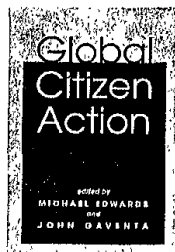


**Global Citizen Action**  
**Michael Edwards and John**  
**Gaventa (eds)**  
*Lynne Rienner/Earthscan*  
**\$19.95/£14.95**

Sundar Burra



discourse and reality in such a profound and probably irreversible way? Some of the main factors, culled from different articles, appear to be: the globalization of market fundamentalism; the relative immunity of transnational corporations to control by nation states; the growth of supranational entities like the WTO that operate beyond public scrutiny and the resultant weakening of nation states; and widespread cynicism about political processes and the consequent spawning of social movements, such as those related to third world debt, landmines and human rights.

Michael Edwards, in a thoughtful introduction, makes the important point that there is a growing democratic deficit in global governance and that the issues of legitimacy, accountability and representation must be faced squarely by international networks and NGOs. These issues are raised by several contributors: whose voice is being heard – that of Northern NGOs or Southern NGOs or affected communities? Anne Florini argues that while governments and corporations are under mounting pressure to become transparent, civil society is not subjected to either elections or market tests. Many contributors call for self-regulation and more openness about the internal governance of civil society organizations. The issue of accountability is raised often in the book. Even if elections are held in democracies, citizen participation in governance is often restricted to voting and people find themselves powerless between elections. In the case of civil society organizations,

Why has global civil society entered international developmental

even if there are regulatory authorities and audit, true accountability lies in their lived connections with the disenfranchised. But this remains a vexed question. —

In the section on global civil society and international financial institutions, David Brown and Jonathan Fox remind us that in 1999 more than half the World Bank's funding went towards macroeconomic structural adjustment loans which are beyond the pale of civil society scrutiny and not even subject to the Bank's own social and environmental policies. Even so, there is recognition that the Bank has been responding to international pressure – though Jan Aarte Scholte's report card on the IMF documents little progress and many hiccups. Reviewing Latin American experience of multilateral lending operations, Diana Tussie and Maria Fernanda Tuozzo raise the question as to whether participation is mere window-dressing when there is so little democratic decision-making.

The section on global campaigns describes and analyses a variety of them: landmines, Jubilee 2000, children's rights, corporate change, the environment and so on. Almost all the articles note the various levels of campaigning – local, national, regional and international – as also the remarkable emergence of new alliances and new approaches to international governance. Strong grassroots support and the building of domestic constituencies for reform are two of the factors identified as contributory to success. This reviewer is a participant at the grassroots level in an ongoing Global Campaign for Secure Tenure launched by the United Nations Centre for Human Settlements in

India, the Philippines, South Africa and other countries. The key determinant of impact has been the strength and vigour of local and national processes. It has been our experience that no amount of campaigning can secure benefits for the poor in the absence of wide and deep roots in society.

In the section on lessons learned, the pieces by Charlotte Brunch et al and Sheela Patel et al both stress local focus while simultaneously building broad-based global coalitions. Caroline Harper sees research as crucial to the construction of counter-narratives that will dislodge dominant positions, while John Gaventa refers to the need for large institutions to make internal changes so as to become more open to civil society initiatives.

On the whole, a thought-provoking compilation in terms of the questions it raises about the role of global civil society, its obligations and its future. The mix of practitioner and academic contributors gives the reader a hands-on feel as well as a reflective perspective.

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# The International Baby Food Action Network



## English Language gateway

IBFAN - the International Baby-Food Action Network - consists of public interest groups working around the world to reduce infant and young child morbidity and mortality.

IBFAN aims to improve the health and well being of babies and young children, their mothers and their families through the protection, promotion and support of breastfeeding and optimal infant feeding practices.

Our site is arranged in the following eight sections (which you can also find by using the navigation bar at the top of each page).

The site continues to be developed and is regularly updated.



