



Schweizerische Stiftung zur Förderung des Stillens
Fondazione svizzera per la Promozione dell'Allattamento al seno
Fondation suisse pour la Promotion de l'Allaitement maternel

ANNUAL REPORT 2005



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1. Background

The Purpose of the Foundation

The Schweizerische Stiftung zur Förderung des Stillens (hereafter «Swiss Foundation for the Promotion of Breastfeeding») was founded on July 10, 2000. The Foundation aims to promote breastfeeding in Switzerland mainly by providing the population with information which is free from company or product bias and also by supporting certain specific non-commercial projects. As an important aspect of the promotion of public health, breastfeeding promotion also aims to help socially disadvantaged children get a good start in life (Charter, Statutes, Article 2 Purpose; July 10, 2000).

The Foundation continues the activities which the UNICEF Working Group for the Promotion of Breastfeeding has carried out since 1992 and strengthens them through interdisciplinary collaboration.

Through the creation of the Foundation, the protection and promotion of breastfeeding in Switzerland were firmly integrated into existing national institutions. The Foundation's creation followed a WHO recommendation advising governments to introduce national breastfeeding commissions and to integrate the promotion of breastfeeding into their national health promotion programmes.

The Promotion of Breastfeeding as an Aspect of Medium and Long-term Health Promotion

The promotion of breastfeeding is an indispensable aspect of medium and long-term health promotion.

The health benefits of breastfeeding are undisputed: breast milk is the best nutrition for the infant. Exclusive breastfeeding during the first six months and continued breastfeeding together with appropriate and safe complementary food until the second year of life can help prevent numerous mid- and long-term diseases. Breastfeeding also enhances the physical and psychological development of the child. Studies have shown that extended breastfeeding can reduce health expenditure significantly.



In 1994, some 92 percent of infants in Switzerland were breastfed at least once. After six months 46 percent of infants were still breastfed (11 percent of them fully)¹. A follow-up study² carried out in 2003 revealed that 94 percent of all infants were breastfed at least once and some 62 percent of infants were still breastfed six months after birth (24 percent of them fully). The same study demonstrated that those babies who were born in maternity facilities that were certified by the Foundation and strictly adhered to the standards of the Baby-Friendly Hospital Initiative were breastfed significantly longer. These results show the positive impacts of the Foundation's endeavours in particular as well of the promotion of breastfeeding in general. In international comparison, Switzerland shows very good results. However, the present breastfeeding figures demonstrate that objectives are not yet achieved. The World Health Organisation WHO, the Federal Office of Public Health FOPH, and the Schweizerische Gesellschaft für Pädiatrie (hereafter "Swiss Association for Paediatrics") recommend exclusive breastfeeding for the first six months, with introduction of age-specific complementary food thereafter and continued breastfeeding well into the second year.

¹ Conzelmann C. (1995): Stillhäufigkeit und Stilldauer in der Schweiz 1994. (Frequency and duration of breastfeeding in Switzerland 1994), Basel Institute for Social and Preventive Medicine at the University of Basel.

² Sonja Merten, Julia Dratva, Ursula Ackermann-Liebrich: Säuglingsernährung in den ersten neun Lebensmonaten – nationale Studie (Swiss Study on Infant Nutrition during the first nine Months of Life, 2003) in: Eichholzer M., Camenzind-Frey E., Matzke A., Amadò R., Ballmer PE., et al. (eds): 5th Swiss Nutrition Report, Berne: Swiss Federal Office of Public Health, 2005, p. 109–124.



2. Objectives until December 2008

The Foundation aims at achieving the following objectives by December 2008:

- Objective 1** Breastfeeding is a humanitarian issue and a basic right, it is therefore regarded as a fundamental right of the child. The Foundation promotes breastfeeding on national level and works towards alleviating unequal opportunities of people from different socio-economic and cultural-linguistic backgrounds.
- Objective 2** The general population sees breastfeeding as the normal way of feeding a baby. Breastfeeding is considered natural and desirable for mother and child alike. Breastfeeding is an integral part of all aspects of everyday life. This attitude is also reflected in the implementation of the labour act and the income replacement scheme.
- Objective 3** By the end of 2008, 95 percent of pregnant women and 80 percent of future fathers are aware of the advantages of breastfeeding and the ideal duration of lactation. 40 percent of all babies born in Switzerland are exclusively breastfed for at least six months.
- Objective 4** 95 percent of breastfeeding mothers know who to approach in case of breastfeeding difficulties and appropriate counselling centres are established.
- Objective 5** By the end of 2008, 70 percent of babies are born in baby-friendly maternity facilities and 50 percent of Swiss maternity facilities are certified as baby-friendly. Ill and premature newborns on neonatal wards receive baby-friendly treatment and care.
- Objective 6** Health care professionals in out-patient clinics and hospitals caring for pregnant and lactating women (in particular labour and delivery ward personnel, nursing staff, physicians, midwives, lactation consultants, nurses specialised in counselling mothers, nutrition consultants, physicians' assistants, trained staff in pharmacies and chemists) as well as professional insurance company and medical call centre staff know the advantages of breastfeeding and the ideal duration of lactation and are aware of the importance of high-quality breastfeeding management.
- Objective 7** The marketing of infant formula and other products that might have a negative influence on breastfeeding and the duration of lactation is monitored and corrected if necessary.
- Objective 8** The Foundation evaluates its organisational structures and secures funds to allow optimal promotion of breastfeeding on national level.



