

**Agenda of 4<sup>th</sup> World breastfeeding Conference 12<sup>th</sup> -14<sup>th</sup> March 2023**

<b>Day 1: Sunday 12<sup>th</sup> March 2023</b>		
<b>8.00 –9.00</b>	<b>Registration</b>	
<b>9:00 -10:30</b>	<b>Sharjah Hall: SESSION 1: OPENING CEREMONY</b> Chairperson: Dr Ghada Sayed	
	<ul style="list-style-type: none"> <li><input type="checkbox"/> Dr Khaled Abdel Ghaffar, Egyptian Minister of Health and Population</li> <li><input type="checkbox"/> Dr Tedros Adhanom, Ghebreyesus, Director General of the World Health Organization (Video)</li> <li><input type="checkbox"/> Dr Catherine Russell, Executive Director of UNICEF (Video)</li> <li><input type="checkbox"/> Professor Mohamed Emad Salem, President of ELCA</li> <li><input type="checkbox"/> Dr Mona Sakr, Chair International Board of Lactation Consultant Examiners board</li> <li><input type="checkbox"/> Dr Ann Kellams, President of Academy of Breastfeeding Medicine ABM (Video)</li> <li><input type="checkbox"/> Dr Hessa Khalfan, Sharjah Child Friendly Office</li> <li><input type="checkbox"/> Prof Gihan Fouad, Dean of National Nutrition Institute</li> <li><input type="checkbox"/> Steve Warne, Chairperson of Codex Alimentarius Commission (Video)</li> <li><input type="checkbox"/> Dr Chris van Tulleken, (Video)</li> <li><input type="checkbox"/> Dr Vandana Shiva, Global leader in environmental activism, food sovereignty and bio-diversity (Video)</li> <li><input type="checkbox"/> Dr Arun Gupta Nomajoni Ntombela and Marcos Arana</li> </ul>	
<b>10:30 11.00</b>	<b>Welcome</b> <b>Coffee/ Tea break</b>	
	<b>Sharjah Hall: SESSION 2: PROTECTING BREASTFEEDING FROM THE MARKETING OF BABY FEEDING PRODUCTS</b> Chairperson: Prof Ahmed Shazly - Patti Rundall	
<b>11:00 – 11:20</b>	<b>The birth of IBFAN, The Code and subsequent relevant WHA resolutions (Video)</b>	<b>Dr Marcos Arana</b>
<b>11:20 – 11:40</b>	<b>The 2023 Lancet series on breastfeeding - the Influence of commercial milk formula marketing (Video)</b>	<b>Professor Nigel Rollins</b>
<b>11:40 – 12:00</b>	<b>Understanding and responding to the commercial determinants of infant and young child feeding in the global context</b>	<b>Dr Philip Baker</b>
<b>12:00 – 12:20</b>	<b>Global Perspectives on the Code and its status (Video)</b>	<b>Katherine Shats UNICEF</b>
<b>12:20 – 12: 40</b>	<b>Conflicts of interest in policy setting</b>	<b>Patti Rundall</b>
<b>12:40 – 13: 00</b>	<b>India: Commercialization of Mothers milk</b>	<b>Dr Arun Gupta</b>
<b>13:00 – 13:30</b>	<b>Panel on the marketing of BMS: Dr Ghada Sayed - Dr Marcos Arana– Patti Rundall – Dr Philip Baker</b>	
<b>13:30 – 14:30</b>	<b>Lunch break</b>	
	<b>Hall 1: SESSION 3: CODEX ALIMENTARIUS - SETTING STANDARDS FOR WHOM? IT'S TIME FOR THE ONE HEALTH APPROACH</b> Chairperson: Dr Mervat Fouad - Dr Mona Alsumaie -	
<b>14:30 – 14:40</b>	<b>60<sup>th</sup> year of Codex – Looking to the future (Video)</b>	<b>Steve Warne</b>
<b>14:40 – 15:00</b>	<b>Codex Standards for whom?</b>	<b>Elisabeth Sterken</b>
<b>15:00 – 15:20</b>	<b>How trade policy trumps global health governance (Video)</b>	<b>Prof Katheryn Russ</b>
