



## Zoom Webinar Event

# Measuring and Valuing Women's Productivity: The Mothers' Milk Tool

## PROGRAM

---

Thursday 5 May, 6.00pm – 8.00pm (all times AEST – Australian Eastern Standard Time)

**6:00pm** Introduction and welcome

Chair: [Associate Prof Julie Smith, Australian National University](#)

Co-Chair: [Mr Roger Mathisen, Alive & Thrive Southeast Asia](#)

Webinar manager: [Ms Naomi Hull, World Breastfeeding Trends Initiative Australia](#)

---

**6:05** Opening remarks: What GDP ignores and we care about: the economics of health for all  
[Professor Dame Marilyn Waring, Auckland University of Technology, Aotearoa New Zealand](#)

---

**6:20** Breastfeeding economics & 'lost milk': making mothers' productivity visible and valued  
[Dr Julie Smith, Australian National University, Australia](#)

---

**6:35** Introducing the Mothers' Milk Tool  
[Mr Alessandro Iellamo, Independent Consultant, United Kingdom](#)

---

**6:45** Using the Mothers' Milk Tool – a researcher perspective  
[Dr Arun Gupta, Breastfeeding Promotion Network of India, India](#)

---

**6:50** Using the Mothers' Milk Tool – an NGO advocacy perspective  
[Ms Malvina Walsh, Baby Feeding Law Group, Ireland](#)

---

**6:55** Using the Mothers' Milk Tool – a nutrition perspective  
[Ms Manisha Laxmi Shreshtha, FHI 360, Nepal](#)

---

**7:00** Using the tool – a public health perspective  
[Dr Anne Bærug, Unit on Breastfeeding, Norwegian Institute of Public Health, Norway](#)

---

**7:05** Using the tool – a breastfeeding peer counsellor perspective  
[Ms Di Anne Mendoza, Arugaan and Breastfeeding Care Centre of the North, Philippines](#)

---

**7:10** Using the tool – a public health nutritionist's perspective  
[Dr Bindi Borg, Independent Consultant, Australia](#)

---

**7:15** Using the tool – a clinician's perspective  
[Dr Elien Rouw, Academy of Breastfeeding Medicine, Germany](#)

---

**7:20** Using the tool – an economist's perspective  
[Dr Adiatma Y. M. Siregar, Universitas Padjajaran, Indonesia](#)

---

**7:25** The Mothers Milk Tool as a lever for transformative change in first food systems

---

	Dr Phil Baker, Institute for Physical Activity and Nutrition (IPAN), Deakin University, Australia
7.30	Processes for successful uptake of nutrition modelling tools Ms Frances Knight, London School of Hygiene and Tropical Medicine (LSHTM)/World Food Program, United Kingdom/Italy
7.40	Questions and answers, facilitated by Dr Tuan Nguyen, Alive & Thrive Southeast Asia, Vietnam
	Closing remarks Mr Roger Mathisen, Alive & Thrive Southeast Asia, Vietnam
8.00pm	Close



## BIOS

### **Professor Dame Marilyn Waring**

#### **Professor of Public Policy, Auckland University of Technology, Auckland, New Zealand**

Marilyn Waring CNZM is a New Zealand feminist, former politician, author, academic, and activist for female human rights and environmental issues.

She is best known for her 1988 book *If Women Counted*, and she obtained a D.Phil in political economy in 1989. Through her research and writing, she is known as the principal founder of the discipline of feminist economics. Since 2006, Waring has been a Professor of Public Policy at the Institute of Public Policy at AUT in Auckland, New Zealand, focusing on governance and public policy, political economy, gender analysis, and human rights.

She has outspokenly criticised the concept of GDP, the economic measure that became a foundation of the United Nations System of National Accounts (UNSNA) following World War II. She criticises a system which 'counts oil spills and wars as contributors to economic growth, while child-rearing and housekeeping are deemed valueless'. Her work has influenced academics, government accounting in several countries, and United Nations policies.

