



ZOOM WEBINAR EVENT

Valuing and resourcing mother-to-mother support and breastfeeding counselling across countries – making visible the leadership, innovation and contributions of women and breastfeeding NGOs

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| Name | Dr Julie Smith |
| Title | Chair of Webinar, Honorary Associate Professor, Research School of Population Health, ANU, and Fellow, Tax and Transfer Policy Institute, ANU Crawford School of Public Policy |
| Bio | Dr Julie Smith (B Ec (Hons)/B A (Asian Studies), PhD) is an awarded Australian Research Council Future Fellow and Honorary Associate Professor at the Research School of Population Health, Australian National University. She is also a Fellow of the Tax and Transfer Policy Institute at the ANU Crawford School of Public Policy. Previously she held ARC and NHMRC funded appointments at the School of Regulation and Global Governance (Regnet), and the Australian Centre for Economic Research on Health (ACERH). Her research focusses on gender analysis, taxation policy, and economic aspects of breastfeeding, with more than 45 peer reviewed articles, book chapters and books. She has been an expert advisor to the World Health Organization and the US Department of Health and Human Services, the Australian Department of Health, and to national and international NGOs including ACOSS, UNICEF UK, IBFAN, and WABA. She is a co-founder of WBTi Australia, and a former director of the Australian Breastfeeding Association. Previously, she was a senior economist in the Australian and New Zealand treasuries and the Parliamentary Research Service in Canberra. |
| Name | Ms Naomi Hull |
| Title | Co-Chair of Webinar, WBTIAUS Coordinator |
| Bio | Naomi Hull is a Registered Nurse, an IBCLC and has a Masters of Public Health (nutrition) and currently the Co-ordinator of the World Breastfeeding Trends Initiative Australian team. Her passion for breastfeeding and lactation began after the birth of her first child in 2001. She became a volunteer Breastfeeding Counsellor in 2006 with the Australian Breastfeeding Association and recently completed a five-year term as the Qld Branch president. During her Masters of Public Health, her interest in the 'bigger picture' grew stronger and for this reason chose to look at the implementation of the Australian National Breastfeeding Strategy (2010-2015) as the topic of her Dissertation. This then led onto her current work, which involved using the World Breastfeeding Trends initiative tool to benchmark Australia's policies and programs on |



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| | infant feeding. Naomi feels strongly about finding a way to ensure the protection and fulfilment of the rights of women and children to access information and support of health and nutrition. |
| Name | Mr Alessandro Iellamo |
| Title | Co-Chair of Webinar, Save the Children UK |
| Bio | Alessandro Iellamo is the current global adviser on Infant and Young Child Feeding in Emergencies for the Save the Children Movement. He has an extensive expertise in infant and young child feeding (IYCF) policies and practices, particularly in emergencies, and on the WHO International Code and other global tools. Previous engagements included working with UNICEF and WHO. He has worked with the WHO's Scientific and Technical Advisory Group (STAG) on the International Code, and has been involved in developing the World Breastfeeding Trends Initiative (WBTi) and IYCF policy tools with the International Baby Food Action Network in Asia. He has also been involved in research on IYCF policies, practices and programmes, including work environments, International Code implementation, and financial aspects of the WHO/UNICEF Global Strategy on IYCF. His expertise on IYCF and IYCF-E having supported African, Middle East and South East Asia. Recently he has been engaged with IYCF and IYCF-E related policies issue also in high income countries, like Italy, Australia and Japan. He supported emergency responses, policies and capacity building and translating the IYCF Global Strategy and the IYCF-E operational guidance into national policies, preparedness plans and training packages. He is currently representing Save the Children in the steering committee of the Infant Feeding in Emergencies Core Group (IFE Core Group), the Nutrition and Food Security and Livelihood Interagency Technical Working Group, and the Global Technical Advisory Mechanism of Information and Assessments. |
| Name | Dr Virginia Thorley |
| Title | Volunteerism and the Tenth Step in Australian experience of breastfeeding support |
| Bio | Dr Virginia Thorley is a pioneer of the Australian breastfeeding movement, supporting mothers and babies and mentoring colleagues. In 1985 she was in the initial cohort to certify IBCLC and is currently certified to 2021. In 2008 she was inducted as one of the first Fellows of the International Lactation Consultant Association (FILCA). She is the author of four books and a co-editor, with Melissa C. Vickers, of a fifth book - on mother support. Mother support is also the topic of a number Dr Thorley's journal |