3. Priorities in 2005

On the basis of the objectives envisaged for the period until 2008, an annual plan containing appropriate activities was elaborated for 2005. During the current reporting period the following key objectives were attained:

Foundation Office

The Foundation office takes care of the following tasks: Collaboration with the various groups that make up the Foundation, collaboration with national and international organisations, coordination and quality assurance of the Baby-Friendly Hospital Initiative, monitoring the marketing of infant formula, project management related to the promotion of breastfeeding, public relation and media work, participation in national and international conferences, managing the Foundation office, financial management, and fundraising.

The office was headed by Eva Bruhin until summer 2005. Subsequently Anne Endrizzi held this position on an interim basis with Tsering Shelkar providing secretarial support. Eva Bruhin's departure was very much regretted. During her time as head of the Foundation, Eva Bruhin has consolidated the Foundation Office and has set up an extensive network of professionals and lobbyists. The Board of Trustees would like to thank her very much for her excellent work.

UNICEF initiative: Baby-Friendly Hospital Initiative

Promoting breastfeeding during the first days after delivery is a crucial step in ensuring that a baby will be successfully and exclusively breastfed over several months.

In 1992, the World Health Organisation WHO and the United Nations Children's Fund UNICEF started a campaign for the promotion of breastfeeding. This campaign was launched under the name «Baby-Friendly Hospital Initiative - BFHI» in industrialised and developing countries alike. By elaborating the *Ten Steps to successful Breastfeeding*, the initiative established important breastfeeding guidelines. Strict adherence to these guidelines is monitored and may qualify the hospital to receive UNICEF certification as a «Baby-Friendly Hospital».

On behalf of the Swiss Committee for UNICEF (hereafter «UNICEF Switzerland»), the Swiss Foundation for the Promotion of Breastfeeding is in charge of planning and implementing the quality assurance for UNICEF BFH certifications. UNICEF Switzerland started implementing the initiative in Switzerland in 1993.



The quality assurance process includes the following phases:

- Monitoring the implementation of the *Ten Steps to successful Breastfeeding*, developed by WHO and UNICEF as a prerequisite for receiving BFH certification, based on scrutiny of the institution's self-assessment and analysis of statistical data on newborn babies;
- On-site evaluation by BFHI experts (record reviews, interviews with health professionals and mothers, observations, analysis of breastfeeding statistics) and drawing up of an evaluation report for the UNICEF Evaluation Commission;
- Decision by the UNICEF Evaluation Commission on whether the hospital merits certification as «Baby-Friendly Hospital»;
- Awarding the UNICEF certification «Baby-Friendly Hospital»;
- Updating the breastfeeding statistics, gathering data on all infants born in the certified hospital;
- Reevaluation after 4 to 6 years.

Appraisal, reevaluation and statistical data are important measures to guarantee a sustained high level of quality. Consequently, the BFHI applies two complementary forms of quality control:

a. On-site quality assessment through evaluations

In 2005, some 44 500 babies were born in one of Switzerland's baby-friendly maternity facilities. This figure represents 59.7 percent of all babies born in the country. As of December 2005 a total of 58 hospitals and two birthing centres representing 47 percent of Switzerland's maternity facilities were awarded certification.

During the reporting period five maternity facilities were evaluated for the first time, five were reevaluated, and one underwent mid-term evaluation.

The following hospitals and birthing centres received first-time certification:

Burgdorf	Regionalspital Emmental
Delémont	Hôpital du Jura
Givisiez	Maison de Naissance Le Petit Prince
Liestal	Kantonsspital Liestal
Lugano	Ospedale Regionale di Lugano

The following clinics and birthing centres passed reevaluation/mid-term evaluation successfully:

Fribourg	Clinique Ste-Anne
Fribourg	Hôpital cantonal
Luzern	Kantonsspital
Männedorf	Kreisspital Männedorf



Zug
Visp

Kantonsspital
Oberwalliser Spitalzentrum

However, due to the closing of the gynaecology/maternity clinics of the hospitals in Altstätten and in Wattwil, and to the closing of the district hospital in Belp the overall number of baby-friendly maternity facilities dropped by three.

Survey on quality assessment procedures of the Baby-Friendly Hospital Initiative

In April 2005, the Institute for Policy Studies *Interface* presented its final report on a survey mandated by UNICEF. The survey intended to analyse strengths and weaknesses of BFHI quality assessment procedures and to determine reasons why hospitals manifest lower interest in obtaining certification.

The survey highlights which aspects of the certification process need to be ameliorated and how the experience acquired can be used to improve the processes.

In a second step in 2006, the survey results will be used to elaborate measures in order to guarantee long-term success of the Baby-Friendly Hospital Initiative in Switzerland.

b. Continuous quality assessment through monitoring of breastfeeding practices

Hospitals which received UNICEF certification compile statistical data on the nutrition of infants born on their premises. These data are gathered to ensure continuous quality assurance monitoring.