In 2020 Waring was appointed a Dame Companion of the New Zealand Order of Merit, for services to women and economics. In 2021 she was appointed by the World Health Organization as a member of the WHO Council on the Economics of Health For All.

### **Julie Smith**

#### **Honorary Associate Professor, Australian National University**

Julie Smith (B Ec (Hons)/B A (Asian Studies), PhD) is an awarded Australian Research Council Future Fellow and Honorary Associate Professor at the National Centre for Epidemiology and Population Health, Australian National University. She is also a Fellow of the Tax and Transfer Policy Institute at the ANU Crawford School of Public Policy. Previously she held ARC and NHMRC funded appointments at the School of Regulation and Global Governance (Regnet), and the Australian Centre for Economic Research on Health (ACERH). Her research focuses on gender analysis, taxation policy, and economic aspects of breastfeeding, with more than 45 peer-reviewed articles, book chapters and books. She has been an expert advisor to the World Health Organization and the US Department of Health and Human Services, the Australian Department of Health, and to national and international NGOs including ACOSS, UNICEF UK, IBFAN, and WABA. She is a co-founder of WBTi Australia and a former director of the Australian Breastfeeding Association. Previously, she was a senior economist in the Australian and New Zealand treasuries and the Parliamentary Research Service in Canberra.

### **Roger Mathisen**

#### **Regional Director, Alive & Thrive (A&T) Southeast Asia, Vietnam**

Roger Mathisen is an international nutritionist with two decades of experience working in non-governmental organizations, the UN, academic institutions, and the private sector. At A&T, he provides program and technical leadership, management, and coordination of A&T activities across Southeast Asia. Before joining A&T, Roger worked as a nutrition specialist for UNICEF in Malawi and Viet Nam. Roger is based in Hanoi, Vietnam.

## **Naomi Hull**

### **WBTIAUS Coordinator, Australia**

Naomi Hull is a Registered Nurse, an IBCLC and has a Masters of Public Health (nutrition) and is the Co-ordinator of the World Breastfeeding Trends Initiative Australian team. She has been a volunteer Breastfeeding Counsellor since 2006 with the Australian Breastfeeding Association and qualified as an IBCLC in 2010. During her Masters of Public Health, her interest in the 'bigger picture' grew stronger and for this reason chose to look at the implementation of the Australian National Breastfeeding Strategy (2010-2015) as the topic of her Dissertation. This then led onto her current work, which involved using the World Breastfeeding Trends initiative tool to benchmark Australia's policies and programs on infant feeding in 2018. Naomi feels strongly about finding a way to ensure the protection and fulfilment of the rights of women and children to access information and support of their health and nutrition.

## **Alessandro Iellamo**

### **Independent Consultant, United Kingdom**

Alessandro Iellamo is a Maternal, Infant and Young Child Feeding specialist in development and emergencies settings. He has extensive expertise in infant and young child feeding (IYCF) policies and practices, particularly in emergencies, and on the WHO International Code and other global tools. Previous engagements included working with UNICEF and WHO. He has worked with the WHO's Scientific and Technical Advisory Group (STAG) on the International Code, and has been involved in developing the World Breastfeeding Trends Initiative (WBTI) and IYCF policy tools with the International Baby Food Action Network in Asia. He has also been involved in research on IYCF policies, practices and programmes, including work environments, International Code implementation, and financial aspects of the WHO/UNICEF Global Strategy on IYCF. His expertise on IYCF and IYCF-E has supported African, Middle East and South East Asia. Recently he has been engaged with IYCF and IYCF-E related policies issues also in high income countries, like Italy, Australia and Japan. He supported emergency responses, policies and capacity building and translating the IYCF Global Strategy and the IYCF-E operational guidance into national policies, preparedness plans and training packages. He is currently representing Save the Children in the steering committee of the Infant Feeding in Emergencies Core Group (IFE Core Group), the Nutrition and Food Security and Livelihood Interagency Technical Working Group, and the Global Technical Advisory Mechanism of Information and Assessments.