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| | <p>publications. She has two Research Higher Degrees in History, a graduate degree in Counselling, and is currently an Honorary Research Fellow in the School of Historical and Philosophical Inquiry, University of Queensland.</p> <p>Dr Thorley is cogniscent of the increasing need for electronic modes of interpersonal communication during the COVID-19 pandemic, and the access and equity needs of breastfeeding women in a variety of settings including those living in remote areas or otherwise isolated from the breastfeeding support they need.</p> |
| Name | Judy Gifford |
| Title | Mother to mother support, local groups, and breastfeeding counselling – Nursing Mothers’ and the Australian Breastfeeding Association as pioneers and innovators |
| Bio | <p>Judy Gifford joined NMAA June 1972, when pregnant with #2 and living in Wagga Wagga NSW. She had managed to feed #1 daughter for 9 months, the era of central nurseries, nipple swabs, 4-hourly set feeds, solids at 10 weeks, with no support apart from the clinic sister (why wore the starched nurse’s white cap) and her mother who lived 500 km away. She read about NMAA in a Sunday paper and promptly sent off her \$3 membership. She was hooked from the first newsletter. Early in 1973 she made contact with a trainee, Rosemary, who had moved from Sydney and as there were 6 other members they started informal meetings that soon had 20+ members attending. The Group became official in October 1973 and she started to train as a counsellor and qualified 4 December 1974. 3rd daughter born 1975 and first women to room-in in Wagga Base Hospital. Wagga GL for 4 years and travelled extensively throughout the Riverina and trained many women and set up about 10 groups, some of which are still going. She received an OAM for service to the Association in 2011.</p> |
| Name | Dr Gro Nylander |
| Title | The marriage of breastfeeding support and feminism with health services in Norway |
| Bio | <p>From 1993 to 2005 Dr Nylander was the National Coordinator of the Baby-Friendly Hospital Initiative in Norway, supported by the Ministry of Health. During this period she undertook international work with UNICEF and WHO re BFHI and breastfeeding, in many countries. Dr Nylander is the responsible author and director of the teaching-video "Breast is best", used in more than 50 countries all over the world. A new revised and extended version is available in a number of languages on YouTube. She is the author of a number of scientific publications, and of books pertaining to breastfeeding, for the public as well as for health professionals. She does much work</p> |



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| | with the media - national television, radio, periodicals, newspapers, interactive WEB-TV and Internet programs, regularly answer “Dear doctor” questions, often about breastfeeding, also in magazines for parents and for women.. |
| Name | Dr JP Dadhich |
| Title | The Breastfeeding Protection Network of India – Grass roots Code advocacy and women’s activism on breastfeeding and livelihoods |
| Bio | Dr J. P. Dadhich (MD) is a senior paediatrician based in Delhi, India. He is trained in Paediatrics and Neonatology; Developmental Neurology; Infant and Young Child Feeding and Research Methods. He has been associated with Breastfeeding Promotion Network of India (BPNI), the premiere organization working in the field of infant nutrition and other related issues in India. He is the Co-chair of the Global Council of International Baby Food Action Network (IBFAN). He has been involved in the development and implementation of World Breastfeeding Trends Initiative (WBTi), a unique research tool for the assessment of the policies and programme on infant and young child feeding in countries. He has also contributed to resource-planning tool for IYCF titled World Breastfeeding Costing Initiative (WBCi). His areas of special interest include the International Code of Marketing of Breastmilk Substitutes; environmental impact of infant feeding; Codex Alimentarius; infant feeding and HIV; conflicts of interest in health, nutrition and research etc. He has several publications in the peer reviewed scientific journals. He has contributed to several guidelines, reports and position papers on subjects related to child health, breastfeeding and nutrition. He has also written chapters in textbooks for undergraduate and post-graduate medical students. |
| Name | Radha Holla |
| Title | The Breastfeeding Protection Network of India – Grass roots Code advocacy and women’s activism on breastfeeding and livelihoods |
| Bio | Ms Radha Holla Bhar has worked for over 40 years in the NGO sector, on issues related to health, nutrition, gender, environment and trade. From 2004 till 2014 she worked with Breastfeeding Promotion Network of India (BPNI) where she co-authored scholarly papers and reports on the World Breastfeeding Trends Initiative, a tool developed by BPNI and IBFAN to track, assess and monitor governments’ actions to protect, promote and support breastfeeding. She was part of the team that assessed the financial resources required globally to universalize optimal breastfeeding. She |