IBFAN received the Right Livelihood Award in 1998 for two decades of work in support of mothers and infants.

- NEWS - Latest press releases and publications plus archives. Complete this form if you would like to be sent an email when new information is posted on this

website or would like to request the translation of a page.

- [THE ISSUE](#) - Why are infants dying unnecessarily? What is the International Code of Marketing of Breastmilk Substitutes?
- [CODE WATCH](#) - Companies are breaking the marketing requirements - see the evidence - take action
- [ACTIVITIES](#) - Information from IBFAN's Working Groups
- [RESOURCE CENTER](#) - Publications, links and archived materials
- [CONTACT](#) - send us a message
- [SEARCH](#) - search engine and site map
- [IBFAN GROUPS](#) - IBFAN consists of over 150 groups. Find your nearest IBFAN group

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# The International Baby Food Action Network

## IBFAN

- What is IBFAN ?
- Coordinating the Network's Activities
- IBFAN'S Seven Principles
- How to become an IBFAN group
- Alliances and partnership

Click here for other languages.



Communication across boundaries of all kinds is central to IBFAN's work.

## What is IBFAN ?

The International Baby Food Action Network, IBFAN, consists of public interest groups working around the world to reduce infant and young child morbidity and mortality. IBFAN aims to improve the health and well-being of babies and young children, their mothers and their families through the protection, promotion and support of breastfeeding and optimal infant feeding practices. IBFAN works for universal and full implementation of the International Code and Resolutions.



## **The formation of IBFAN**

IBFAN is one of the longest-surviving single-issue organisations. IBFAN was founded on October 12th, 1979 after the joint meeting of WHO and UNICEF on Infant and Young Child Feeding.

One of the founding members stated:

*"IBFAN... will provide an international framework for the continuation of our work. It will allow us to continue our vigilance and provide the focus for citizen participation. It will enable us to follow up the recommendations of this meeting - to spread new perspectives gained and to monitor compliance (with the International Code)."*

## **The International Code**

The groups that formed IBFAN were instrumental in putting the marketing of baby foods onto the health agenda, resulting in the 1979 meeting referred to above. IBFAN then campaigned for a strong and effective marketing code. The International Code of Marketing of Breast-milk Substitutes was adopted by the World Health Assembly in 1981. Through continued vigilance, new marketing strategies and developments in thinking on infant nutrition have been brought to the attention of delegates at the World Health Assembly leading to the adoption of further Resolutions which aim to protect infant health and mothers' rights.

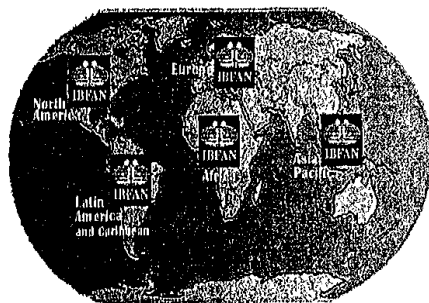
## **A global action network**

IBFAN is an International Network. Structured like a net, it encompasses the Earth. Groups are diverse: they may work on infant feeding issues alone, or they may be mother support groups, consumer associations, development organisations or citizen's rights groups. Some are staffed by volunteers, some have full time staff. What all groups have in common is they take Action to bring about implementation of the International Code and the subsequent, relevant Resolutions of the World Health Assembly. These are the main tools that IBFAN uses with the aim of ensuring that the marketing of Baby Food does not have a negative impact on health.