## **Arun Gupta**

### **Central Coordinator, Breastfeeding Promotion Network of India (BPNI)**

Dr. Arun Gupta, a pediatrician in public service, founded the Breastfeeding Promotion Network of India (BPNI) in 1991. Over nearly 30 years, BPNI has played key role in strengthening national policies to promote, protect and support breastfeeding, which has led to almost negligible growth of breast-milk substitutes. He has also written extensively on child nutrition and conflicts of interest and, in 2015, convened "Nutrition Advocacy in Public Interest" (NAPi), <http://www.napiindia.in/>, the group works on issues like Ultra-processed foods. Dr. Gupta has worked on policy analysis related to breastfeeding and complementary feeding. Part of this work involved conceptualizing and creating IBFAN's World Breastfeeding Trends Initiative (WBTi), a break-through tool to bring together key government, academic, and NGOs to identify gaps and generate action, and created a unique web repository of policy and programmes. His strong belief in the legal frameworks

to protect public health has made significant impact in countries. Dr. Gupta coordinates BPNI and previously the South Asia part of International Baby Food Action Network (IBFAN), which is a 1998 Right Livelihood Award recipient. In 2001, the Dr. Gupta was named a Fellow of Indian Academy of Pediatrics. He is currently a member of the WHO's global development group for guidelines on complementary feeding.

## **Malvina Walsh**

### **Advocate for IYCF protection and support, Steering Group Member of Baby Feeding Law Group, Ireland**

Malvina Walsh is a mother of 3 young children and member of the Steering Group for the Baby Feeding Law Group Ireland alliance, who advocate for the strengthening of legislation and policy to protect and support infant and young child feeding. She is a former Chairperson of BFLGI and volunteers with her local Cuidiú breastfeeding support group. She has a B.Sc. in Computer Systems and worked in the multinational corporate space for many years. She engages with influencers and decision-makers to advocate for systemic and political change.

## **Manisha Laxmi Shreshtha**

### **Nutrition Specialist, FHI 360, Nepal**

Manisha is a public health professional with over eight years of experience in health and nutrition program design, planning, implementation, and research. She is currently working with FHI 360 as a nutrition specialist in a multisector sector nutrition program in Nepal. Manisha aims to assist women and children in attaining good health through designing and implementing nutrition programs. She enjoys writing and has published articles in blogs, newspapers, magazines, and journals. Manisha believes learning is a continuous process and enjoys reading books during her leisure time.

## **Anne Bærug**

### **Nutritionist PhD, Unit on Breastfeeding, Norwegian Institute of Public Health, Norway**

Anne Bærug is a nutritionist at the Unit on Breastfeeding, Norwegian Institute of Public Health, Oslo, Norway.

She has a PhD from the Institute of Health and Society, Faculty of Medicine, University of Oslo, Norway. Her research has focused on effectiveness of interventions to support breastfeeding in the health services and social inequalities in breastfeeding. She was the coordinator at the Norwegian site of the multicentre study resulting in the WHO Child Growth Standards.

## **Di Anne Mendoza**

### **Representative from Arugaan and Breastfeeding Care Center of the North, Philippines**

Di Anne Mendoza is a trained Breastfeeding Peer Counselor under the mentorship and training of renowned Ma. Ines AV Fernandez, one of the pillars of breastfeeding advocacy in the Philippines from Arugaan Co. She also has certification from Department of Health Philippines for her Lactation Management Training. She is also the General Manager of Breastfeeding Care Center of the North located at Baguio City, Philippines.

The Breastfeeding Care Center of the North helps mothers with breastfeeding challenges and provides them utmost guidance and breastfeeding care like the Arugaan famous

lactation massage which helps mothers gain confidence in breastfeeding their babies. She is also an IBFAN - SEA member and a staunch protector and defender of the Code especially during the pandemic when Formula Milk companies aimed to aggressively market their products in their city during the crucial time of high cases of Covid 19. Finally, she has an only daughter whom she breastfed until she was 6 years old.

