

# **Group Work H**

## **World Breastfeeding Conference 2012**

**Latin America : 9 countries**

**Europe : 15 countries**

**North America: 2 countries**

**26 countries in one room!!!!**

# KEY RECOMMENDATIONS FOR ACTION AT NATIONAL & REGIONAL LEVEL

- 1. Take action to regulate conflicts of interest:** stressing that this protects the right of all families to accurate independent information.

Strong implementing measures for the Code and resolutions, and avoiding self-regulation by companies

Reduce influence of trade agreements and producer countries.

## KEY RECOMMENDATIONS FOR ACTION AT NATIONAL & REGIONAL LEVEL

2. Improve the situation of **working women**: strengthen the Maternity Protection laws , workplace conditions.
3. Assess the situation of BF and IYCF: implement the **WBTi** in industrialized countries.

## **ONE KEY POINT FOR DECLARATION**

- Renew the commitment of governments and of international agencies to **implement the Innocenti Declaration** in order to protect and fulfill the right of women and children to breastfeeding and optimal ICYF

re-establish independent coordinating bodies for breastfeeding / IYCF as well as the monitoring of programmes and actions, including Baby-friendly Initiatives

# North America Campaign-BNMMNMM

*Breastfeeding: You've Got What it Takes*



*Protect* breastfeeding breaks (USA)

## Latin America Region

- Independent, coordination committee in each country
- Advocate action in government, based in evidence
- As an outcome of this congress, for international organisations to make the call to governments to act

# Europe

## Considerations

- Adapt 'Mum-made not man-made!' to address conflicts of interest.
- Change the smashing the bottle image.
- European Union priorities trade and production not health.

## Suggestions

- Mum made - not manufactured.
- Grassroots and information campaigns challenging who policy makers listen to.
- Evidence and statistics information pack