The Institute for Social and Preventive Medicine at the University of Basel (ISPM Basel) analyses the data for each individual hospital as well as for the country as a whole. The nation-wide results give very good insight into the situation at baby-friendly maternity facilities in Switzerland and provide a basis for comparison (benchmarking). The results are very positive and the particularly sensitive indicator of exclusive breastfeeding lies now well above 50 percent. As in 2004, the percentage of babies who were able to benefit from uninterrupted rooming-in has significantly risen again. Furthermore, there was a higher number of infants who were not subjected to any artificial breastfeeding aids. The report *Monitoring der Stillfreundlichkeit 2004* can be ordered in French and German from the secretary of the Swiss Foundation for the Promotion of Breastfeeding.

Code for Monitoring the Marketing of Infant Formula

Ensuring that mothers are able to breastfeed successfully requires keeping a sharp eye on infant formula manufacturers and their advertising.

In 1981, the World Health Organisation WHO adopted the *International Code of Marketing of Breast-milk Substitutes*. The International Code recommends that Member States take certain specific measures to achieve the following objectives (Article 1):



- safe and adequate nutrition for infants;
- protection and promotion of breastfeeding;
- proper use of breast-milk substitutes based on adequate information and through appropriate marketing and distribution.

For this purpose the Swiss producers of infant formula in connection with the Swiss Federal Office of Public Health, the Swiss Association for Paediatrics, and the FMH Swiss Medical Association signed the voluntary national *Verhaltenskodex der Hersteller von Muttermilch-Ersatzpräparaten* (hereafter *Producers' Code of Marketing Infant Formula*) in 1982. In 1995, a revised version of this Code was adopted. The revised text stipulates important provisions such as the prohibition of giving free samples to hospitals and the producers' obligation to apply the principles of the Code to downstream marketing agencies, i.e. to sensitise retailers as to the Code's aims and principles. The unsolicited distribution of free samples is prohibited. Only professional journals are permitted to advertise for infant formula for newborns. Any advertisement has to mention that breastfeeding is the best nutrition for infants.

The Foundation is a member of the Codex Panel – a commission of five representatives of the manufacturers and five representatives of the Foundation – which monitors compliance with the Code. Adherence to the Code is a prerequisite for the UNICEF "Baby-Friendly Hospital" certification and as such regularly monitored.

The following manufacturers have agreed to abide by the Code: Nestlé Suisse SA, Milupa SA, Hero Lenzburg, Hipp GmbH & Co. Vertrieb AG, Holle Baby Food GmbH and Hochdorf Nutritec AG/Hochdorf Nutrifood AG.

Unfortunately negotiations between the Foundation and Bimbosan AG have not yet been concluded. The company still does not respect the Code. The Foundation continues to be open for further discussions.

Public relations

The Foundation's public relations work covers various activities for the promotion of breastfeeding. The Foundation had a stall at three national conferences and visited one conference abroad. The Foundation's website is regularly updated.

July/September	World Breastfeeding Week 2005 (see below)
December, 5th	Publication of survey by J. Dratva, S. Merten and U. Ackermann-Liebrich in the 5th Swiss Nutrition Report 2005

Whenever a maternity facility receives its initial certification and in some cases of confirmed certification, the Foundation and the Baby-Friendly Hospital Initiative are mentioned in the regional press. Altogether the Foundation and its activities were mentioned 37 times in the press.



Sein ou cuillère?

allaiter: plaisir & santé

Plus longtemps et avec plus de plaisir – en parfaite santé – grâce à l’allaitement maternel. Le sein et la cuillère ne s’excluent pas : après six mois, le bébé peut goûter aux aliments complémentaires sans renoncer au sein, et ce de préférence à table et en famille.



Fondation suisse pour la Promotion de l’Allaitement maternel

www.allaiter.ch

Post card Breastfeeding Week 2005: Breast or spoon? Breastfeeding: relishing and healthy



a. World Breastfeeding Week 2005

Calendar week 40 is designated as World Breastfeeding Week. During this week various activities for the promotion of breastfeeding take place all over the world.

The motto for 2005 was "Breast or spoon?" The Foundation was in charge of coordinating the activities and it received support by the following organisations: Schweizerischer Hebammenverband (hereafter «Swiss Federation of Midwives»), Berufsverband Schweizerischer Stillberaterinnen IBCLC (hereafter «Professional Association of Swiss Lactation Consultants IBCLC»), Schweizerischer Verband der Mütterberaterinnen (hereafter «Swiss Association of Nurses specialised in counselling mothers»), La Leche League Switzerland and gynécologie suisse. Posters and cards were made available for use in local activities, and a Press release was distributed to the national media. World Breastfeeding Week was sponsored by CSS Insurance, Medela and Health Promotion Switzerland.

b. Information material about breastfeeding

The Foundation office publishes and distributes the **brochure *Breastfeeding – a Gift for Life***. The brochure is very popular, and in 2005 some 55 000 copies were ordered directly from the Foundation. It can also be ordered from the health insurance companies Concordia, CSS, and Helsana. Some 75 000 infants were born in Switzerland during the reporting period.

