



World Breastfeeding Initiative Child Survival – GBICs

Summary of gBICS Launching in 4 countries of LAC with BPNI Support

December 2010

The following actions were possible thanks to BPNI support.

- a) **LAC Region:** A Spanish brochure was produced for the 22 countries of the region and distributed in December 2010. It is a summary of the presentation of the 33 WBTi Country Report, BPNI. 4000 copies were distributed. It was reproduced by various web pages, facebook, mailing list, etc.
- b) 4 countries were prepared to develop action of gBICS launching in December 2010:

Colombia

IBFAN Colombia and Grupo Guillermo Fergusson launched the gBICS:

- Press Release presenting gBICS.
- Dissemination of the gBICS LAC brochure to governmental institutions, academia, media, NGO community, UN agencies and others.
- Dissemination of Colombia WBTi chart.
- Official launching of gBICS, December 17, 2010, in Hospital de Suba, during an event on Health Infant Feeding, with 60 health workers and educators. It was presented by Amanda Valdés, IBFAN Colombia member and representative of the Ministry of Social Protection. Gloria Ochoa, IBFAN Colombia coordinator, presented the results of WBTi worldwide and in Colombia. Andrés Felipe Saravia, youth economist, representing RUMBA was the Convenor.
- TV interview in national channels: Capital y City TV.

El Salvador

IBFAN El Salvador and CALMA, Centro de Apoyo de Lactancia Materna:

- Developed a presence on gBICS in CALMA web page www.calma.org.sv
 - gBICS presentation: <http://www.calma.org.sv/acercade.php?id=16>
 - gBICS Launching with a multisectorial coordination of public and private institutions, involving more than 25 organizations.
- A multisectorial coordination was set to develop a massive act on March 2011.

- Dissemination of the gBICS LAC brochure to governmental institutions, NGO community, UN agencies and others.

Guatemala

- Launch of gBICS while presenting results of the WBTi national process, involving public and private organizations, UN and cooperation agencies.
- Academic presentation of WBTi results in 33 countries and in Guatemala with 39 organizations, public and private, involved in infant feeding and food security.
- Development of coordinated action between IBFAN, the national Breastfeeding Commission, Department of Nutrition and Food Security and presentation of results to media.
- Dissemination of the gBICS LAC brochure to governmental institutions, academia, media, NGO community, UN agencies and others.
- Mutual agreement with Galileo University to disseminate and follow up WBTi Guatemala results.

Argentina

- Launching of gBICS 13 and 14 December, with signature of agreement between provinces of North East Argentina, to promote breastfeeding and protect mother and children health through the International and National mechanisms based on Code.
- Event in Salta to reinforce the Milk Bank and the Code Monitoring.
- Presentation for future doctors with academic authorities' participation in Jujuy, Mendoza y Misiones.
- Launching of gBICS with all members of the Province of Capital Buenos Aires, Program of Infant Maternal Health and UNICEF, "Safe Maternity and Family Centered". The initiative was linked to BFHI. Participants from 36 Maternity Centers-Hospitals were present.