



WEBINAR

**The first 1000 days window of opportunity:
breastfeeding for a healthy start and a healthy future**

13.02.26 12:00 – 13:00 CET

AGENDA

12:00 Opening and Introduction

Anne Baerug, Angela Giusti

Moderator: *Hanne C. M. Bliksås*

12:10 The evidence of breastfeeding for the prevention of NCD's in both mother and child

Nigel Rollins

12:25 Strategies to protect, promote and support breastfeeding in Europe

Julianne Williams

12: 40 Marketing and regulation of breast milk substitutes (BMS) in Europe

Patti Rundall

12:55 Wrap-up and Conclusions

Angela Giusti, Anne Baerug

13:00 Closing

**Join
webinar
here**



Nigel Rollins,
Queen's University Belfast



Julianne Williams,
WHO Europe



Patti Rundall,
Baby Milk Action/IBFAN UK



Angela Giusti,
Italian National Institute of Health



Anne Baerug,
Norwegian Directorate of Health



Hanne Bliksås,
Norwegian Directorate of Health