# **Coordinating the Network's Activities**

## **The Regional Coordinating Offices**

IBFAN is arranged into five main regions:



Africa  
Asia/Pacific  
Europe  
Latin America and Caribbean  
North America

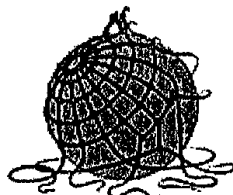
IBFAN is divided regionally with representatives from each region making up the IBFAN Coordinating Council (IBCoCo). Because of the occasionally sensitive nature of our work, all enquiries about IBFAN in a particular country must go through the REGIONAL REPRESENTATIVES. They are:

<b>Africa</b> IBFAN Africa Centrepoint Cnr of Tin and Walker Streets Mbabane Swaziland Ph: (+268) 404 5006 Fax (+) 268 404 0546 e-mail: <a href="mailto:ibfanswd@realnet.co.sz">ibfanswd@realnet.co.sz</a>	<b>Afrique Francophone</b> IBFAN Afrique Francophone 01 BP 6287 Ouagadougou 01 Burkina Faso Ph: (+226) 314 109 Fax: (+226) 300 968 e-mail: <a href="mailto:ibfanfan@fasonet.bf">ibfanfan@fasonet.bf</a>
<b>Latin America</b> IBFAN América Latina Cefemina Apartado Postal 5355 San Jose 1000 Costa Rica C.A. Tel/Fax: +506 224 3986 e-mail: <a href="mailto:cefemina@sol.racsa.co.cr">cefemina@sol.racsa.co.cr</a>	<b>Caribbean</b> Coordinator programa de Lactancia Materna, Secretaria del Estado de Salud Publica Av. Enriquillo No.58, Edif. Rhina Apto10 Los Cacicazgos, Santo Domingo Dominican Republic <a href="mailto:clavelsanchez@codetel.net.do">clavelsanchez@codetel.net.do</a>
<b>Brazil</b> IBFAN Brazil Caixa Postal 34 Paraguaçu Paulista - SP BRAZIL CEP: 19700 - 970 Tel / Fax: ( 18 ) 361 - 6637 E-mail: <a href="mailto:coordenacao@ibfan.org.br">coordenacao@ibfan.org.br</a>	<b>South America (Spanish speakers)</b> IBFAN Argentina Av Corrientes 1922 V P 12 Of 125 1045 Buenos Aires ARGENTINA Tel/Fax: +54 11 495 39 424 E-mail: <a href="mailto:fvallone@intramed.net.ar">fvallone@intramed.net.ar</a>
<b>Asia</b> IBFAN Penang/ICDC PO Box 19 10700 Penang Malaysia Ph: +604-8905799 Fax: +604-8907291	<b>Europe</b> GIFA PO Box 157 1211 Geneva 19 Switzerland Ph: (+41) 22 798 9164 Fax: (+41) 22 798 4443

E-mail: <a href="mailto:ibtanpg@tm.net.my">ibtanpg@tm.net.my</a>	E-mail: <a href="mailto:info@gifa.org">info@gifa.org</a>
<b>North America</b> INFACT Canada 10 Trinity Square Toronto M5G 1B1 Ontario PO Box 781 Canada Ph: (+1) 416 595 9819 Fax: (+) 416 591 9355 e-mail: <a href="mailto:infact@ftn.net">infact@ftn.net</a>	IBFAN

Regional meetings are held about every 2 years to enable groups to share experiences, formulate policy and train each other. Regional Representatives are elected at these meetings to sit on the IBFAN Coordinating Council (IBCoCo). IBCoCo also meets about every 2 years to coordinate policy for the global network.

### A growing network



Today IBFAN consists of over 150 groups in more than 90 countries and it continues to grow. Training can be provided and new members will become part of the IBFAN world with all the support that provides. IBFAN's only conditions of membership are:

- Accept no funding, donations or sponsorship from the infant feeding and related products industry
- Be active in working for the implementation of the International Code and Resolutions.
  - Communicate with the network
- Support IBFAN's seven principles (see overleaf).

## IBFAN'S Seven Principles

- The right of infants everywhere to have the highest level of health.
- The right of families, and in particular women and children, to have enough nutritious food.
- The right of women to breastfeed and to make informed choices about infant feeding.
- The right of women to full support for successful breastfeeding and for sound infant feeding practices.
- The right of all people to health services which meet basic needs.