<b>15:20 – 15:40</b>	<b>Brazil: The role of advisors on National Codex Working Groups</b>	<b>Dr Rodrigo Vianna</b>
<b>15:40 – 16:00</b>	<b>Ultra-processed foods - why are they everywhere? (Video)</b>	<b>Dr Chris van Tulleken</b>
<b>16:00 – 16:20</b>	<b>Vietnam: Beliefs and Norms Associated with the Use of Ultra-Processed Commercial Milk Formulas for Pregnant Women</b>	<b>Constance Ching</b>
<b>16:20 – 16:40</b>	<b>Panel Discussion</b>	
<b>16:40 – 17:00</b>	<b>Coffee/ Tea break</b>	

<b>Hall 1: SESSION 4: CHALLENGES TO BREASTFEEDING</b>		
<b>Chairperson: Dr Nivin Yousef - Prof Soheir Fayed</b>		
17:00 – 17:20	Effectively protecting breastfeeding can progress universal exclusive breastfeeding rates for SDG 2030 targets	Prof Azza Abul Fadl
17:20 – 17:40	IYCF in the Eastern Mediterranean Region progress, challenges and the way forwards (Video)	Dr Ayoub Al Jawaldeh WHO
17:40 – 18:00	Breastfeeding, first foods and first-food systems: towards healthy and sustainable food systems for infants and young children	Dr Philip Baker
18:00 - 18:20	Breastfeeding & Cow's Milk Protein intolerance disorders: Malpractice	Dr Maha Abou Zekry
18:20 – 18:40	<i>Libya:</i> Common Breastfeeding Myths in Derna City in the North Eastern Part of Libya	Dr Abdullatif Amneenah
18:40 – 18:50	<i>Indonesia:</i> Factors associated to newborn weight gain and painful nipples on Breastfeeding mother	Dr Iffa Ahsanur
18:50 - 19:00	<i>Egypt:</i> Pregnant Women's Knowledge regarding Kangaroo Care	Prof Nadia Abd El Hamid
19:00 - 19:30	Discussion	
<b>Hall 2: SESSION 5: BABY-FRIENDLY HOSPITAL INITIATIVE</b>		
<b>Chairperson: Dr Abdullatif Mohammed Amneenah</b>		
14:30 – 14:50	An Update on the BFHI Network's Activities	Elise Chapin UNICEF
14:50 – 15:10	The importance of the new step number 1 of BFHI	Marina Rea
15:10 – 15:30	<i>Vietnam:</i> The Association between a Novel Baby-Friendly Hospital Program Designating Centers of Excellence for Breastfeeding and Equitable Support for Breastfeeding	Roger Mathisen
15:30 – 15:45	<i>Egypt:</i> A breastfeeding-friendly & evidence-based postpartum contraception	Dr Raghda Rashad
15:45 – 16:00	<i>Indonesia:</i> Bintaro Woman and Children Clinic Bekasi: A Mother and Baby- friendly Healthcare Provider with Integrated and Holistic Approach	Dr Ayi Dilla Septarini
16:00 – 16:30	Discussion	
16:30 – 17:00	Coffee/ Tea break	
<b>Hall 2: SESSION 6: PERIPARTUM BREASTFEEDING MANAGEMENT</b>		
<b>Chairperson: Dr Amal El Taweel</b>		
17:00 – 17:20	Effect of pregnancy and pregnancy disorders on Lactation	Prof Ayman Abou El Nour
17:20 – 17:40	Impact of birthing practices on breastfeeding	Dr Abla El Alfy
17:40 – 18:00	Kangaroo Mother Care Update	Dr Elise Van Rooyen
18:00 – 18:20	Infants' behavior and psychology in breastfeeding. Listening to the infants' side of the story	Dr Asmaa Sadek
18:20 – 18:40	Relactation and induced Lactation	Nomajoni Ntombela
18:40 – 19:00	<i>South Africa:</i> An overview of Human milk banking in resource limited settings	Prof Anna Coustoudis
19:00 – 19:30	Panel Discussion: The Effect of mode of Delivery on Breastfeeding: Dr Abla El Alfy	
