



Code Training 3 Day Workshop 21-23/2/2020 *or* 25-27/2/2020*

Venue: "Gindabara" 18-20 Mooroondu St, Coochiemudlo Island

Email: baawhoworkshop@yahoo.com

Website: www.breastfeedingadvocacyaustralia.org

**CERP approval is pending, this is a guide only*

**Session times and Day 3 finish time will be slightly different*

INTERNATIONAL WHO CODE TRAINING Day 1 DRAFT PROGRAMME

Time	Session	CERPs		Content
		Type	No	
8am	Registration and Coffee	N/A	N/A	
9am	Welcome and Introductions	N/A	N/A	
10am	Global Landscape for Infant & Young Child Feeding	L	0.5	Describe the key documents that support IYCF policy globally and in Australia
		E	0.5	Explain how the Code fits into the promotion, protection and support of breastfeeding
11am	Break	N/A	N/A	
11.15am	History of breastfeeding protection	E	0.5	<ul style="list-style-type: none"> Describe the international effort and main players that led to the Code's drafting and adoption at the WHA Explain how subsequent resolutions fit into the interpretation of the Code
11.45am	Current State of the Code	E	0.5	Describe current coverage for the Code and how the data is collected and reported
12.15pm	Lunch	N/A	N/A	
1.15pm	How marketing works	E	1.0	<ul style="list-style-type: none"> Name three strategies used by companies to influence purchasing behaviour Describe how public health can ethically use marketing information
2.15pm	How marketing hurts breastfeeding	E	1.0	<ul style="list-style-type: none"> Provide one real-life example showing a link between advertising and infant feeding practices Analyze a case study to provide recommendations for counter-
3.15pm	Break	N/A	N/A	
3.30pm	Who is responsible for the Code?	E	1.0	<ul style="list-style-type: none"> Define health care workers and health care facilities under the Code Define manufacturers and distributors under the Code Describe the products covered by the Code and how "novel" products should be treated Name other entities who have responsibilities under the Code
4.30pm	Aim and Scope of the Code	E	0.5	<ul style="list-style-type: none"> Describe why the aim and scope of the Code are important Explain how the preamble can be used to guide interpretation of the Code
5.15pm	Q&A & Wrap up			



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INTERNATIONAL WHO CODE TRAINING Day 2 DRAFT PROGRAMME

Time	Title	CERPs		Content
		Type	No	
8am	Registration and Coffee	N/A	N/A	
9am	Welcome and Day 1 Recap	N/A	N/A	
9.15am	Major Provisions of the Code	E	2.0	<ul style="list-style-type: none"> Name the four major provisions of the Code Explain why each of these is necessary to protect breastfeeding Identify which article(s) of the Code apply to a provided case study
11.15am	Break	N/A	N/A	
11.30am	Monitoring & Enforcement	E	0.75	<ul style="list-style-type: none"> Explain how monitoring and enforcement work in optimal circumstances Describe two real-life examples of monitoring and enforcement mechanisms
12.15pm	Lunch	N/A	N/A	
1.15pm	NetCode and WBTi	E	1.5	<ul style="list-style-type: none"> Explain what NetCode is and how it has been deployed globally Describe how WBTi contributes to Code monitoring and awareness Locate global WBTi reports
2.45pm	Break	N/A	N/A	
3pm	Monitoring where "enforcement" is weak	E	1.5	<ul style="list-style-type: none"> Describe the role of the health care system, civil society and others in upholding the Code Analyze a COI policy to determine whether it meets Code obligations Provide an example of a strong Code policy
4.30pm	Q&A & Wrap up			<ul style="list-style-type: none"> Describe why the aim and scope of the Code are important Explain how the preamble can be used to guide interpretation of the Code
5pm	CLOSE			



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8am	Registration and Coffee	N/A	N/A	
9am	Welcome and Day 1/2 Recap	N/A	N/A	
9.15am (includes break)	From theory to practice: small group case analysis	E	3.0	<ul style="list-style-type: none"> Analyze components of case study to determine Code-relevant facts Formulate a recommendation to decision-makers Construct potential alternative recommendations
10.30	Break	N/A	N/A	
Cont.	From theory to practice: small group case analysis			Cont.
12pm	Lunch	N/A	N/A	
1.30pm	New opportunities, new challenges	E	1.0	<ul style="list-style-type: none"> Describe what recent WHA Resolutions have added to understanding of the Code Name one emerging threat to the protection of breastfeeding Do we want to work Codex in here? Explain how social media could be used to protect the Code
2.30pm	Communicating about the Code	E	1.0	<ul style="list-style-type: none"> Generate messages for varied audiences about the Code Name the global, national and local/regional authorities responsible for infant feeding and related products
3.30pm	Break	N/A	N/A	
3.45pm	Resources: What we have and what is needed	E	0.5	<ul style="list-style-type: none"> Locate high-quality recent resources Identify gaps in existing resources and how they might be filled
4pm	Individual action to collective success: reaching others effectively			<ul style="list-style-type: none"> Evaluate which areas of Code advocacy are most relevant to you Identify those organizations with whom Code advocacy is needed Create a personal action plan
5pm	Wrap up and thank you			
5.15pm	CLOSE			



IYCF-e Workshop 24/2/2020

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IYCF in Emergencies DRAFT PROGRAMME

Time	Title	CERPs		Content abstract
		Type	No	
8am	Registration and Coffee	N/A	N/A	
9am	Welcome and Introductions	N/A	N/A	
9.30am	Introduce the reality of emergency situations	L	1.5	<ul style="list-style-type: none"> Describe the regular feeding needs of IYC Identify risk factors for IYC and their carers during emergencies Describe what is needed to minimise harm in an emergency situation
11am	Break	N/A	N/A	
11.15	Current status of Australia's preparedness	R	1	Identify current strategies that are in place to meet the needs of IYCF in emergencies
12.15pm	Lunch	N/A	N/A	
1.15pm	Roles and Collaborations	N/A	N/A	<ul style="list-style-type: none"> Before an emergency During an emergency After an emergency
2.15pm	Lessons learned	E	1.0	Examine case studies of emergencies in Canada and in Australia
3.15pm	Break	N/A	N/A	
3.45pm	Resources: What we have and what is needed	L	0.5	<ul style="list-style-type: none"> Locate high-quality recent resources Identify gaps in existing resources and how they might be filled
4.15pm	Where to from here			Work together in groups to create a plan that could be applied locally, state wide and nationally.
4.45pm	Report back from group work			
5.15pm	CLOSE			