## **Bindi Borg**

### **Independent Consultant, Australia**

Bindi Borg has over twenty years of experience in humanitarian and development assistance with various international organisations in South and South-East Asia, the Pacific, the Balkans and West Africa. She is a certified breastfeeding counsellor and educator with fifteen years of experience providing individual, group, and remote counselling in high-, low- and middle-income countries. She recently completed a PhD in Public Health Nutrition (University of Sydney) on the prevention of undernutrition in Cambodian children under two years. In addition to her PhD, Dr Borg has MAs in Political Science (Peace Studies) and International and Community Development. She is currently based in Kathmandu, Nepal.

## **Elien Rouw**

### **President-Elect of Academy of Breastfeeding Medicine, Germany**

Elien Rouw is a Dutch physician, specialised on healthy infant care, who lives and works in Germany in a pediatric practice. She is President-Elect of the Academy of Breastfeeding Medicine and member of the German National Breastfeeding Committee and other German institutions. She also acts as a Liaison of the Academy to WABA and is member of the Global Breastfeeding Collective

## **Adiatma Y. M. Siregar**

### **Researcher and Lecturer, Universitas Padjajaran, Indonesia**

Dr Adiatma Yudistira Manogar Siregar is a lecturer and researcher since 2006 at the Center for Economics and Development Studies (CEDS), Department of Economics, Faculty of Economics and Business, Universitas Padjadjaran, Indonesia. He specialized in health economics, and Dr Siregar's research interest is in the area breastfeeding, HIV/AIDS, mental health, and economic evaluation.

## **Phil Baker**

### **Research Fellow, Institute for Physical Activity and Nutrition (IPAN), Deakin University, Australia**

Dr Phillip Baker is a Senior Lecturer in food policy and international nutrition at Deakin University, Melbourne, Australia. He has a PhD from the National Centre for Epidemiology and Population Health, Australian National University. His research focuses on understanding global food systems change, and the implications for human and planetary health. Recent work covers the global rise of ultra-processed foods, the political economy of food systems, and the commercial determinants of infant and young child nutrition. He has regularly consulted to United Nations nutrition agencies on these topics, was recently a member of the Global Nutrition Report's independent expert group, and a fellow of the Lancet Commission on Obesity. Dr Baker teaches high-enrolling units on international nutrition, and food policy and regulation.

## **Frances Knight**

**PhD Candidate, London School of Hygiene and Tropical Medicine (LSHTM), United Kingdom, and Nutritionist, World Food Program, Italy**

Frances Knight is a Public Health Nutritionist with a background in qualitative and quantitative nutrition research, including dietary intake and linear programming. Frances is currently a part-time PhD Candidate at the London School of Hygiene and Tropical Medicine (LSHTM). Her research focuses on the development of a decision-support tool to compare trade offs between agriculture and nutrition criteria when selecting foods to promote for production and/or consumption in nutrition-sensitive agriculture programmes. In addition, Frances works with the World Food Programme on the Fill the Nutrient Gap Analysis and the New York Academy of Sciences Nutrition Modellers Consortium. Previously, Frances has worked on African and South Asian-based Agriculture and Nutrition research projects at LSHTM and with FANTA, GAIN and WHO in Europe, Africa, South Asia and Central America, conducting Optifood analysis and trainings as well as qualitative trials to test the feasibility and acceptability of food-based recommendations. Frances has a Masters Degree in Nutrition for Global Health from LSHTM.

## **Nguyen Thanh Tuan**

**Regional Technical Specialist, Measurement, Learning and Evaluation, Alive & Thrive (A&T) Southeast Asia, Vietnam**

Tuan provides strategic technical leadership for monitoring, learning, and evaluation activities. He has more than 20 years of experience in conducting and supporting studies in 20 countries around the world. His research areas include maternal and child health, communicable and non-communicable diseases, health disparities, nutrition policies, health system strengthening, food system, economics, and gender. He is based in Hanoi, Vietnam.