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| | <p>also contributed towards the development of the World Breastfeeding Costing Initiative, a tool that countries can use to plan and assess resources required for action to improve breastfeeding rates at global, national and sub-national levels. Though she has retired from active work, she continues to be a member of Jan Swasthya Abhiyan - the Indian wing of People's Health Movement, Public Health Resources Network in India, the Right to Food Campaign, India and the Alliance Against Conflict of Interest.</p> <p>Conflict of Interest Statement</p> <p>Since retirement in 2014, Ms Holla Bhar has received no support in any form, financial or otherwise, from any public or private sector organization or any non-governmental organization.</p> |
| Name | Carole Bartle |
| Title | Women as leaders of consumer and citizens' health movements in New Zealand - mother to mother support groups, Step 10 and BFHI |
| Bio | <p>Carol Bartle has a nursing, midwifery and lactation consultant background with a post-graduate diploma in Child Advocacy and a Masters of Health Sciences. Carol's research thesis explores the experiences of initiating and maintaining lactation, and establishing breastfeeding in a neonatal intensive care environment. Carol has worked on a number of major projects including the development of 'Ten Steps for the protection, promotion and support of breastfeeding in early childhood education' [with Professor Judith Duncan], a literature review for a business case for a NICU milk bank, and the development of a community donor milk bank in Christchurch. She has also worked on projects related to prison Mother-Baby units and support for pregnant women and incarcerated women with babies and young children. Major interests include infant and young child feeding in emergencies, the International Code and marketing, and breastfeeding and infant feeding politics. Carol works as a policy analyst with the New Zealand College of Midwives.</p> |
| Name | Professor Marina Rea |
| Title | Brazil community support for breastfeeding |
| Bio | <p>Brazilian medical doctor, master's and doctorate at Collective Health from University of São Paulo, post-doc in Human Nutrition at Columbia University NY, USA, specialist on Human Lactation. Active member of IBFAN since 1981, and has founded IBFAN</p> |



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| | Brasil in 1983, WABA member. Medical officer at WHO- Geneva, 1989-1992 – coordinated the Breastfeeding Programme. She retired from Research Institute in Sao Paulo, where she worked for more than 30 years in MCH and Nutrition. |
| Name | Sally Eldridge |
| Title | NMAA/ABA's breastfeeding friendly environment programs – recognising and responding to trends and barriers, and scaling up policy advocacy and programs |
| Bio | Sally Eldridge was a senior official in the Australian Public Service for 32 years, serving across Australia and on four overseas postings. She has extensive operational, program and policy experience, managing and contributing to large and complex work projects and programs. Sally has been a trained ABA Community Educator for 17 years. In this role she has focused on breastfeeding and work, having combined breastfeeding and work after the arrival of her first child in the middle of an emergency lockdown of the Australian embassy in Jakarta, Indonesia. Sally drove expansion of the ABA's world leading Breastfeeding Friendly Workplace (BFW) program between 2003 and 2007, first leading BFW in Canberra, then as national manager of BFW program. She oversaw BFW growth and branding, and built ABA's focus on strategic advocacy around breastfeeding and work. During this time Sally achieved major accreditations, including Commonwealth agencies like the Australian Treasury, and Parliament House itself. More recently, Sally has been a member of ABA's Advocacy Working Group. She is now a director on the ABA national board, in a role focussed on advancing the Association's three Breastfeeding Friendly Environment programs; BFW, Baby Care Rooms and 'Breastfeeding Welcome Here'. |
| Name | Heather Miller |
| Title | ABA training for volunteer breastfeeding counsellors on mother to mother support – how it's done, what it takes and what it gives to volunteers and mothers |
| Bio | Heather Miller trained as a breastfeeding Community Educator in 2007 and has been a Trainer and Assessor with the Australian Breastfeeding Association for two years. She also works at the Association's national office as part of the training team in the role of Professional Development Support. Using her lived experience of breastfeeding her four children, of which one has a disability, and facilitating breastfeeding education in the community, Heather will talk about mother to mother |