F. Egli and K. Frischknecht's **brochure for parents of premature and ill newborns *Geborgenheit, Liebe und Muttermilch (Care, love and breast-milk)*** was also mailed. The feedback was very positive. The average number of brochures required per year is 1100.

In 2005, the first phase of the project "Information material for migrants and women of low-level or no literacy" was implemented and the ***Ten Steps to Successful Breastfeeding*** are now available in **38 languages**.

Albanian	English	Indonesian	Slovenian
Arabic	Estonian	Italian	Somali
Armenian	Farsi (Persian)	Japanese	Spanish
Azeri (Azerbaijan)	Finnish	Korean	Tamil
Bosnian	French	Kurdish (Sorani)	Thai
Bulgarian	Georgian	Macedonian	Turkish
Croatian	German	Polish	Urdu
Czech	Hindi	Portuguese	Vietnamese
Danish	Hungarian	Russian	
Dutch	Icelandic	Serbian	



The *Ten Steps* had to be translated into some languages, already existing versions in foreign languages were obtained from the respective countries. The 38 versions can be downloaded from www.allaiter.ch/de/service/downloads.html or ordered from stiftungstillen@bluewin.ch. Baby-friendly maternity facilities and facilities which are in the process of being certified were informed about the availability of copies in various languages.



The breastfeeding brochures can be ordered from: <http://www.allaiter.ch/de/wbw/booklet.html>



4. Organisational Structure

Board of Trustees and Executive Committee

The Board of Trustees is composed by representatives of the founders. It is headed by Dr. phil Ruth Lüthi, member of government of the Canton of Fribourg.

The Board of Trustees met twice during the reporting period. Among other tasks, it adopted the financial statements and the annual report 2004 as well as the budget and annual objectives for 2005.

The Executive Committee of the Board of Trustees accompanies and supervises the implementation of its decision by the management. Due to the need to identify a new manager and to find an interim solution for the transition period the Executive Committee took on a large number of additional charges. Special words of thanks go to Mrs. Ursula Zybach for her dedicated commitment.

Advisory Council

The Advisory Council met once. It was chaired by Prof. Dr. med. Renate Huch, University Hospital Zurich.

The Advisory Council ensures the professional implementation of the Foundation's objectives. For this purpose it provides technical advice to the Board of Trustees, the Executive Committee, and the Foundation offices.

Amongst other tasks the Advisory Council has initiated an event to be held at the annual conference of gynécologie suisse in Interlaken in June 2006 which will be attended by reputed experts on breastfeeding.

Codex Panel

The Codex Panel met twice. It focused on the continuous monitoring of advertising and marketing practices, introductory discounts in retailing, age information on infant and follow-on formula within EU-countries, and the pending situation with Bimbosan AG.



UNICEF Evaluation Commission

The Evaluation Commission met three times and concluded the assessment of a total of 11 evaluations and reevaluations of birthing facilities.

It also discussed possibilities of how to improve breastfeeding statistics. These discussions were based on the latest results of a survey among critical hospitals and individuals.

BFHI Experts

Two meetings with team leaders in German-speaking Switzerland and two meetings with team leaders in Italian-speaking Switzerland were held. In 2005 eleven teams consisting of two to three experts each were involved in BFHI evaluations. This activity is of utmost importance for the Foundation.



5. 2005 Financial Statements

2005 Balance Sheet and Income Statement

Balance Sheet 31.12.2005

Assets	Current assets	371'263.30
	Fixed assets	0.00
Liabilities	Debt	212'227.60
	Capital	159'035.70

Budget and Income Statement 31.12.2005

Income	Budget	Actual
Contributions	174'800.00	147'902.00
BFHI	64'800.00	59'826.90
Monitoring Breastfeeding	42'500.00	43'396.20
Projects	144'000.00	57'179.45
Income reducing lump-sum tax deduction		-8262.05
Financial Income	1'500.00	497.50
	427'600.00	300'540.00
Expenses		
BFHI	106'777.00	50'472.75
Monitoring Breastfeeding	56'400.00	27'361.05
Projects	56'250.00	31'616.75
Personnel Expense	151'710.00	126'001.85
Operating Costs	57'340.00	38'881.55
Foundation Groups	21'100.00	18'612.45
	499'577.00	292'946.40
Surplus 2005	-21'977.00	7'593.40



Auditor's Report

The auditing of the annual financial statements 2005 was carried out by KBT Treuhand AG, Zurich. The auditors recommend the adaptation of the financial statements 2005 by the Board of Trustees.