- **The right of health workers and consumers to health care systems which are free of commercial pressures.**
- **The right of people to organise in international solidarity to secure changes which protect and promote basic health.**

## **How to become an IBFAN group ?**

***"Never doubt that a small group of committed citizens can change the world. In fact, it is the only thing that ever has."***

*Margaret MEAD, Anthropologist*

To join IBFAN, read entirely the section: "What is IBFAN?" to make sure that your aims fit in with IBFAN's.

IBFAN cherishes the differences between the groups that make it up, believing that people themselves know how best they can contribute towards our common aims.

The only requirements of an IBFAN group are as follows:

**FUNDING:** IBFAN values its independence and groups are required to give a written undertaking not to seek or accept funds, donations or sponsorship from the infant feeding and related products industry. IBFAN groups should aim to include a clause to this effect in their constitution or statutes and ask for a clarifying statement from potential donors when requesting funds or support.

Many IBFAN groups refuse any kind of commercial support as links between companies are not always obvious. In addition, our NGO partners working on other campaigns may have difficulties with a particular company and accepting funding from it may undermine their work. We cannot be too vigilant in this matter.

To get an application sheet for membership of the IBFAN Network, please contact your nearest Regional Coordinating Office.

## **Alliances and partnership**

### **The meaning of partnership**

IBFAN's strength at regional and national level is valuable for the work of other organisations. Just as we tap into their resources so they tap into ours. In any joint venture it is important to insist on true partnership. Partnership involves



mutual respect and consideration. If IBFAN groups do the groundwork, then there must be some basic rules, in particular that IBFAN's input is acknowledged and that credit is given where credit is due.

Networking and communication are vital within the IBFAN network but equally valuable beyond it. In all our activities, it is important to look further afield, to think who else could best use the information we circulate. Such collaboration is a two-way process: IBFAN groups not only need to share their own activities and campaigns with other groups but also need to tap into and use the resources and skills of sister networks, coalitions and alliances. This will increase the impact of our joint action.

### **World Alliance for Breastfeeding Action (WABA)**

WABA was formed in 1991 to help UNICEF and governments reach the operational targets of the Innocenti Declaration. In the words of Our Common Goal, "WABA believes that breastfeeding is the right of all children and mothers and dedicates itself to protect, promote and support this right. WABA acts upon the Innocenti Declaration".

Social mobilisation to raise public awareness is a major WABA activity. World Breastfeeding Week is celebrated every year from August 1st-7th and the themes chosen take the breastfeeding movement far beyond the traditional circle of health workers, consumers and breastfeeding advocates. From 1992-1997 themes have included: the baby-friendly hospital initiative; the breastfeeding rights of working women; the implementation of the International Code; breastfeeding and the empowerment of women; breastfeeding as a community responsibility; breastfeeding and ecology and the economic aspects of breastfeeding. The WABA secretariat provides brochures, posters and web sites. In particular, the action folder produced annually for World Breastfeeding Week provides many ideas on how to involve other groups and reach new constituencies.

Contact: WABA secretariat, P.O. Box 1200, 10850 Penang, Malaysia  
<http://www.waba.org.br/>

### **Consumers International (CI)**

Consumers International, formerly the International Organisation of Consumers Unions (IOCU), was one of the NGOs which founded IBFAN in 1979 to combat marketing abuses by baby food manufacturers. CI has continued to be a partner in the struggle to improve infant health and in the implementation of the International Code and Resolutions. CI and IBFAN join forces especially in our work with the World Health Assembly and with the Codex Alimentarius Commission.

Consumers worldwide can be important allies in the infant feeding issue to contribute to the universal implementation of the Code. Consumer movements are usually widespread, articulate and well-organised. Forming partnerships with

consumer groups is an effective means to enhance our work to protect breastfeeding by documenting and investigating company malpractice.