<b>Hall 3: SESSION 7 CLIMATE CRISIS - THE ENVIRONMENTAL COST OF INFANT AND YOUNG CHILD FEEDING PRODUCTS</b>		
<b>Chairperson: Dr Maha Abou Zekry - Dr Marcos Arana</b>		
14:30 – 14:50	Protecting nature and Bio-diversity (Video)	Dr Vandana Shiva
14:50 – 15:10	Arsenic in baby foods - who is monitoring toxic heavy metals? (Video)	Alison Linnecar
15:10 – 15:30	<i>Egypt:</i> Status of food security	Dr Alia Hafez WFP
15:30 – 15:50	Infant feeding, climate and the right to food.	Dr Marcos Arana
15:50 – 16:10	Climate Crisis - The Environmental Cost Of Infant And Young Child Feeding Products	Dr Naeema Alqaseer
16:10 – 16:30	Discussion	
16:30 – 17:00	Coffee/ Tea break	

<b>Hall 3: SESSION 8: MATERNAL, INFANT, YOUNG CHILD FEEDING AND INFECTIOUS DISEASES</b>		
Chairperson: Prof Rania El-farrash & Rania Ibrahim		
17:00 – 17:20	Infant Feeding and HIV – what is the position in 2023	Prof Anna Coutsooudis
17:20 – 17:40	Marketing strategies exploiting the COVID-19 pandemic (Video)	Dr Alessandro Iellamo
17:40 – 18:00	Covid-19 and breastfeeding - recommendations and practices - lessons to learn	Maryse Arendt
18:00 - 18:20	Analysis of COVID-19 clinical guidance for maternal and newborn care from 101 countries shows breastfeeding widely undermined.	Roger Mathisen
18:20 – 18:40	How can we ensure human milk banking plays a role in protecting, promoting and supporting breastfeeding	Dr Penny Reimers
18:40 – 19:00	<i>Indonesia</i> : An overview of lactation process for breastfeeding Dyads during the COVID 19 Pandemic in Lactation Clinic	Dr Anjar Setiani
19:00 - 19:30	Discussion1	
<b>Day 2: Monday 13th March 2023</b>		
<b>Sharjah Hall: SESSION 9: BABY-FRIENDLY HOSPITAL INITIATIVE</b>		
Chairperson: Prof Abeer Atef - Prof Marina Rea		
09:00 – 09:20	Mainstreaming the Ten Steps as the standard of care for all babies.	Laurence Grummer WHO
09:20 – 09:40	Competency verification in the new BFHI: changing the paradigm	Dr Elise Chapin UNICEF
09:40 – 10:00	<i>Luxembourg</i> : Implementing and sustaining baby-friendly in a small country that is not English speaking	Maryse Arendt
10:00 – 10:15	Neo Baby-Friendly	Dr Ghada Sayed
10:15 – 10:30	<i>India</i> : Breastfeeding Friendly Hospital Initiative /Accreditation Program	Dr Arun Gupta
10:30 – 11:00	Discussion	
11:00 – 11.30	Coffee/ Tea break	
<b>Sharjah Hall: SESSION 10: BREASTFEEDING THE NEONATE AND THE PRETERM</b>		
Chairperson: Prof Abeer Atef - Prof Adel Reyad - Prof Hesham Awad		
11:30 – 11:50	Introducing enteral and oral feeds in the preterm infant	Dr Elise van Rooyen
11:50 – 12:05	First skin to skin contact and first breastfeeding in the operating theatre after Cesarean Section	Maryse Arendt
12:05 – 12: 20	Electroencephalographic Brain mapping changes before and after skin to skin	Dr Afaf Korraa
12:20 – 12:50	Human milk Fortifier	Prof Hesham Awad - Prof Adel Reyad
12:50 – 13:00	Breastfeeding outcomes among mothers of late-preterm, early term compared to full term infants.	Dr Azza Ahmed
13:00 – 13:30	Discussion	
13:30 – 14:30	Lunch Break	
<b>Hall 1: SESSION 11: MONITORING MARKETING OF BABY FEEDING PRODUCTS FREE FROM COMMERCIAL INFLUENCE</b>		
Chairperson: Dr Wigdan Madani UNICEF		