Financial Support

In the course of this reporting period the Foundation received financial support in the form of operating funds or project financing from the following organisations and companies:

Health Promotion Switzerland

Federal Office of Public Health

Canton Appenzell AR, Gesundheitsdirektion (Health Directorate)

Canton Basel Landschaft, Gesundheitsdirektion (Health Directorate)

Canton Fribourg, Direction de la santé publique et des affaires sociales (Directorate of Health and Social Affairs)

Canton Geneva, Département de l'action sociale et de la santé (Department of Social Work and Health)

Canton Glarus, Sanitäts- und Fürsorgedirektion (Directorate of Health and Social Affairs)

Canton Jura, Département de la Santé, des Affaires sociales et de la Police (Department of Health, Social Affairs and Police)

Canton Schaffhausen, Departement des Innern (Department of Interior Affairs)

Canton Solothurn, Departement des Innern (Department of Interior Affairs)

Canton Thurgau, Departement für Finanzen und Soziales (Department for Finance and Social Affairs)

Canton Ticino, Dipartimento della sanità e della socialità (Department of Health and Social Affairs)

Canton Zurich, Gesundheitsdirektion (Directorate of Health)

Professional Association of Swiss Lactation Consultants IBCLC

La Leche League Switzerland

gynécologie suisse

Schweizerischer Hebammenverband (Swiss Federation of Midwives)

Swiss Association of Nurses specialised in counselling Mothers

Swiss Committee for UNICEF

Swiss Red Cross

SWISSLOS Interkantonale Landeslotterie (Intercantonal lottery)

FMH Swiss Medical Association

Vereinigung Schweizerischer Hersteller von Diät- und Spezialnahrung (Association of Swiss Manufacturers of Diet food and Nutritional Supplements)

CSS Insurance

GABA Schweiz AG

Johnson & Johnson

Medela

Swiss Foundation for the Promotion of Breastfeeding
Fondation suisse pour la Promotion de l'Allaitement maternel
Fondazione svizzera per la Promozione dell'Allattamento al seno



6. Outlook for the Future

In 2006, the Foundation will continue to evaluate hospitals for UNICEF «Baby-Friendly» certification. The Foundation intends to carry out two first-time evaluations and eleven reevaluations.

The evaluation of the Baby-friendly Hospital Initiative requested by UNICEF Switzerland enters into its second phase. It is intended to further develop and professionalize the BFHI by using the results and insights obtained in the 2005 survey. The evaluation processes as well as the monitoring of breastfeeding practices are continually improved. Efforts are made to identify how the process might be facilitated in order to simplify the hospitals' task of keeping statistics.

It is intended to interest further hospitals in joining the initiative.

The project «Information material for migrants» which was elaborated and financed in 2004 will be finalised in 2006.

For World Breastfeeding Week 2006, the Foundation plans to develop information material for local activities as well as a press kit.

A conference and an appraisal of achievements of breastfeeding promotion in Switzerland will be organised and implemented. These activities will include a media conference and a press kit.

The Foundation will organise information stalls in two national conferences. In order to maximise the benefits of experience and projects, the Foundation places great emphasis on international cooperation and therefore seeks exchange with lactation experts abroad.

The website is continuously updated and extended.

Breastfeeding brochure:

In 2006, the German, French, and Italian versions of the brochure *Breastfeeding – a gift for life* will be reprinted. The brochure will be translated into three additional languages (English, Spanish, Serbo-Croatian) and published.





