

**International Geneva  
Directory of Geneva Global Health Actors**

**International Baby Food Action Network - Association Genevoise Pour  
L'Alimentation Infantile | IBFAN - GIFA**

<http://www.gifa.org/> and <http://ibfan.org/>

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**BACKGROUND AND MISSION**

The Geneva Infant Feeding Association GIFA is a Swiss non-profit association created in 1979 as the first office of IBFAN, the International Baby Food Action Network, a coalition of more than 270 public interest groups in more than 165 countries. IBFAN-GIFA acts as the international liaison office for the IBFAN network, working closely with various UN agencies, human rights treaty bodies and international NGOs. IBFAN-GIFA also provides technical support to the network, coordinates IBFAN groups in Europe, and partners with the Geneva health authorities in breastfeeding protection, promotion and support. IBFAN-GIFA is in official relations with the World Health Organization. IBFAN's vision is an enabling environment where women's and parents' right to independent information and support, free from commercial pressures, is protected, and where breastfeeding is the societal norm. IBFAN is a watch-dog network, monitoring compliance with the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly resolutions, in particular highlighting the need for conflict of interest safeguards that protect health policy and programme setting from commercial influences. IBFAN-GIFA works to increase the role and capacity of civil society in the international, regional and national policy setting arena to provide a counterweight to the influence of the private sector, with a focus on nutrition/infant and young child feeding. It works towards increased clarity and coherence in international instruments, in order to provide a strong international policy framework for IBFAN and its allies.

**AREAS OF INTEREST**

- Protection, promotion and support of breastfeeding/infant and young child feeding (IYCF)
- Consumer protection
- Human rights and child rights
- Rights of mothers and children to breastfeeding
- Maternity protection
- Eliminating unethical marketing of breast-milk substitutes, bottles and teats
- Enhancing adherence to international IYCF/ breastfeeding recommendations and increasing adherence to, and compliance with, international and national regulations on the marketing of breast milk substitutes
- IYCF and overweight/ obesity
- IYCF in emergencies
- IYCF and HIV
- IYCF and climate change/environmental issues

## **HEALTH-RELATED ACTIVITIES**

The Geneva office of IBFAN focuses on certain priority areas of work. Its technical support role serves the global IBFAN Network on specific issues including prevention of obesity, infant feeding in emergencies, infant feeding and HIV/AIDS, complementary feeding, contamination of infant formula, and environmental health. The office also provides support to the network on crosscutting issues including gender, child rights and human rights in relation to nutrition and health. In addition to being an interface with the treaty bodies, the office has developed technical expertise in human rights and organises trainings and orientation sessions for the network to strengthen capacity in this area. Furthermore, IBFAN-GIFA supports policies and new initiatives which promote the role of public-interest civil society groups in the international policy setting arena and to counterweight the influence of the private sector with commercial interests in infant and young child feeding.

## **GOVERNANCE AND STAFF**

IBFAN-GIFA is governed by an executive committee, and maintains a small staff in its Geneva office. Robert Peck is the current president of the executive committee.

## **FUNDING SOURCES AND BUDGET**

The activities and operation of GIFA are financed mainly by government subsidies and by non-governmental development funding through the entire IBFAN network. Additional resources are drawn from membership fees, revenue from publications, and from short-term grants for specific activities. IBFAN and GIFA strictly do not accept any funding from organisations or actors involved in the baby food and equipment industry.

## **PUBLICATIONS**

For all publications, see: <http://www.gifa.org/publications/>

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