14:30 – 14:50	Sponsorship of healthcare professional associations, why this is a problem, and what the Code says about it	Laurence Grummer-Strawn WHO
14:50 – 15:05	Digital Marketing of Breast-milk Substitutes (Video)	Nina Chad
15:05 – 15:20	Trojan Formula: How companies use normal infant behavior as a marketing tool. (Video)	Chris van Tulleken
15:20 – 15:35	Global evidence of persistent violations of the International Code of Marketing of Breast-milk Substitutes	Constance Ching
15:35 – 15:45	<i>Italy</i> : Using legislation about preventing corruption to protect breastfeeding	Dr Elise Chapin
15:45 – 16:00	<i>Oman</i> : Omani standard specification for regulating marketing of classified products for infant and young children	Saada Al Mamari
16:00 – 16:30	Panel: Closing loopholes in the Code, addressing new problematic marketing. Overview of different monitoring tactics/ tools. What works well and why? Dr Catherine Pereira-Kotze - Constance Ching - Laurence Grummer -Strawn - Patti Rundall	
16:30 – 17:00	Coffee/ Tea break	

<b>Hall 1: SESSION 12: INFANT AND YOUNG CHILD FEEDING PROTECTION AND SUPPORT</b>		
Chairperson: Azza Abul Fadl – Prof Yasmin Gamal		
17:00 – 17:20	Breastfeeding and the right of the child to the highest attainable standard of health (Video)	Dr Marcus Stahlhofer WHO
17:20 – 17:40	Breastfeeding, empathy and the early prevention of violence	Dr Marcos Arana
17:40 – 18:00	Breastfeeding counselling: Available guidance	Fatmata Fatima Sesay UNICEF
18:00 - 18:20	<i>WBTi Europe</i> - What's new?	Dr Stefanie Rosin
18:20 -18:40	<i>USA</i> : Multimodal Tele-lactation support and its effect on breastfeeding outcomes, self-efficacy, and satisfaction.	Prof Azza Ahmed
18:40 – 19:00	<i>Indonesia</i> : The Role of AIMI Social Media to Promote, Educate, and Advocate Breastfeeding	Farahdibha Tenrilemba
19:00 - 19:30	Discussion	
<b>Hall 2: SESSION 13 BREASTFEEDING IN ISLAM &amp; MILK BANKING</b>		
Chairperson: Dr Nora AlKharji - Prof Rasha Ammar		
14:30 – 14:45	Breastfeeding in Islam. An Overview	Dr Amal El Taweel
14:45 – 15:00		Dr Fayrouz Eissawy
15:00 – 15:10		Dr Maysa Khalil
15:15– 15:30		Dr Nivin Essam
15:30 - 15:45	Breastfeeding during Ramadan	Dr Farida Mahgoub
15:45 – 16:00	Islamic human milk banking (Video)	Prof Dr Saifullah Jamro
16:00 – 16:10	<i>Saudi Arabia</i> : An Islamic perspective of human milk banking	Dr Fatimah Aljwoan
16:00 – 16: 10	<i>Kuwait</i> : Human Milk Banking/donation system (Video)	Dr Mona Alsumaie
16:10 – 16:30	Discussion	
16:30 – 17:00	Coffee/ Tea break	
<b>Hall 2: SESSION 14: MILK KINSHIPS, WET NURSING AND ADOPTION</b>		
Chairperson: Dr Faiza Aljaafar		
17:00 – 17:20	Islamic adoption jurisprudence	Dr Nora AlKharji
17:20- 17:40	<i>Saudi Arabia</i> : The Experience of child adoption and induced lactation program	Dr Razaz Waly
17:40 – 18:00	<i>Egypt</i> : Adoption and Induction of Lactation experience (Video)	Dr Asmaa Sadek
18:00 – 18:10	<i>Indonesia</i> : A Tailored Induced Lactation Protocol for Adoptive Breastfeeding Dyads	Dr Dyah Febriyanti
18:10 – 18: 20	<i>Saudi Arabia</i> : Guidelines for Fortification according to Islamic Shariah principles	Dr Faiza Aljaafar