Contact: Consumers International,  
24 Highbury Crescent, London, N5 1RX, UK.  
<http://www.oneworld.org/consumers/>

### **Health Action International (HAI)**

Many of the major pharmaceutical companies also market baby milks and foods. Health Action International (HAI) campaigns against unethical marketing of medicines and on the conflict of interest created by industry sponsorship. HAI groups have worked on the withdrawal of the indication for bromocriptine as a lactation-suppressant. Marketed under the name of Parlodel, this drug has dangerous side-effects. IBFAN groups have been associated with HAI's campaign which has resulted in many countries in the discontinuation of its use to suppress lactation. HAI is also working on unethical drug promotion via the Internet.

Contact HAI-Europe, Jakob van Lennepkade 334 T, 1053 NJ Amsterdam, The Netherlands.  
<http://www.haiweb.org/>

### **Linkages**

The LINKAGES Project is the U.S. Agency for International Development's global program on breastfeeding, LAM, complementary feeding, and related maternal nutrition. LINKAGES focuses on optimal feeding for sustained child growth, including exclusive breastfeeding for six months, timely complementary feeding with appropriate foods, and continued breastfeeding for two years and beyond. LINKAGES' partners include La Leche League International, Wellstart International, and Population Services International. Specific activities at country level are carried out with three partner NGOs: CARE, Catholic Relief Services and World Vision. Collaboration is critical to the success of this project; IBFAN groups can bring their support to ensure that the protection of breastfeeding through policy and advocacy work remains a high priority.

Contact Jean Baker, Director, The LINKAGES Project, Academy for Educational Development, 1825 Connecticut Avenue, N.W., Washington, D.C. 20009, USA  
<http://www.linkagesproject.org/>

### **Breastfeeding Support Groups**

Breastfeeding Support Groups provide an important grass-roots base for our work and we should in turn support them in their activities and include them in ours. The members of these voluntary groups are the most exposed to hospitals, paediatricians and marketing systems. They are on the receiving end of health

care systems as well as of company practices. New mothers are best placed to judge the Baby-Friendliness of their local hospital and to document any changes for the better or worse in hospital practices. Mothers can help press for hospitals to remain sustainably Baby-Friendly. They can increase outreach and education through participation in ante- and post-natal classes and their regular group meetings. As the recipients of gift and discharge packs, advertisements and publicity by mail and in magazines, they can help document new marketing techniques.

Many groups have a resource centre and IBFAN groups can help by supplying documents and publications. As mothers of young children, often with full- or part-time jobs as well, women who run Breastfeeding Support Groups may have little time to work on campaigning for breastfeeding, but many often go on to become competent and informed Code monitors. To provide the extra training they need in monitoring techniques and in the International Code it is important to remember to involve these groups in the Code training courses and Code monitoring exercises organised by IBFAN.

Contact IBFAN-GIFA Office for addresses, or Arbeitsgemeinschaft Freier Stillgruppen, Rüngsdorfer Str. 17 D-53173 Bonn-Bad Godesberg  
[www.afs-stillen.de](http://www.afs-stillen.de)

### **Lactation Consultants (LCs)**

A Lactation Consultant (LC) is a health care professional whose scope of practice is focused upon providing education and management to prevent and solve breastfeeding problems and to encourage a social environment that effectively supports the breastfeeding mother/infant partnership. LCs take the examination of the International Board of Certified Lactation Consultants (IBCLC), adopt the IBCLC Code of Ethics into their practices and charge a fee for their services. The Code of Ethics includes an obligation to disclose conflicts of interest and ensure that professional judgement is not clouded by commercial influences. LCs possess a thorough knowledge of lactation physiology, the details of the breastfeeding relationship and counselling skills. The LCs' professional organisation, the International Lactation Consultant Association (ILCA), has a Committee on the International Code. IBFAN groups can listen and learn from LCs and include ILCA in our advocacy activities.

Contact: International Lactation Consultants Association, 4101 Lake Boone Trail  
Suite 201,  
Raleigh, NC 27607, USA.  
<http://users.erols.com/ilca/ilca.html>

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