers, lactation consultants, community leaders, or from friends who are also mothers, and/or from fathers/partners.

The Peer Counselling Program is a cost effective and highly productive way to reach a larger number of mothers more frequently. Peer Counsellors can be anyone from the community who is trained to learn to support mothers. Trained Peer Counsellors, readily available in the community become the lifeline for mothers with breastfeeding questions and issues. *"The key to best breastfeeding practices is continued day-to-day support for the breastfeeding mother within her home and community."*

Reference: Saadeh RJ, editor with Miriam H. Labbok, Kristin A. Cooney, Peggy Koniz-Booher (1993), Breast-feeding: the Technical Basis and Recommendations for Action: Role of Mother Support Groups, Geneva, World Health Organization, 62-74. [http://apps.who.int/iris/bitstream/10665/58728/2/WHO\\_NUT\\_MCH\\_93.1\\_%28part2%29.pdf](http://apps.who.int/iris/bitstream/10665/58728/2/WHO_NUT_MCH_93.1_%28part2%29.pdf)

## Circles of Support for Mothers And Children

### THE FIVE CIRCLES OF SUPPORT

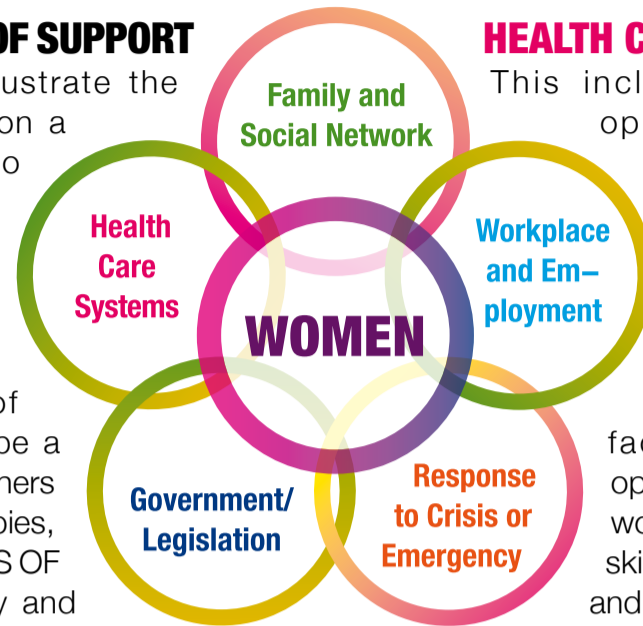
for breastfeeding illustrate the potential influences on a mother's decision to breastfeed and to have a positive breastfeeding experience. Previously featured during World Breastfeeding Week 2008, the Circles of Support continue to be a vital foundation for mothers to breastfeed their babies, and more. The CIRCLES OF SUPPORT are: Family and Social Network, Healthcare, Workplace and Employment, Government/ Legislation and Response to Crisis or Emergency, all surrounding women in the center circle.

### WOMEN IN THE CENTER CIRCLE:

Women are in the center because the presence or absence of support impacts them directly. Women also have an important role in securing support and in providing it to others. Within the Global Initiative for Mother Support (GIMS) for Breastfeeding Statement (2007) we noted, 'Mothers are considered active participants in the support dynamic, being both providers and recipients of information and support'. See: <http://www.waba.org.my/whatwedo/gims/gims+5.htm>

### FAMILY AND SOCIAL NETWORK:

Husbands/partners/fathers, family and friends compose the mother's immediate and continuous support network. Social support includes community support—at the market place, within a religious context, at a neighbourhood park, etc. Support during pregnancy reduces stress. Support during labour and birth empowers the mother. Societal support increases the mother's confidence in her ability to breastfeed beyond the early weeks and months.



### HEALTH CARE SYSTEMS:

This includes a multitude of opportunities to support breastfeeding. These opportunities range from mother friendly prenatal care and supportive labor and delivery services to postpartum and postnatal care that facilitates bonding and optimal infant feeding. Health workers trained in counseling skills support mothers before and after birth.

### WORKPLACE AND EMPLOYMENT:

Employed women face challenges and need support to succeed at working and breastfeeding. The opportunities for mother support are as varied as the work women do, but usually involve facilitating mother-baby contact or expression and storage of breast milk.

### GOVERNMENT/LEGISLATION:

Women who plan to breastfeed or who are already breastfeeding benefit from the support of international documents, protections for optimal infant feeding, plus active and well-funded national commissions. Legislation that combats aggressive marketing of breastmilk substitutes and enacts paid maternity leave also benefits breastfeeding women.

