

REGIONE
TOSCANA



unicef 

1990-2005 Celebrating the Innocenti Declaration

On the Protection, Promotion and Support of Breastfeeding

Past Achievements, Present Challenges, and the Way
Forward for Infant and Young Child Feeding

With the support of
the Meyer Hospital



21-22 November 2005
Florence, Convitto della Calza

PROGRAMME

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INTRODUCTION

In celebration of the fifteenth anniversary of the adoption of the “Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding”, the Regional Authority of Tuscany, in collaboration with WHO, UNICEF, USAID, the World Alliance for Breastfeeding Action, the International Baby Food Action Network, La Leche League International and the International Lactation Consultant Association, and with the support of the Meyer Hospital, has organized this conference in Florence on the 21 and 22 November 2005.

The two-day Conference will take the form of a national and an international day. Day 1 will focus on the WHO/UNICEF “Baby-Friendly Hospital Initiative” and the implementation of the Innocenti Declaration in Italy, while day 2 will take an international perspective and celebrate the Innocenti Declaration, examining achievements, challenges and future imperatives, including the presentation of a publication to celebrate this important anniversary.

The event will culminate in a call for action through a declaration of support for the way forward. This will call on all Member States, international partners, professional groups and communities to fulfil the obligations and responsibilities articulated in the Global Strategy



on Infant and Young Child Feeding and to create an environment that enables and supports mothers and families to make informed choices about optimal infant and young child feeding.

Steering Committee

Regional Authority of Tuscany

United Nations Children's Fund (UNICEF)

World Health Organization (WHO)

U.S. Agency for International Development (USAID)

World Alliance for Breastfeeding Action (WABA)

International Baby Food Action Network (IBFAN)

La Leche League International (LLL)

International Lactation Consultant Association (ILCA)

Meyer Paediatric Hospital

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21 November

Best Practices and the Promotion of Breastfeeding: The Innocenti Declaration and the Commitment of the Italian Regional Authorities

8.00 Participant registration

Introductory Session

8.30 - 9.10

Welcome from the Organisers

Chairperson:

Paolo Morello Marchese: Executive Director Meyer Hospital - Florence

Enrico Rossi, Head of Health, Regional Authority of Tuscany

Antonio Sclavi, President Italian Committee for UNICEF

Alessandra Maggi, President "Istituto degli Innocenti" - Florence

9.10 - 10.00

International perspective on the promotion and implementation of
the Innocenti Declaration

Felicity Savage King, Centre for International Child Health

First Session: Regional activities for breastfeeding promotion in Italy in collaboration with UNICEF

Moderator:

Paolo Morello Marchese, Executive Director Meyer Hospital - Florence

10.00 - 10.45

Region of Veneto: Guidelines for a network of Baby-Friendly Hospitals

Region of Tuscany: Strategies for a Baby-Friendly environment hospitals
and community/services

10.45 - 11.15 Coffee Break



PROGRAMME

11.15 - 12.15

Moderator:

Roberto Salvan, Executive Director Italian Committee for UNICEF

Region of Abruzzo: Experience in the implementation of the Region/UNICEF memorandum of understanding

Region of Valle d'Aosta: Experimenting promotion in urban, rural and mountainous areas

Local Health Authority of the City of Milan: A model way forward in a large metropolitan area. 7 steps for community health services and synergy with hospitals

12.15 - 13.00

The joint document of the Heads of Health on the implementation of the “Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding”

Agency for Regional Health Services (ASSR)

Enrico Rossi, Coordinator of the Heads of Health to the Regional/State Conference

13.00 - 14.30 Luncheon

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Second Session: Operational Models

Moderator:

Laura Tramonti, Regional Health Authority of Tuscany

Maria Burani Procaccini, Parliamentary Commission for Infancy

14.30 - 15.30

- Field-testing the “Blueprint for action”. A model for the regions
Adriano Cattaneo, Coordinator “EU project promotion on breastfeeding in Europe” IRCCS Burlo Garofalo -Trieste
- The role of the scientific community and professional bodies
Giuseppe Saggese on behalf of “National Technical and Scientific Council for the WHO/UNICEF Baby-Friendly Hospital Initiative”.
(ACP, AGUI, AICPAM, ANDRIA, AOGOI, FCO, FIMP, IPASVI, SIGO, SIMP, SIN, SINuPe, SIP)
- The role of the stakeholders: between inclusion and independence
Elise Chapin on behalf of NGOs (MAMI, IBFAN Italia, La Leche League Italia, Il Melograno)

15.30 - 16.15

Region of Lazio: A common pathway for hospitals, shared step by step
Region of Emilia Romagna: From problems to actions. Interventions based on need and on evidence
Region of Calabria: Multiple experiences for future actions

16.15 - 16.30 Coffee Break



PROGRAMME

16.30 - 17.15

Moderator:

Christoph Baker, Italian Committee for UNICEF

Region of Friuli Venezia Giulia: Monitoring systems and initiatives

Region of Piemonte: Support in hospital and in the community

Independent Province of Bolzano: Models of excellence, shared tools and promotion throughout the Province

Conclusions

17.15 - 17.30

A network for the implementation of the Innocenti Declaration

Leonardo Speri, Task Force BFHI, Italian Committee for UNICEF

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22 November

International Celebration of the Innocenti Declaration 1990-2005

10.00 - 10.50

Launch of the publication with brief overview

Chairperson:

Gianni Salvadori, Head of Social Policy, Regional Authority of Tuscany

Claudio Martini, President of the Regional Authority of Tuscany

Marta Santos Pais, Director, UNICEF Innocenti Research Centre

Catherine Le Gales-Camus, Assistant Director General, WHO

Alan Court, Director, Programme Division, UNICEF

Video message from Ann Veneman, Executive Director, UNICEF

Adenike Grange, President, International Pediatric Association

10.50 - 11.10 Coffee Break

11.10 - 12.00

Presentation of the findings and conclusions of “Celebrating the Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding”

The publication reviews the impact of the Innocenti Declaration (1990) on infant feeding practices and policies. The document explores the lessons learned from innovative programmes to improve infant and young child feeding. These lessons have been applied to the development of the new Global Strategy on Infant and Young Child Feeding.

Moderator: David Clark, Legal Officer, UNICEF



PROGRAMME

- Presentation on the key messages of the Innocenti publication
Sarah Amin, Co-director, World Alliance for Breastfeeding Action,
on behalf of organising partners
- “Bellagio Study Group on Child Survival”: the scientific basis
Representative from thr Bellagio Group
- How South African is investing in improved child nutrition
Lynn Moeng, Nutrition Director, National Department of Health,
South Africa
- Discussion

12.00 - 12.30

Plenary discussion of the declaration and the way forward

12.30 - 13.00

Two simultaneous events

1) Press conference

Moderator: Salvador Herencia, UNICEF Innocenti Research Centre

Participants:

Claudio Martini, Catherine Le Gales-Camus, Alan Court,
Marta Santos Pais, Antonio Scavi

2) Presentation of the 1990 Innocenti Meeting audio-visual
presentation, “Breastfeeding: Protecting a Natural Resource”

13.00 - 14.30 Luncheon

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22 November

14.30 - 16.30

Future directions - Infant and Young Child Feeding as part of the larger development and child survival agendas

New opportunities for accelerating support for IYCF

Moderator: Peter Greaves*

- Millennium Task Force
- Partnership for Maternal, Newborn and Child Health
Petra ten Hoop-Bender
- Global Strategy on infant and young child feeding
Randa Saadeh*, WHO
- Outreach to other partners
Penny Van Esterik, York University, Toronto and Editor
- Discussion

Overcoming the challenges

Moderator: Margaret Kyenkya*, Uganda

- HIV/AIDS - Chewe Luo, UNICEF
- Infant feeding in emergencies
Lida Lhotska, Geneva Infant Feeding Association
- International Code of Marketing of Breastmilk Substitutes
Joo Kean Yeong, International Code Documentation Centre, Penang
- Discussion

16.30 - 17.00 Coffee Break



PROGRAMME

17.00 - 18.00

The way forward: launching of the declaration

Moderator: Miriam Labbok*, UNICEF

- Adriano Cattaneo - Italy
- Felicity Savage - CICH
- Declaration reading and signing

Closing remarks

- Regional Authority of Tuscany
- International organizers

* 1990 Innocenti Declaration participants

1990-2005

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GENERAL INFORMATION

Congress Venue:

The congress will take place at Convitto della Calza, Piazza della Calza 6, Florence, Italy, from November 21st to November 22nd 2005.

Opening Hours of the registration desk:

Monday, November 21st : 8.00 am - 6.30 pm

Tuesday, November 22nd : 8.30 am - 7.00 pm

Official Languages:

The official languages of the congress are English and Italian. Simultaneous translation into and from English and Italian will be provided during all the scientific sessions.

Registration:

Participation fee is free of charge and includes: access to congress area, congress programme, congress bag, coffee breaks and lunches.

Speakers:

Speakers are kindly requested to bring their presentation data on a CD-R, floppy disk, or USB key (Windows format only). Power Point projection is available. Equipment for projection of slides or transparencies is not available.

It is advised that all speakers use the computer provided in the conference room to avoid problems of comparability and save the time for installation. File preview can be made before start of each session.



Badges:

Participants are kindly requested to wear their badge during all Congress activities. Only participants wearing the congress badge are allowed to the scientific sessions.

Coffee breaks and lunches:

Standing lunch buffet and coffee breaks will be available for all congress participants.

Organizing Secretariat:

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