18:20 – 19:30	Panel discussion & proposing guidelines for Human Milk Banking in Islamic Countries	
<b>Hall 3: SESSION 15: MOTHER AND COMMUNITY SUPPORT – THE CHALLENGE OF BFHI STEP 10</b>		
Chairperson: Magdalena Whoolery		
14:30 – 14:50	Persisting challenges for providing breastfeeding support	Dr Rukhsana Haider
14:50 – 15:10	<i>Egypt</i> : The impact of family counsellors on improving breastfeeding and stunting	Dr Abla Elalfy
15:10- 15:30	<i>Egypt</i> : Art of speaking – Speak to remove limiting beliefs about breastfeeding	Dr Edrees Hassan
15:30 – 15:40	<i>Kuwait</i> : Mother support groups Kuwait experience “BirthKuwait” (Video)	Nouran Sabeq
15:40 – 15:50	<i>Brazil</i> : Breastfeeding Friendly Primary Health Care Units	Dr Maria Ines Couto
15:50 – 16:00	<i>Sweden</i> : Breastfeeding support at home during the first week - A postnatal midwifery model of care	Christine Rubertsson
16:00 – 16:10	<i>Indonesia</i> : Building Breastfeeding Support among Health Workers	Willey Eliot
16:10 – 16:30	Discussion	
16:30 – 17:00	Coffee/ Tea break	

<b>Hall 3: SESSION 16: BREASTFEEDING AND ORAL CAVITY ISSUES</b>		
Chairperson: Prof Hatem Saafan - Dr Maysa Khalil		
17:00 – 17:20	Cleft lip and palate and tongue ties	Prof Wael Ganem
17:20 – 17:40	Tongue ties Untied (Video)	Dr Rajeev Agarwal
17:40 – 18:00	Somatic oral stimulation intervention to help establish cup and breastfeeding in preterm infants	Dr Elise Van Rooyen
18:00 – 18:20	Pacifiers debate	Dr Dalia Samy
18:20 - 18:50	The link between Breastfeeding and oral health: What the evidence says Discovering the pathway linking infant feeding and early childhood caries	Dr Esraa Hamed Dr Abla Ahmed Prof Reham Abou El Fadh
18:50 – 19:00	<i>Indonesia</i> : Holistic supplementation regimen: Overcoming slow weight gain and failure to thrive and failure to thrive among Breastfeeding Babies with Ankyloglossia	Dr Asti Praborini
19:00 - 19:30	Discussion	
<b>Day 3: Tuesday 14th March 2023</b>		
<b>Sharjah Hall: Session 17: MATERNAL, INFANT, YOUNG CHILD FEEDING MIYCF IN EMERGENCIES– ARE WE PREPARED?</b>		
Chairperson: Dr Fatmata Fatima Sesay		
09:00 – 09:20	IYCF in Emergencies	Fatmata Fatima Sesay and Linda Shaker Berbari UNICEF
09:20 - 09:40	The Business of Malnutrition - how corporations use the humanitarian image	Patti Rundall /Elisabeth Sterken
09:40 – 10:00	How to prevent maternal and Child morbidities and mortalities	Magdalena Whoolery
10:00 – 10:20	<i>Philippines</i> Relactation Management in Emergencies (Video)	Ines Fernandez
10:20 – 10:40	<i>Ukraine</i> : The effects of the war on Ukrainian women’s infant feeding decisions: the forgotten group (Video)	Alessandro Iellamo
10:40 – 11:00	Panel of experts on IYCF in Emergencies (regional and country level): Wigdan Madani UNICEF	
11:00 – 11:30	Coffee/ Tea break	
<b>Sharjah Hall: SESSION 18: MATERNITY PROTECTION</b>		
Chairperson: Nomajoni Ntombela		
11:30 – 11:45	Recommendations of maternity protection by ILO	Eric Oechslin
11:45 – 12:00	<i>South Africa</i> : Maternity protection for non-standard workers and implications for breastfeeding	Dr Catherine Pereira-Kotze
12:00 – 12: 15	Maternity Protection situation in Arab World	Dr Mona Alsumaie
