



# BPNI BULLETIN

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From the Desk of the National Coordinator

## Breastfeeding contributes to poverty reduction

The importance of breastfeeding in human life cannot be understated. This basic act, that nurtures life, is an important bond between the mother and the new born baby. The warm contact provides the new born with not only sustenance but also love and security. Breastfeeding provides protection from diseases and malnutrition, gives infants a head start in life and also saves money which artificial or bottle feeding entails.

Bottle feeding on the other hand perpetuates poverty. BPNI in 1998 calculated that the estimated cost of bottle feeding a baby was Rs 1,100 per month. To an average Indian family, artificial feeding may mean spending half to one third of their income. Poor families spending money on artificial feeding from their tight budgets may have to actually reduce expenditure on nutrition of other family members, especially girls. The whole family falls into the downward spiral of malnutrition, greater incidence of disease, increased medical expenditure and decreased finances. The other ramification is that the baby being brought up on expensive artificial bottle feed has increased chances of succumbing to infections, entailing even greater spending on health care and treatment for the sick child. All this perpetuates poverty.

Infant and young child feeding is very aptly put in the framework of poverty reduction strategies. As the Global Strategy on Infant and Young Child Feeding adopted by the World Health Assembly in 2002 states:

*"Inappropriate feeding practices and their consequences are major obstacles to sustainable socio-economic development and poverty reduction. Governments will be unsuccessful in the efforts to accelerate economic development in any significant long-term sense until optimal child growth and development, especially through appropriate feeding practices, are ensured"*

Poverty is the result of complex processes and various factors, which have many reasons and aspects, including political, economical, social, cultural, human development, security and vulnerability.

Social mobilisation of citizens to acquire countervailing power by enhancing their rights, is necessary for poverty reduction. Influencing policy development, designed to change local, national and international processes and structures that perpetuate poverty and inequality, greatly contributes to poverty alleviation.

It is here that protecting, promoting and supporting optimal infant and young child feeding practices including exclusive breastfeeding for first six months and continued breastfeeding for two years or beyond with initiation of timely and appropriate complementary feeding, fits in very well with poverty reduction measures.

Breastfeeding has a direct relation to the nutrition levels of the infants. It has been reported that breastfed infants have higher IQ, better nutrition levels and are emotionally sound. Breastfeeding also empowers women while contributing to the financial security of families. Investments in promoting optimal infant and young child feeding are therefore important and essential for ensuring a healthy and well developed society.

Dr Arun Gupta  
National Coordinator

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# Synergising for Child Feeding

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The first ever National Partners Meeting was organised by BPNI in consultation with Department of Women and Child Development (DWCD), MHRD and UNICEF.

The key partners at the meeting held in Mussoorie from Nov 20-22, 2001, included ACASH, FORCES, TNAL, IAP, FOGSI, IMA, NIPCCD, WHO and UNICEF. The following were the objective of the meeting:

- To take stock of progress on Innocenti targets/ key national targets.
- To explore key issues in the breastfeeding movement.
- To understand new threats to breastfeeding.
- To develop strategic National Action Plan for promoting breastfeeding.
- To identify strategies and actors to move forward and define areas of collaboration with new and old partners.

The meeting was participatory, open ended and

focused on the objectives to develop a clear process for key breastfeeding organisations to meet the major infant feeding issues collectively.

An exhibition highlighting the achievements of BPNI in the past 10 years was also put up. Three new publications of BPNI were also released on the occasion by Dr S K Muttou, Director, NIPCCD. The books are a series on Breastfeeding and Complementary Feeding Guidelines for health workers — doctors, nurses and nutrition professionals.

The meeting resulted in the a National Action Plan (NAP) and recommendations to implement it. These included formulation and dissemination of national guidelines on Infant and Young Child Feeding (IYCF), setting up of state committees on IYCF, training curriculum review of all level of workers on IYCF, policy review on maternity benefits, revitalisation of BFHI, developing information package for women and resource allocation, monitoring and evaluation components.