### RESPONSE TO CRISIS OR EMERGENCY:

This CIRCLE OF SUPPORT represents the need for support IF a woman finds herself in an unexpected and / or serious situation, with little control. Situations that require special planning and support are: natural disasters, refugee camps, divorce proceedings, critical illness of mother or baby, or living in an area of high HIV/AIDS prevalence with no support for breastfeeding.

**SPONSORSHIP:** WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

## WBW COORDINATING & DISTRIBUTING CENTRES

### OVERALL COORDINATION

**WABA Secretariat**  
P O Box 1200, 10850 Penang, Malaysia  
Fax: 60-4-657 2655, [waba@waba.org.my](mailto:waba@waba.org.my)  
[www.waba.org.my](http://www.waba.org.my)  
[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

✉ **AFRICA**  
**IBFAN Africa**  
P O Box 781, Mbabane, Swaziland  
Fax: 268-40 40546, [ibfanswd@realnet.co.sz](mailto:ibfanswd@realnet.co.sz)

**IBFAN Afrique**  
Cite Ouaga 2000, 01 BP 1776,  
Ouagadougou 01, Burkina Faso  
Fax: 226-50-374163, [ibfanfan@fasonet.bf](mailto:ibfanfan@fasonet.bf)

✉ **ASIA**  
**WABA Secretariat**  
(See address under OVERALL COORDINATION)

✉ **SOUTH ASIA**  
**Breastfeeding Promotion Network of India (BPNI)**  
BP-33, Pitampura, Delhi 110 034, India  
Fax: 91-11-2734 3606, [bpni.india@gmail.com](mailto:bpni.india@gmail.com)

✉ **EUROPE**  
**Baby Milk Action**  
34 Trumpington Street, Cambridge  
CB2 1QY, UK Fax: 44-1223-464 417  
[info@babymilkaction.org](mailto:info@babymilkaction.org)

✉ **COFAM / SMAM**  
chez Nicole LARTIGUE  
33 rue des Alizés 17140 LAGORD  
France  
[www.info-allaitement.org](http://www.info-allaitement.org)

✉ **IBFAN-GIFA**  
Avenue de la Paix 11, 1202 Geneva,  
Switzerland  
Fax: 41-22-798 4443, [info@gifa.org](mailto:info@gifa.org)

✉ **Aktionsgruppe Babynahrung Ev (AGB)**  
Untere Maschstrasse 21  
D-37073 Göttingen, Germany  
Fax: 49-551-531 035, [info@babynahrung.org](mailto:info@babynahrung.org)

✉ **LATIN AMERICA**  
**CEFEMINA**  
Apartado 5355, 1000 San Jose, Costa Rica  
Fax: 506-224 3986, [cefemina@racsa.co.cr](mailto:cefemina@racsa.co.cr)

✉ **CEPREN**  
Av. Pardo, 1335 Of.301-302, Lima-18 Peru  
Fax: 51-1 241 6205  
[cepren@amauta.rcp.net.pe](mailto:cepren@amauta.rcp.net.pe)

✉ **IBFAN BRASIL**  
Rua Carlos Gomes, 1513,  
Sala 02 Jd. Carlos Gomes  
Jundiaí - SP - Brasil  
CEP: 13215-021  
Email: [coordenaibfan@terra.com.br](mailto:coordenaibfan@terra.com.br)  
Tel/Fax: (11) 4522 5658

✉ **NORTH AMERICA**  
**LLL International**  
957 N. Plum Grove Road  
Schaumburg, IL 60173-4808, USA  
Fax: 847-969 0460  
[llhq@llli.org](mailto:llhq@llli.org) • [www.llli.org](http://www.llli.org)

✉ **INFANT CANADA**  
520 Colborne Street, London, Ontario,  
Canada, N6B 2T5  
Fax: 1-416-591 9355  
[info@infactcanada.ca](mailto:info@infactcanada.ca)  
[www.infactcanada.ca](http://www.infactcanada.ca)

✉ **PACIFIC**  
**Australian Breastfeeding Association (ABA)**  
P O Box 4000, Glen Iris, VIC 3146, Australia  
Fax: 61-3-9885 0866  
[info@breastfeeding.asn.au](mailto:info@breastfeeding.asn.au)  
[www.breastfeeding.asn.au](http://www.breastfeeding.asn.au)

✉ **Development Officer PINDA**  
c/o Christine Quested  
Nutrition Centre Health Department  
Private Mail Bag, Apia, Western Samoa  
Fax: 685-218 70  
[christineQ@health.gov.ws](mailto:christineQ@health.gov.ws)