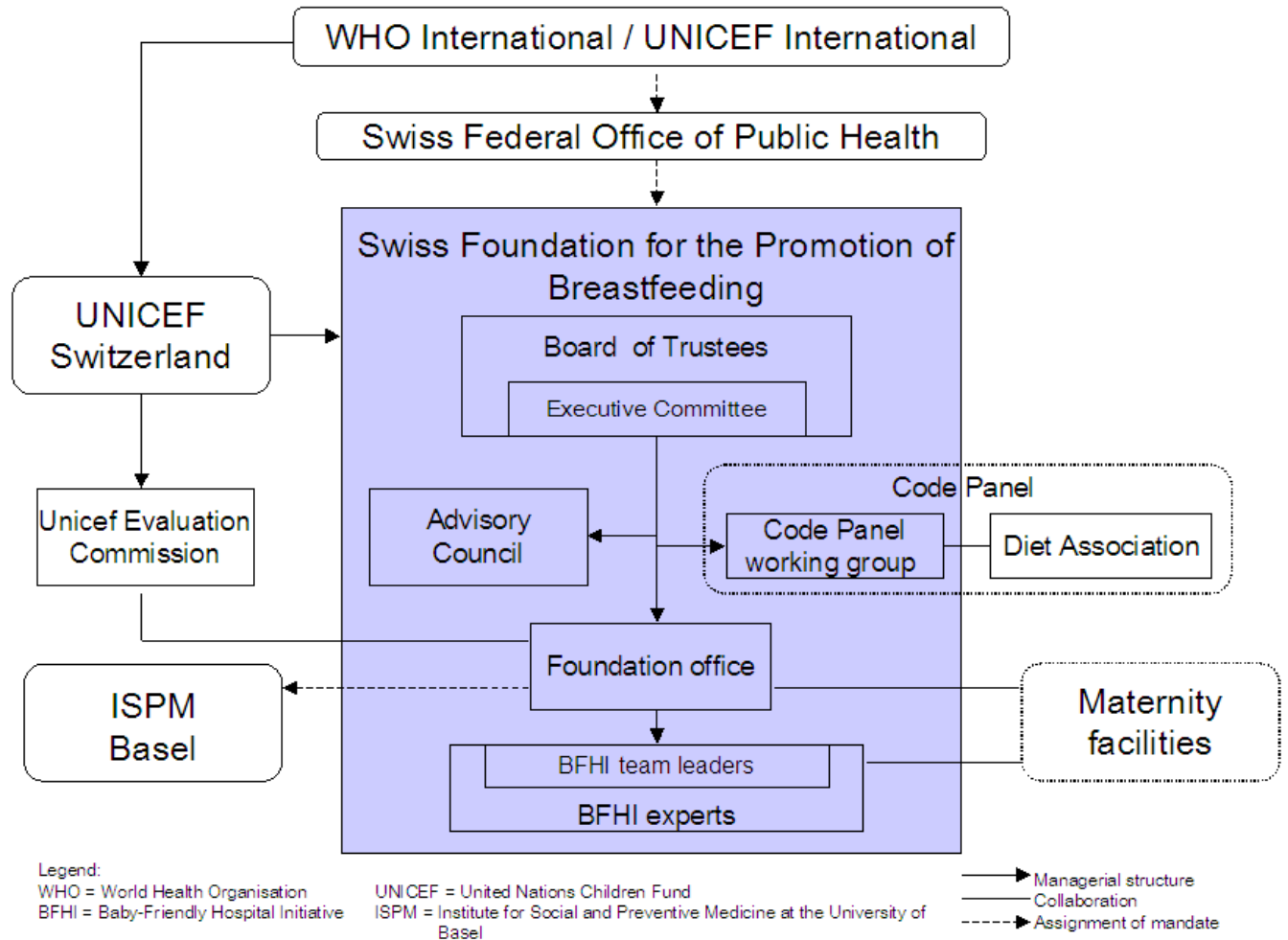


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Appendix I Organisational Structure



Swiss Foundation for the Promotion of Breastfeeding
 Fondation suisse pour la Promotion de l'Allaitement maternel
 Fondazione svizzera per la Promozione dell'Allattamento al seno



Appendix II Groups within the Foundation and their Members

Founders

Swiss Committee for UNICEF (UNICEF Switzerland)
Federal Office of Public Health – FOPH
Swiss Red Cross
CONCORDIA
CSS Insurance
Helsana Insurance AG
Professional Association of Swiss Lactation Consultants IBCLC
La Leche League Switzerland
Schweizer Berufsverband der Pflegefachfrauen und Pflegefachmänner – SBK (Swiss Professional Association of Nursing experts)
Schweizerische Gesellschaft für Gynäkologie und Geburtshilfe – SGGG (gynécologie suisse)
Schweizerische Gesellschaft für Prävention und Gesundheitswesen – SGPG (Swiss Society for Public Health)
Swiss Federation of Midwives
Schweizerischer Verband diplomierter ErnährungsberaterInnen – SVDE (Swiss Association of Professional Nutrition Consultants)
FMH Swiss Medical Association

The foundation's creation was supported by the Swiss Association for Paediatrics as well as by the Swiss Association of Nurses specialised in counselling Mothers) a speciality group of the Swiss Professional Association of Nursing experts.



Board of Trustees

Chairperson

*Dr. phil. Ruth Lüthi, Head of Directorate for Health and Social Welfare,
Canton Fribourg

Members

Prof. Dr. med. Kurt Baerlocher	Swiss Association for Paediatrics
Rita Bieri	Swiss Association of Nurses specialised in counselling Mothers
Dr. med. Cornelia Conzelmann	Public Health Switzerland
Silvia Honigmann	Swiss Association of Professional Nutrition Consultants
Prof. Dr. med. Renate Huch	Department for perinatal-physiological Research, Clinic of Obstetrics, University Zurich
Verena Marchand	Professional Association of Swiss Lactation Consultants IBCLC
Silvia Marwik	La Leche League Switzerland
Heidi Hess	CSS Insurance
Kathrin Reinli	Helsana Insurance AG
Dr. med. Elisabeth Saurenmann	gynécologie suisse
Nicole Sid'Amar	Swiss Federation of Midwives
Dr. med. Ursula Steiner-König	FMH Swiss Medical Association
Beatrice Wespi	CONCORDIA
*Wolfgang Wörnhard	Swiss Committee for UNICEF (UNICEF Switzerland)
Prof. Dr. med. Thomas Zeltner	Federal Office of Public Health – FOPH
*Ursula Zybach	ad personam

* Member of Executive Committee



Foundation Office

lic. phil. Eva Bruhin MPH
Anne Endrizzi
Tsering Shelkar

Manager until summer 2005
Interim manager as of summer 2005
Secretary



Advisory Council

Chairperson

Prof. Dr. med. Renate Huch Department for perinatal-physiological Research, Clinic of Obstetrics, University Zurich

Members

Prof. Dr. med. Ursula Ackermann-Liebrich Institute for Social and Preventive Medicine at the University of Basel

Prof. Dr. med. Kurt Baerlocher Swiss Association for Paediatrics

Eva Bruhin (until summer 2005) Swiss Foundation for the Promotion of Breastfeeding

Anne Endrizzi (as of summer 2005) Swiss Foundation for the Promotion of Breastfeeding

