

## ICDC Director Annelies Allain speaks at ENAM

The **Encontro Nacional de Aleitamento Materno (ENAM)** or National Breastfeeding Encounter, in Brazil, is held every two years and brings together breastfeeding advocates and Code activists from all over the country. This 13<sup>th</sup> ENAM was held in Manaus, the [capital city](#) of the state of [Amazonas](#) in [northern Brazil](#). With a population of two million, it is the biggest city in the [Amazon rainforest](#).

Both **Annelies** and her husband, **Jean-Pierre Allain**, the ICDC Consultant for Spanish, French and Portuguese-speaking countries, were invited as guest speakers at this prestigious event, held from 24 to 28 November 2014.

Annelies gave a keynote speech on "**The role of IBFAN in United Nations resolutions on infant and young child feeding: How we achieved the recommendation of six months exclusive breastfeeding and other resolutions**". She also made a presentation on "**Conflict of interests in fundraising**".

Jean-Pierre gave a lecture on "**Industry influence on health professionals' decisions**", based on his long experience as a volunteer with IBFAN and on his many years of work as conference organizer and conference interpreter, during which he has observed at close hand the tremendous influence industry has on the shaping of conference programs and on professionals who attend these conferences.

This ENAM attracted some 2,000 participants: health workers, academics, social scientists, activists, educators and civil servants. It was a large gathering with many side events. That is also due to the fact that Brazil is a huge country and has been one of the strongest supporters of the International Code of Marketing of Breastmilk Substitutes and the Baby Friendly Hospital Initiative.

Brazil is composed of 26 States and has a population of roughly 210,000,000 people. The Brazilian National Breastfeeding Program, launched in 1981, is remarkable for its broad scope, including activities aimed at **protecting** (employment legislation, control of marketing of breastmilk substitutes), **promoting** (use of the media, professional training), and **supporting** breastfeeding (mothers' groups, information material, and direct counselling).

Brazil was the first country using **social marketing** to increase breastfeeding rates and duration and it has been very successful. IBFAN Brazil monitors company behaviour every year and holds violators to account.

During the closing ceremony, Annelies was surprised with a resounding international tribute to her 35 years of service to the IBFAN cause. See: (<https://www.youtube.com/watch?v=hBMKukHJqLo>)

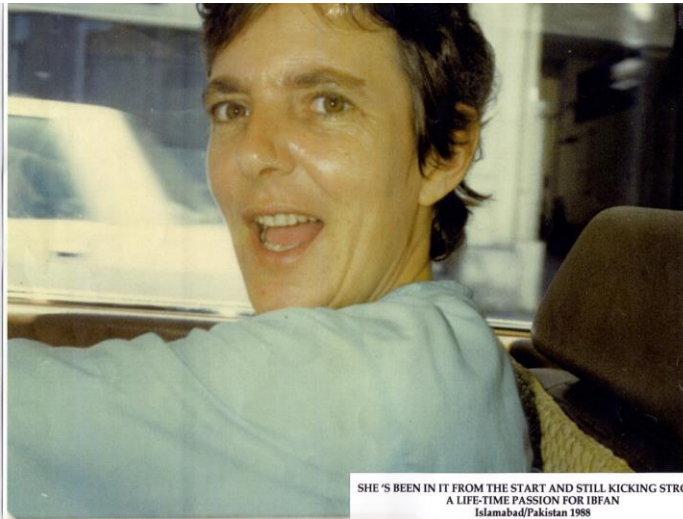
November 2014



*Some 2000 participants [from all over Brazil] filled the Manaus Convention Centre for the opening of ENAM.*



*A full set of ICDC's monitoring results by country, Look What They're Doing was pasted on a board at the IBFAN exhibition. Here Marina Rea [and Jean-Pierre] has a closer look.*



SHE 'S BEEN IN IT FROM THE START AND STILL KICKING STRON  
A LIFE-TIME PASSION FOR IBFAN  
Islamabad/Pakistan 1988



*From black to grey? The tribute paid to Annelies showed many pictures among the messages from all over the world.*