



## 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