Martine Fuhrer-Rey Swiss Federation of Midwives

Silvia Honigmann Swiss Association of Professional Nutrition Consultants

Verena Marchand Professional Association of Swiss Lactation Consultants IBCLC

Silvia Marwik La Leche League Switzerland

*Heidi Hess CSS Insurance

*Kathrin Reinli Helsana Insurance AG

Dr. med. Elisabeth Saurenmann gynécologie suisse

Anna Sutter Federal Office of Public Health – FOPH

*Beatrice Wespi CONCORDIA

*on request



UNICEF Evaluation Commission

President

Prof. Dr. med. Kurt Baerlocher Swiss Association for Paediatrics

Members

Ruth Brauen Swiss Federation of Midwives

Dr. med. Cornelia Conzelmann Swiss Committee for UNICEF (UNICEF Switzerland)

Verena Marchand Professional Association of Swiss Lactation Consultants
IBCLC

Elsbeth Müller Swiss Committee for UNICEF (UNICEF Switzerland)

Christina Spiri La Leche League Switzerland

Corinne Wyss Passed away after severe illness on February 28, 2006,
Institute of Social and Preventive Medicine at the
University of Basel (ISPM Basel)



BFHI Experts

Natacha Argilli	Midwife, La Sagne
Elke Atzbacher-Dietrich	Lactation consultant IBCLC, Schaffhausen
Brigitte Benkert	PR consultant/Speaker (DPRG), Lactation consultant IBCLC, Suhr
Nathalie Blinet	Midwife, Lactation consultant IBCLC, Divonne-les-Bains, France
Regula Bucher	Midwife, Berne
*Fabienne Coquillat	Midwife, Cormondrèche
Irmtraut Fäth	Nurse AKP, Lactation consultant IBCLC, Zurich
Kathryn Granges	Midwife, lactation consultant IBCLC, Chésereux
*Christa Herzog-Isler	Nurse KWS, adult educator, lactation consultant IBCLC, Lucerne
*Silvia Honigmann	Nutrition consultant, lactation consultant IBCLC, Basel
Silvia Keel	Nurse, lactation consultant IBCLC, St. Gall
Vera Kuhn-Staub	Nurse KWS, lactation consultant IBCLC, Emmenbrücke
Ruth Kunz-Zweifel	Nurse KWS, lactation consultant IBCLC, Wohlen
Sonja Maag-Wyss	Nurse KWS, lactation consultant IBCLC, Wolfwil
*Verena Marchand	Teacher, adult educator, lactation consultant IBCLC, Berne

*Team leader



*Corinne Meyer	Midwife, Vulliens
* Edith Müller-Vettiger	Nurse AKP, lactation consultant IBCLC, Richterswil
Christine Soulié	Midwife, lactation consultant IBCLC, Corsier
*Antoinette Thalmann	Nurse AKP, lactation consultant IBCLC, Richterswil
*Johanna Thomann Lemann	Teacher, adult educator, lactation consultant IBCLC, Berne
Karin Waldvogel-Höhener	Midwife, Hütten

*Team leader



Codex Panel

Representatives of the Swiss Foundation for the Promotion of Breastfeeding

Prof. Dr. med. Kurt Baerlocher	Swiss Association for Paediatrics
Eva Bruhin (until June 2005)	Swiss Foundation for the Promotion of Breastfeeding
Anne Endrizzi (as of June 2005)	Swiss Foundation for the Promotion of Breastfeeding
Lucia Mikeler Knaack (until November 2005)	Swiss Federation of Midwives
Clara Bucher (as of November 2005)	Swiss Federation of Midwives
Johanna Thomann Lemann	Professional Association of Swiss Lactation Consultants IBCLC
Wolfgang Wörnhard	Swiss Committee for UNICEF (UNICEF Switzerland)

Representatives of the Vereinigung Schweizerischer Hersteller von Diät- und Spezialnahrungen – Vereinigung Diät (Association of Swiss Manufacturers of Diet food and Nutritional Supplements – Diet Association)

Beat Hodler, Counsel	Diet Association
Alexander Maier	Hipp GmbH & Co., Vertrieb AG
Ulrich Preysch (until November 2005)	Nestlé Suisse SA
Karin Rexeisen (as of November 2005)	Nestlé Suisse SA
Caroline Villiger/ Norma Valentineti	Hero Lenzburg
Christophe Wadel/ Victoria Hani	Milupa SA



Working group World Breastfeeding Week 2005

Coordination

Eva Bruhin

Swiss Foundation for the Promotion of Breastfeeding

Members

Rita Bieri

Swiss Association of Nurses specialised in counselling Mothers

Yolanda Feld

La Leche League Switzerland

Ruth Kunz-Zweifel

Professional Association of Swiss Lactation Consultants
IBCLC

Dr. med. Elisabeth Saurenmann

gynécologie suisse

Hannah Küffer Ackermann

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Appendix III List of Hospitals with UNICEF «Baby-Friendly Hospital» certification

In line with the Baby-Friendly Hospital Initiative launched by WHO and UNICEF and in accordance with international criteria, the following 58 hospitals and clinics and two birthing centres were designed «Baby-Friendly» as of December 31, 2005. More than 44 500 children, i.e. 59.7 percent of all newborns in Switzerland, are born every year in these 60 maternity facilities.

