



Global Breastfeeding Collective

Guide to Becoming a Global Breastfeeding Collective Associate

Co-led by UNICEF and WHO, the [Global Breastfeeding Collective](#) (“Collective”) is a partnership of prominent organizations advocating to increase political commitment and financial investment for breastfeeding. The Collective is aligned around a [Call to Action](#) which sets forward 7 policy actions governments and other stakeholders should take to protect, promote, and support breastfeeding.

The Global Breastfeeding Collective invites alliances with committed entities willing to join forces to realize the Collective’s mission and advance its policy actions.

Who can become an Associate?

An entity seeking to become an Associate of the Global Breastfeeding Collective may represent civil society, trade unions, academia, professional bodies, communications, technology, early childhood development, health or nutrition-related sector, and have a demonstrated regional or national reach. While breastfeeding may not be the main focus of their action, an Associate has the potential to contribute significantly to the protection, promotion and support of breastfeeding.

What is the role of an Associate?

Entities interested in becoming an Associate of the Collective must support the broad goals, mission and vision of the Collective and demonstrate commitment to each of the following:

- a. Significant contribution to the protection, promotion and support of breastfeeding;
- b. Willingness to contribute to the advancement of the strategic goals of the Collective;
- c. Willingness to actively contribute to deliver and amplify the Collective’s messages.

What are the benefits of becoming an Associate?

- By joining the Collective as Associates, organizations have an opportunity to be part of the global dialogue on breastfeeding advocacy, and contribute and dialogue with the Collective's standing members;
- Associates are invited to join **bi-monthly Collective conference calls** for members and associates, where information on breastfeeding programming and advocacy is shared

(e.g. technical presentations, case studies, latest evidence); associates may also be invited to other calls and events organized on an *ad hoc* basis;

- Associates can join the **Collective mailing list** to receive regular communication on the Collective's initiatives, activities and advocacy actions.

Safeguarding

- Associates should not have existing conflict of interest in terms of ties to or financial interest in manufacturers or distributors of breastmilk substitutes.

Level of engagement

- Associates do not have a decision-making role in the Collective and cannot participate in the strategic planning of its activities;
- Associates cannot participate in members-only conference calls and events;
- Associates may be invited to join specific task forces or ad hoc working groups.

How to become an Associate

Entities interested in becoming an Associate may submit a request to the Collective addressing the following questions:

1. What capabilities and activities can your organization contribute to advance the vision, mission and policy goals of the Collective?
2. Within the past four years, has your organization received funding or any other form of support from a private sector entity that manufactures or distributes breast-milk substitutes? If so, please describe who, the amount of funding/support received and the nature of the work.
3. Within the past four years, has your organization co-organized, conducted or participated in any activities in partnership or co-organized or sponsored with a private sector entity that manufactures or distributes breast-milk substitutes? If so, please describe who and the type of activity.

Please send your request to the following address: breastfeeding@unicef.org.

The request will be reviewed by the Collective's Coordination Committee¹ and a response will be provided within 3 weeks.

Note: This document will be reviewed and updated quarterly, if needed.

¹ The Coordination Committee functions as the decision-making body of the Collective and discusses and reaches consensus on key priorities and issues related to task group activities, outputs, integration of activities, Collective membership as per agreed upon criteria, etc.