## Aiding mothers in Bhuj

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The Western state of Gujarat has experienced a lot of hardships and turmoil during the last few years. From a cyclone, drought and famine, a massive earthquake that rendered millions homeless and caused thousands of deaths, to religious conflict. The state is striving towards normalcy and trying to provide a secure future for its citizens. A secure future for the next generation begins at birth.

BPNI was awarded a project in Bhuj district by CARE India, to design and implement Behaviour Change Communication (BCC) strategies for promoting breastfeeding and complementary feeding.

A baseline survey was conducted to assess the problems faced by mothers of 0-9 month infants while feeding. The findings indicated that only 1.2 per cent children were exclusively breastfed while 78 per cent were given pre-lacteal feed, including jaggery, ghee, goat milk and water.

A training module was prepared, field tested and revised based on the findings. A flip book to be used

by the AWWs while counseling mothers was also prepared. All AWWs were trained at the block headquarters. The trained AWWs will interact with the target groups — pregnant and lactating mothers — in their homes and at the Anganwadi Centre. The BPNI team is constantly monitoring the ongoing interventions in the selected blocks. A final evaluation study will be conducted in May 2003 to assess the impact of the interventions.



# Towards a Healthy India

## Facilitating National Guidelines on IYCF

**B**PNI was commissioned by the Food and Nutrition Board (FNB), Department of Women and Child Development, Ministry of Human Resource Development to facilitate development of national guidelines on infant and young child feeding for promoting optimal feeding practices at national and regional level.

It was proposed that one national consultation to formulate and harmonise guidelines followed by five regional meetings be conducted. BPNI formed a core committee that also had participation from UNICEF and DWCD.

To develop and finalise the guidelines it was decided that the core group would prepare draft guidelines that would be shared with grassroot workers, health professionals, national and state level policy makers and programme managers. The need was to involve all these groups and sensitise them on current scientific thinking on the subject.

The five regional meetings were to strengthen partnerships for the dissemination of guidelines and other related activities for promotion of optimal feeding practices. It was proposed to utilise these meetings to publicise the advantages of early initiation of breastfeeding, exclusive breastfeeding for the first six months and continued breastfeeding

for two years and beyond and the introduction of suitable and adequate complementary foods after the age of six months.

A background paper was finalised in consultation with FNB and circulated to all the participants ahead of meeting.

The national consultation was held in New Delhi and had participation from nutrition and health experts, medical profession, technical institutions and others. The meeting was attended by 140 participants from all over the country. The regional coordinators were also invited. The seminar was inaugurated by Shri R VV Ayyar, Secretary, DWCD.

After the technical session, the participants were divided into four working groups to draft the guidelines. The 22 point major action recommendations were finalised and presented. These include drafting an IYCF policy jointly by DWCD and MoHFW, setting up a national core group, expanding the National Breastfeeding Committee into the National Infant and Young Child Feeding Committee, setting up of state level committees, IYCF indicators to be integrated into key proxy indicators for integrated early child development.

Following this, regional meetings were organised in the five zones.

## NATIONAL PLANNING WORKSHOP ON INFANT AND YOUNG CHILD FEEDING

*Organised by:*

BREAST FEEDING PROMOTION NETWORK OF INDIA (BPNI)  
FOOD AND NUTRITION BOARD (FNB)  
DEPTT. OF WOMEN AND CHILD DEVELOPMENT, GOVT. OF INDIA

*In Collaboration with:* UNICEF

12th - 13th JUNE 2002 HOTEL KANISHKA, ASHOKA ROAD, NEW DELHI



# Strengthening Grassroots Activities

## Networking, Capacity Building, Training and Advocacy

**D**edicated to the cause of healthy infants and promoting breastfeeding BPNI, constantly engages in a host of activities that help create and support an enabling environment. BPNI networks with national and international organisations through various projects and joint activities.

### International Affiliations

BPNI has tied up with the International Baby Food Action Network (IBFAN) under a worldwide project of GIFA IBFAN supported by Netherlands Government for period 2000-2002 for the South Asia region. It will act as the coordinator for the region.

