

Roundtable discussion summary

Moving from policy to action: Success stories on taking the environment and health agenda forward

Title of presentation: Protect, promote and support breastfeeding and sound infant feeding practices in the context of environment and health

Brief description of advocacy campaign or activity:

Awareness raising on problems related to Breastmilk substitutes (unsafe water, enterobacter sakazakii)

Campaigning for adequate presentation of residues found during Biomonitoring of Breastmilk in order not to undermine breastfeeding. Sharing and presenting scientific evidence that proves that breastfed infants are the healthiest in our polluted environments.

Our activity includes:

- Exchange of information and capacity building towards national members of our network in Europe and in the world
- Information for parents and caregivers
- Information for health professionals
- Contact to and information for environmental campaigners
- Advocacy directed to policy makers
- Information to media

Description of deliverables / outputs:

Email information sharing with the IBFAN working group on contaminants in baby food and residues in Breastmilk

Poster presentation: Biomonitoring of Breastmilk

Leaflet: Towards healthy environments for children, frequently asked questions about breastfeeding in a contaminated environment

Guidelines on Biomonitoring and scientific research in Breastmilk (draft)

Briefing papers and written comments submitted for Codex Alimentarius sessions.

Briefing papers for the World Health Assembly and WHO Executive board meetings

Description of factors making the activity a success:

- Training of the members of our network
- Dissemination of information on previously unknown subject (contamination of powdered infant formula by Enterobacter sakazakii, sharing the evidence about the benefits of breastfeeding in a polluted world)
- moving from a reactive to a proactive mode in communicating about risks in infant feeding

Lessons learned: The project is not yet completed.

Difficulties of sharing complex information in a user friendly way could be handled. Continuation is

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Advocacy and Capacity Building Training Programme

still needed as a lot of misperceptions continue to exist; therefore working with multipliers is important

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