WABA World Breastfeeding Week 1-7 August 2015

BREASTFEEDING AND WORK
LET’S MAKE IT WORK!

Objectives of WABA World Breastfeeding Week 2015

1. Galvanise multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.
2. Promote actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding.
3. Inform people about the latest in global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.
4. Strengthen, facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
5. Engage with target groups e.g. with Trade Unions, Workers Rights Organisations, Women’s groups and Youth groups, to protect the breastfeeding rights of women in the workplace.

www.worldbreastfeedingweek.org

WABA WBW 2015

World Breastfeeding Week is coordinated by the World Alliance for breastfeeding Action (WABA), a global network of individuals and organisations committed with the promotion, protection and support of breastfeeding worldwide. Based on the Innocenti Declaration, the Ten-Point Plan for Promoting the Health and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding, WABA’s core partners are the Academy of Breastfeeding Medicine (ANBM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Ligue Alliance International (LLAI) and RealJeddah International. WABA is in consultative status with UNICEF and UNICEF and in official consultative status with the ECF and FAO of the Economic and Social Council of the United Nations (ECOSOC).

WABA, PO Box 1200
10850 Penang, Malaysia
Tel: 60-4-668 4816 Fax: 60-4-657 2655
Email: wwbw@waba.org.my
Web: www.waba.org.my
WBW Archives: www.worldbreastfeedingweek.net

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

WABA WORLD BREASTFEEDING WEEK (WBW) • 1-7 August 2015

WBW 2015 site: www.worldbreastfeedingweek.org • WBW Archives: www.worldbreastfeedingweek.net
The WBW 2015 theme on working women and breastfeeding revisits the 1983 WBWN campaign on the Mother-Friendly Workplace Initiative.

Much has been achieved in 22 years of global action supporting women in combining breastfeeding and work, particularly the adoption of the revised ILO Convention 183 on Maternity Protection with much stronger maternity entitlements, and more country actions on improving national laws and practices. At the workplace level, we have also seen more actions taken to set up breastfeeding or mother-friendly workplaces including awards for breastfeeding-friendly employers, as well as greater mass awareness on working women’s rights to breastfeed. Yet, after over two decades, global monitoring on infant and young child feeding progress shows that this fourth Innocenti Declaration (1990) target is still the most difficult to meet!

With the WBW 2015 campaign WABA and its partners at global, regional and national levels aim to empower and support ALL women, working in both the formal and informal sectors, to adequately combine work with child-rearing, particularly breastfeeding. We define work in its broadest form from paid employment, self-employment, seasonal and contract work to unpaid home and care work.

Various strategies exist to support women working in your country or community from long-term actions to short-term actions. Here are a few ideas to kick off your WBW 2015 planning process.

**Maternity Protection (MP) Legislation & Practices (Long-Term)**

- Update yourself on the status of MP in your country.
- Link with potential partners who work on issues relating to working women and gender equality in your country — including trade unions, women’s groups, women’s organisations — to galvanise action for better Maternity Protection.
- Check out the ‘Nine Steps to a Successful Maternity Protection Campaign’. Step 1: Review your resources; Step 2: Assess the national situation; Step 3: Form an action group; Step 4: Do an in-depth national assessment; Step 5: Work with your key partner e.g. the trade unions; Step 6: Develop a plan of action; Step 7: Carry out the plan of action; Step 8: Monitor and evaluate the work accomplished; Step 9: Follow up and report on activities. See more here: www.waba.org.my/whatwedo/maternityandwork/pdf/06a.pdf

**Workplace Breastfeeding Support Programmes (Short-Term)**

- Cooperate with more employers to create breastfeeding friendly rooms or corners/areas at the workplace.
- Set up a Breastfeeding/Friendly-Parent-Friendly award system for supportive employers to motivate more employers to implement breastfeeding-friendly practices.
- Ensure that hospitals and health care centres/clinics are also mother-friendly workplaces.

**Community Breastfeeding Support & The Informal Sector**

- Start up or strengthen local Peer Counselling and/or mother support groups to respond to the needs of women in more marginalised sectors.
- Identify appropriate local authorities to look for creative ways to bring maternity protection benefits to women in the informal economy.
- Identify women’s groups in your community or country that may have data on the situation of women in the informal economy. Combine forces to see how best to respond to women’s needs in the informal economy to balance work, breastfeeding and child-rearing.

For more see also:


**ELEMENTS OF SUPPORT**

Whether you are claiming your right to breastfeed, or campaigning to support women to work and breastfeed, there are three necessary factors that determine success: TIME, SPACE and SUPPORT. All three factors are needed for women in any kind of work setting.

**SPACE/PROXIMITY**

1. Infant and child care at or near the workplace, and transportation for mothers to be with their babies. For rural worksites and seasonal work, women could use mobile child care units or shared child care and wet nursing arrangements according to accepted cultural practices.
2. Private facilities for expressing and storing breast milk. It can be a breastfeeding room, a corner or any safe space as or near the worksite.
3. A clean work environment safe from hazardous waste and chemicals.

**TIME**

1. Six months paid maternity leave post-natal to support exclusive breastfeeding. And, adequate paid leave prior to leave of no more than one week. Women who leave a shorter, women need means to extend their leave period so that they can be with their babies, combining fully paid, unpaid or some other form of leave.
2. Additional paid leave for mothers of premature or other vulnerable infants who may need extra time for special care, and to express and provide life-saving human milk for their babies.
3. One or more paid breastfeeding breaks or a daily reduction or hours of work to breastfeed her child.
4. Flexible work hours to breastfeed or to express breastmilk such as part-time work schedules, longer lunch and other breaks, job sharing or any such alternatives.

**SUPPORT**

1. Information about national maternity laws and benefits — as well as maternity provisions provided at their workplace or sector-wide — which may be better than national laws and practices.
2. Support from employers, management, unions and co-workers in terms of positive attitudes towards pregnancy, motherhood and breastfeeding in public.
3. Information about women’s health during pregnancy and lactation in order to better able to combine employment with breastfeeding and child care needs.
4. Support from women’s or trade unions either in their own work sector or the larger national unions.
5. Job security and non-discrimination on the grounds of maternity and breastfeeding.