During this year 2002 the IBFAN South Asia Council (IBSAC) was formed consisting IBFAN Focal Points from Nepal, India, Sri Lanka, Bangladesh and Maldives who have been identified by the local groups. The IBFAN focal point from Bhutan is being identified. Afghanistan has also been added to South Asia Coordination.

The Management Committee of IBSAC had its first

meeting at New Delhi in October 2002. Future plans of IBFAN South Asia were discussed and the role and responsibilities of the General Body were approved. Dr MQK Talukdar, Bangladesh was elected as Chairman and Dr. Arun Gupta, National Coordinator of BPNI, India was elected as Regional Coordinator.

The Regional Coordinator, South Asia, IBFAN is in constant touch with networks, breastfeeding groups and individual advocates, as well as governments in all the South Asia countries- Nepal, India, Sri Lanka, Bangladesh, Bhutan and Maldives and has provided technical support, and training. Seed grants have been given to the groups in India and Nepal.

IBSAC's roles and responsibilities include networking, information sharing and exchange of views at the inter-country level. It is also involved in building capacity of groups through training and provision of seed grants. IBSAC also helps to prioritize formulation and build consensus on strategies that can deal with current and new challenges like HIV and emergencies.



## Training & Capacity Building

BPNI also undertakes capacity building activities at the national and state level. An important aspect of BPNI's work is imparting training to functionaries at all levels in the health, child development and other related sectors. The training sessions are organised as per the requirements of the trainees and in collaboration with concerned agencies.

### Regional Training of Master Trainers

A TOT was held in New Delhi with objective of building capacity of master trainers in breastfeeding and complementary feeding. The training was conducted from 6<sup>th</sup> October to 21<sup>st</sup> October 2002. Teams from Philippines, Bangladesh, Maldives, Sri Lanka also participated. India was represented by teams from Jammu and Kashmir, Jharkhand, NIPCCD (National Institute of Child Development) and the Indian Army.

The training was inaugurated by the Honorable Minister of Health, Delhi Government. Mr. Munir Islam, Director of Nutrition, WHO, addressed the participants.

### Training for Field Health Workers

BPNI arranged a training course in Breastfeeding and Complementary feeding for the international NGO, Care INDIA from 6<sup>th</sup> –11<sup>th</sup> May 2002 at Udaipur. Representatives from CARE Rajasthan and other local NGOs participated. The training included hospital and field visits to villages to interact with mothers and to provide counseling skills.

### Seed Grants

BPNI awards capacity building grants every year to deserving organisations all over the country. During the period from Jan. to Dec. 2002, a large number of requests for seed grant from various groups from several states of India, were received.

After careful evaluation during the year the following groups received capacity building grants:

BPNI Chennai State Branch, BPNI Himachal Pradesh State Branch, Empower- an NGO working for Development, Education and Social Action in Tamil Nadu, Mobile Crèches- an NGO working on Women and Child Rights, Media Cell of BPNI, University College of Medical Science – an institute for medical education in New Delhi for starting a Lactation

Clinic, BPNI Punjab State Branch and Pro-Public – an NGO working for Public Interest issue in Nepal

### Workshop for District Coordinators

With an aim to stimulate grassroot community health action in a large country like India, BPNI organised a capacity building workshop for district coordinators. A 3-day meeting was attended by 51 district coordinators. The workshop discussed the establishing of district branches and network to support infant and young child feeding activities and programmes. A plan of action was drawn up including collection of data on infant feeding practices both qualitatively and quantitatively, monitoring the compliance of the IMS Act, etc.

### Setting up Lactation Management Clinic

The first lactation management clinic in Delhi was set up at the GTB hospital and UCMS Medical College Pediatrics Department. It was inaugurated by the Minister of Health, Delhi Government, Dr. A.K. Walia on Sep 3, 2002. The clinic will provide help and assistance to mothers attending both the Pediatrics and Obstetrics & Gynaecology Departments and OPD patients.

Data regarding attendance patterns, type of problems and activities will be collected and guidelines for setting up some clinics in other hospitals are being formulated and finalised under the guidance of Dr M M A Faridi.