AG	Aarau, Hirslanden Klinik	FR	Fribourg, Clinique Sainte Anne
	Baden, Kantonsspital		Fribourg, Hôpital Cantonal Maternité
	Rothrist, Klinik Villa im Park		Fribourg, Hôpital Daler
AR	Heiden, Kantonales Spital		Givisiez, Maison de Naissance Le Petit Prince
	Herisau, Kantonales Spital		
BE	Bern, Inselspital Universitäts- Frauenklinik	GE	Genève, Hôpitaux universitaires de Genève HUG
	Bern, Salem-Spital		Meyrin, Hôpital de la Tour
	Bern, Sonnenhof-Klinik Engeried	GL	Glarus, Kantonsspital
	Biel, Privatklinik Linde	JU	Delémont, Hôpital régional
	Biel, Spitalzentrum Biel	LU	Luzern, Kantonsspital Frauenklinik
	Burgdorf, Regionalspital Emmental		Luzern, Klinik St. Anna
	Frutigen, Spital Frutigen	NE	La Chaux-de-Fonds, Hôpital de la Chaux-de-Fonds
	Riggisberg, Bezirksspital		
	Thun, Spital Thun Simmental AG	SG	Grabs, Spital Grabs
BL	Arlesheim, Ita Wegman Klinik		St. Gallen, Kantonsspital St. Gallen
	Liestal, Kantonsspital		Wil, Geburtshilfliche Klinik
BS	Basel, Universitätsfrauenklinik	SH	Schaffhausen, Kantonsspital



SO	Solothurn, Bürgerspital	ZG	Cham, Andreasklinik
	Solothurn, Privatklinik Obach		Zug, Zuger Kantonsspital
SZ	Schwyz, Spital Schwyz	ZH	Affoltern am Albis, Bezirksspital
TG	Frauenfeld, Kantonsspital		Horgen, Spital Zimmerberg
	Münsterlingen, Kantonsspital		Kilchberg, Sanitas
TI	Bellinzona, Ospedale regionale San Giovanni		Männedorf, Kreisspital
	Locarno, Ospedale regionale La Carità		Richterswil, Paracelsus-Klinik
	Lugano, Ospedale Regionale di Lugano		Schlieren, Spital Limmattal
UR	Altdorf, Kantonsspital Uri		Uster, Spital Uster
VD	Morges, Hôpital de Morges		Wetzikon, Spital Wetzikon
	Nyon, Hôpital de Zone		Winterthur, Kantonsspital
VD/VS	Aigle, Hôpital du Chablais		Winterthur, Klinik Lindberg
VS	Visp, Spitalzentrum Oberwallis		Zürich, Geburtshaus Delphys
			Zürich, Maternité Inselhof Triemli
			Zürich, Universitätsspital Zürich
			USZ



Appendix IV Publications

The following publications can be ordered from the Swiss Foundation for the Promotion of Breastfeeding (www.allaiter.ch):

Stillen – ein Geschenk fürs Leben (Breastfeeding – a Gift for Life) brochure, 32 pages, German, French, Italian, Spanish, Serbo-Croatian, English

Geborgenheit, Liebe und Muttermilch – ein Ratgeber für Eltern Frühgeborener und kranker Neugeborener rund ums Stillen, Abpumpen und Muttermilch (Care, love and breastmilk – A brochure for parents of premature and ill newborns, Information about breastfeeding, breast-milk and expressing breast-milk), brochure, 51 pages, German, French, Italian,

Codex Panel Portrait, brochure, 20 pages, German, French, English,

Ten Steps to successful breastfeeding (Baby Friendly Hospital Initiative), information sheet, one page, 38 languages

Monitoring Baby-Friendliness in certified maternity facilities and in clinics and hospitals seeking «Baby-Friendly» certification (Baby-Friendly Hospital Initiative), Annual reports and summaries 1999 – 2003, German, French, Report 2004, 56 pages, German, French

The following publications contain interesting information on breastfeeding (www.bag.admin.ch and www.ernaehrungsbericht.ch):

5th Swiss Nutrition Report:

Article: Säuglingsernährung in den ersten 9 Lebensmonaten, nationale study
Language: German

Source: Sonja Merten, Julia Dratva, Ursula Ackermann-Liebrich: Säuglingsernährung in den ersten neun Lebensmonaten – national study 2003, in: Eichholzer M., Camenzind-Frey E., Matzke A., Amadò R., Ballmer PE., et al. (eds): 5th Swiss Nutrition Report, Berne: Swiss Federal Office of Public Health, 2005, p. 109–124.

Wie isst die Schweiz? Illustrated popular version containing selected contributions of the 5th Swiss Nutrition Report.

Article: Mütter weiterhin für das Stillen motivieren.
Languages: German, French, Italian,

Source: Hoingné Ch.: Mütter weiterhin für das Stillen motivieren. Wie isst die Schweiz? Illustrierte Populärfassung mit ausgewählten Beiträgen aus dem Fünften Schweizerischen Ernährungsbericht, mit Fokus auf Kinder und Jugendliche. Bern: Swiss Federal Office of Public Health 2005; p. 17-20