• all women should be enabled to practise exclusive breastfeeding and all infants should be fed exclusively on breastmilk from birth to 4-6* months of age.
• Efforts should be made to increase women's confidence in their ability to breastfeed. Such empowerment involves the removal of constraints and influences that manipulate perceptions and behaviour towards breastfeeding, often by subtle and indirect means.
• * WHO and UNICEF now recommend 6 months of exclusive breastfeeding
Provided 4 operational targets (to be realised by 1995):

- appointment of national breastfeeding coordinator & establishment of multisectoral national breastfeeding committee
- implementation of BFHI
- implementation of the Code
- adoption of imaginative maternity protection (ILO Convention)
INNOCENTI DECLARATION
On the Protection, Promotion and Support of Breastfeeding (1990)

Innocenti endorsed by WHA and adopted by UNICEF Executive Board as the basis for UNICEF policy on infant and young child nutrition

Not all targets reached by 1995, but significant progress by the end of the 1990s.
Multisectoral national breastfeeding committees

• known to exist in many countries
• as part of this committee, or independently, many countries have identified a national bf or IYCF coordinator to provide oversight, guidance and coordination of bf promotion efforts.
• However, the number and level of activity has varied over the years.
Cumulative number of facilities designated ‘baby-friendly’, in thousands (from UNICEF country reports)
Progress in national Code implementation

State of the Code by Country
1991 to August 2005

Several countries with drafts waiting to be adopted
Maternity Protection
Maternity Protection Coalition, (IBFAN, ILCA, LINKAGES, WABA, IMCH of Uppsala University, UNICEF) played a vital role in improving breastfeeding rights of women in paid employment when ILO Maternity Convention renegotiated in 2000.

According to Convention C-183 maternity protection includes

- health protection, job protection and non-discrimination for pregnant, post-partum and lactating workers;

- 14 weeks of maternity leave with income replacement (at least two-thirds salary); and

- the right to one or more daily paid nursing breaks or a paid reduction of work hours for breastfeeding mothers after returning from maternity leave.
Maternity Protection

Although maternity protection has been a concern at ILO since 1919*, progress towards meeting the ILO standards has been slow. Fifty-nine nations have ratified at least one of the three conventions; 11 have ratified C-183. Most countries in the world, however, have developed national legislation that ensures that women workers are granted a paid leave before and/or after birth.

*The ILO has adopted three Maternity Protection Conventions (No. 3, 1919; No. 103, 1952; and No. 183, 2000) and two Maternity Protection Recommendations (No. 95, 1952 and No. 191, 2000)
Trends in Exclusive Breastfeeding by Region (based on data from 38 countries covering 66 per cent of the developing world population)
Beyond Innocenti – Global Strategy for Infant and Young Child Feeding

Adopted by World Health Assembly and endorsed by UNICEF Executive Board, 2002
Global Strategy builds on past and continuing achievements, including:

- the Baby-friendly Hospital Initiative (1991)

Also emphasizes

- need for comprehensive national policies on infant and young child feeding, addressing also areas of infant feeding in emergencies and in the context of HIV
- importance of community-based networks offering mother-to-mother support.
Global Strategy takes a rights-based approach

The Global Strategy for infant and young child feeding is based on respect, protection, facilitation and fulfillment of accepted human rights principles.

The Global Strategy addresses the responsibilities of Governments, international organizations and other concerned parties to ensure the fulfilment of the right of all children to the highest attainable standard of health and the right of women to full and unbiased information, and adequate healthcare and nutrition.
15th Anniversary Celebration of the Innocenti Declaration

• to take stock of progress made in the protection, promotion and support of breastfeeding since the “Innocenti Declaration” of 1990, including the adoption of the Global Strategy for Infant and Young Child Feeding in 2002, and to raise awareness of the urgent need to increase efforts to implement the Strategy.

• to raise awareness of every child’s right to adequate nutrition, and the corresponding obligations on all sectors of society to ensure that this right is realised as a matter of the utmost urgency.

• to promote proven interventions, tools and lessons learned since 1990, with special focus on new policies developed in the areas of HIV and infant feeding and emergencies.
Partners

• Academy of Breastfeeding Medicine
• International Baby Food Action Network (IBFAN)
• International Lactation Consultant Association (ILCA)
• La Leche League International (LLLI)
• Linkages (USAID)
• UNICEF (New York HQ, IRC and Italian National Committee)
• Wellstart International
• WHO
• World Alliance for Breastfeeding Action (WABA)
Celebration held in Florence, Italy, on 21 & 22 November 2005
Joint publication looked at:
• Achievements
• Challenges
• New directions
• Working together for Results
• The way forward

Will be updated to incorporate outcomes, including 2005 Innocenti Declaration.
UNICEF
12 March 2006

• builds on the 1990 Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding.

• covers infant and young child feeding practices as a whole.

• seeks to identify roles and responsibilities of key players

• emphasizes that these responsibilities need to be met in order to achieve a vision of an environment that enables mothers, families and other caregivers to make informed decisions about optimal infant feeding
• issues a call for action to governments, baby food manufacturers, multilateral and bilateral organisations and financial institutions, and NGOs to take the necessary action to protect, promote and support optimal infant and young child feeding practices.
Please consider endorsing the 2005 Innocenti Declaration!

Thank you.