12:15 – 12:30	Support for breastfeeding in workplaces in Latin American Countries	Clavel Sanchez TBC
12:30 – 12:40	Maternity Protection is more than a leave	Maryse Arendt
12:40 – 12:50	<i>Dominican Republic</i> : Lactation rooms at the workplace	Mayrenis Celestina. TBC
12:50 – 13:00	Perception of formal workers about the impact of returning to work after the end of maternity leave on exclusive breastfeeding	Maria Inês Couto de Oliveira
13:00 – 13:30	Discussion	
<b>13:30 – 14:30 Lunch break</b>		

<b>Sharjah Hall: SESSION 19: ADVOCACY, EDUCATION AND TRAINING</b>		
Chairperson: Amal El Taweel - Dr Asmaa Sadek - Dr Fayrouz Eissawy – Dr Manar Mobarez -		
14:30 – 14:45	<i>Egypt: The World Breastfeeding Week experience</i>	Dr Gihan Fouad
14:45 – 15:00	IBLCE and Affiliates: A Global Force in Professional Lactation Care	Dr Mona Sakr
15:00 – 15:15	Introducing the Second Edition of the WHO's IYCF Model Chapter for textbooks for medical students and allied health professionals.	Dr Mona Alsumaie & Dr Abla Elalfy
15:15 – 15:30	LCCC Evolving, developing and leading: A 2 decades Journey	Amal El Taweel
16:30 - 15:30	<b>Graduating Ceremony of ELCA's new IBCLCs (2021 &amp; 2022)</b>	
16:30 – 17:00	Egyptian Musical Closing Ceremony	
<b>Hall 1: SESSION 20: RECLAIMING FOOD SOVEREIGNTY &amp; BREASTFEEDING</b>		
Chairperson: Prof Gihan Fouad		
14:30 – 14:50	The Global Breastfeeding Collective - Updates and Priorities.	Dr Fatmata Sesay UNICEF
14:50 – 15:10	the Global Breastfeeding Scorecards	Laurence Grummer-Strawn WHO
15:10 – 15:25	<i>Saudi Arabia: Breastfeeding Association in Saudi Arabia: objectives and challenges</i>	Dr Manal Khorshed
15:25 – 15:40	<i>Oman: Infant and Young Child feeding in the Omani Sultanate</i>	Dr Kawthar Al Shibli
15:40 – 16:00	<i>Timor-Leste and Pakistan: Nurturing Care Centers of excellence – Best practice examples</i>	Dr Magdalena Whoolery
16:00 – 16:30	Panel: Impact of Multi-stakeholder partnership on Child Rights and food sovereignty: Dr Magdalena Whoolery - Patti Rundall	
16:30 – 17:00	Egyptian Musical Closing Ceremony	
<b>Hall 3: SESSION 21: IMPROVING THE DIETS OF INFANTS AND YOUNG CHILDREN</b>		
Chairperson: Dr Moataz Saleh UNICEF		
14:30 – 14:50	Global action framework for improving diets of young children.	Dr Linda Shaker UNICEF
14:50 – 15:10	Regional action framework on diets of young children	Dr Wigdan Madani UNICEF
15:10 – 15:20	The Challenge after the first 6 months: Complementary feeding to prevent NCDs and Malnutrition	Dr S K Roy, Sithembiso Mnisi
15:20 – 15:40	<i>Egypt: Drivers of Dietary Diversity among Egyptian Children</i>	Dr Naglaa Arafa UNICEF
15:40 – 16:00	Treating Malnutrition: Family food based or commercial RUTF	Elisabeth Sterken
16:00 – 16:30	Panel from offices of Jordan and State of Palestine	
16:30 – 17:00	Egyptian Musical Closing Ceremony	
<b>Day 4</b> <b>Post conference workshop: Neonatal Life Support – Hands on Course (Separate Registration) 08:00 – 18:00</b> <b>European Resuscitation Council certificate by the Egyptian Resuscitation Council team</b> <b>At Compass training and Coaching Center</b>		