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| | breastfeeding education and provision of information that forms part of the volunteer training. |
| Name | Nerida Haines |
| Title | From ABA Groups and ABA Helpline to COVID-19 responses – Evolution and rapid responses to social, technological and health services delivery changes |
| Bio | Nerida has been involved in the design, development and management of the National Breastfeeding Helpline Services, including the Breastfeeding Helpline, LiveChat and the mum2mum app, since their very beginnings. She is very passionate about ABA's support services and the volunteers who give so generously to ABA. |
| Name | Sura Al.Samman |
| Title | Jordan's experience with Syrian refugees |
| Bio | Sura Al.Samman is a Nutrition technical advisor working with Save the children International, with nearly 10 years of experience working in developmental and humanitarian maternal and child nutrition focused interventions. She has been supporting the nutrition response in Jordan and Syria since 2012, where much of her work focused on the design, delivery, and management of programs supporting breastfeeding in refugees and IDPs camps. She facilitated a number of infant and young child feeding in emergencies (IYCF-E) trainings on a regional and national levels, and formerly acted as a Nutrition Working Group Co-Lead with Save the Children Jordan. |
| Name | Andini Pramono |
| Title | The Indonesian Breastfeeding Mothers' Association and mother to mother support in Indonesia; Addressing policy and regulatory challenges for training and ethical standards of breastfeeding counsellors |
| Bio | Andini Pramono is an IBCLC and has bachelor and master degree in public health, majoring in Hospital Administration, from Airlangga University, Indonesia. She worked at a hospital management consulting firm for 8 years before she moved to Australia in 2018. She's been volunteering with Indonesian Breastfeeding Mothers' Association, East Java branch since 2012 when she was pregnant with her first child. Her breastfeeding experience was challenged with her second child who was born with congenital heart defect and underwent open heart surgery at age 10 months old. Both |



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| | of her personal and professional experiences drove her curiosity in the implementation of Ten Steps and BFHI. Currently she's a third year PhD student at the ANU, and her thesis is looking at the implementation and social value of BFHI in Australia and Indonesia. |
| Name | Dr Sofia Quintero-Romero |
| Title | Empowering women and demedicalising breastfeeding through 'laid back' breastfeeding support and protection in Italy |
| Bio | Sofia Quintero Romero graduated in Medicine at Universidad del Rosario, Bogotá, Colombia. She holds an MSc degree from the London School of Hygiene and Tropical Medicine and a PhD from the University of Trieste, Italy. In 1997 she attended also a course on Breastfeeding Practice and Policy at the Institute of Child Health and Great Ormond Street Hospital, London, UK. She worked for several years in Colombia, Bolivia, Nicaragua and Mozambique before moving to Italy, where she developed her professional career in breastfeeding. She ran hundreds of WHO and Unicef courses all over Italy and Europe, as well as elsewhere around the world. She has published more than 25 papers in peer reviewed scientific journals. As a member of IBFAN, Sofia has been a paladin in the protection of breastfeeding and a fighter for the empowerment of breastfeeding mothers, in the past 15 years focussing on the dissemination of biological nurturing. |
| Name | Dr Adriano Cattaneo |
| Title | Empowering women and demedicalising breastfeeding through 'laid back' breastfeeding support and protection in Italy |
| Bio | Adriano Cattaneo has worked for 20 years as Epidemiologist and Co-ordinator of the Unit for Health Services Research and International Health at the Institute for Maternal and Child Health "IRCCS Burlo Garofolo", Trieste, Italy, a WHO Collaborating Centre for Maternal and Child Health. He holds an MD degree from the University of Padova and an MSc degree from the London School of Hygiene and Tropical Medicine. He has spent most of his professional career in developing countries, including four years as medical officer with the WHO in Geneva. He has authored more than 200 publications in scientific journals and books, more than 100 of which in peer reviewed journals. He is also peer reviewer for more than 30 international journals. He is member of the Italian Society of Epidemiology, of the Cultural Association of Paediatricians, and of IBFAN (International Baby Food Action |



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| | Network) Italy. As project coordinator of two EU-funded projects, Adriano played an important role in the development of the document “Protection, promotion and support of breastfeeding in Europe: a Blueprint for Action”, revised in 2008, a tool tested and used for the development of national breastfeeding programmes. He retired in 2014. |
| Name | Professor Margunn Bjørnholt |
| Title | Making women’s care work and mother to mother breastfeeding support count: Gender-responsive budgeting (GRB) as a strategy for linking gender equality policy to public budgets |
| Bio | Professor Bjørnholt is a sociologist and economist who is Research Professor at the Norwegian Centre for Violence and Traumatic Stress Studies (NKVTS). He research focuses on gender-based violence, migration. Gender equality, men and masculinities, policy studies, and several other topics. Her most recent research explores questions of gender, violence and power, including sexual and gender-based violence against women migrants and refugees. She has previously focused on ethical banking, money and monetary systems, and on management and organisational change in the public sector. She is a former President of the Norwegian Association for Women's Rights and the Norwegian Women's Lobby. |