## **Advocacy and Networking**

This is an important area for BPNI as it liaises with a number of international and national organisations towards promoting infant and young child feeding. The main activities undertaken during the year were:

- Strengthening breastfeeding activities in Nepal.
- Orientation for health care professionals on breastfeeding and complementary feeding held at Roorkee, Uttaranchal.
- Strategy Planning Meeting for Future Activities of BPNI and South Asia IBFAN for next 5 years.
- BPNI - Management Committee Meeting.
- IBFAN South Asia Management Committee, IBFAN South Asia Council Meeting, and International Meetings.

## **International Events**

BPNI regularly participates in international seminars, events and workshops that are held from time to time. Participation in these international fora helps BPNI present the Indian perspective to a wide audience, to network and build new liaisons. The major events that BPNI representatives participated in during 2002 are:

- UN Summit for Children at New York in May 2002.
- WHA meeting at Geneva in January 2002.
- WHA Meeting at Geneva in May 2002.
- Asia Pacific Maternity Protection Meeting at Kuala Lumpur, Malaysia in September 2002.

## **IBCoCo 2002**

An important meeting of the IBFAN Coordinating Council (IBCoCo) was held in New Delhi from 3<sup>rd</sup> to 10<sup>th</sup> March, 2002 where the activities of IBFAN were reviewed and future plans of action and activity discussed.

The passage of the WHA resolution no. 54.2, LFA training, UN special session on children and role played by IBFAN in codex committee, monitoring and the relationship of WABA and IBFAN were all discussed in great length. During the meeting the various aspects of the functioning of IBCoCo and IBFAN were also discussed.

## **WABA Global Forum**

Dr. Arun Gupta was the core facilitator for one of the key issue of breastfeeding promotion mechanism. He conducted 4 workshops, after developing the programme and identifying resource persons and facilitating workshop. He also attended the WABA UNICEF colloquium on HIV and infant feeding and the Global partners meeting.

## **Participation in National Fora**

BPNI members regularly attend seminars, conferences and workshops in the country, related to health and child development. This helps the organisation in maintaining links, developing new partnerships and provides opportunities for furthering its objectives. In the year 2002, BPNI

members participated in various events across the country. The important ones are recapped.

### **Annual Conference, IAP**

Dr Asha Benakappa, District Coordinator, Bangalore and a prominent member of BPNI presented an overview of BPNI activities at the IAP annual conference held in Bangalore. BPNI publications were also displayed and disseminated.

### **FOGSI, Annual Conference Bhubaneshwar**

Senior members of BPNI, Dr Jaganath Mohapatra and Dr R Satpathy attended the event of the Federation of Obstetrics and Gynecologists Society of India (FOGSI). BPNI got free space and was able to display and disseminate materials. More than 300 delegates visited the BPNI booth and expressed interest in IYCF activities.

### **75<sup>th</sup> Annual Conference of Indian Medical Association, Trivandrum**

Dr Jagdish C Sobti and Mrs Jessy George from BPNI National Secretariat attended the conference at Trivandrum held from 18<sup>th</sup> to 20<sup>th</sup> in July 2002. Dr. Sobti made a presentation on the IMS Act, its implementation and popularisation.

BPNI exhibited its publication and information material at a stall which attracted a lot of delegates.

### **Interaction with Government Departments**

#### **National Breastfeeding Committee (NBC)**

Dr. Arun Gupta attended the meeting of the National Breastfeeding Committee on Feb 15, 02. The NBC was informed that government had taken a final view on exclusive breastfeeding for six months as well as continued feeding till 2 years and the Department of Women and Child Development was informing all the State Governments about it.

The amendments to the IMS Act were placed in Lok Sabha on March 8, 2002 by the Minister of HRD and these were then referred to a Special Committee of Parliament. BPNI was invited by the Parliamentary Committee to make a presentation.

### **Revitalization of Baby Friendly Hospital Initiative**

A meeting was held on Nov 7, 2002 in the Ministry of



Health and Family Welfare (MoHFW) where various aspects of revitalization of BFHI were discussed. BPNI has been selected as one of the members of the Apex committee and identified for training inputs.

### **Indian Alliance for Child Rights**

BPNI is one of the charter members and an active participant of Indian Alliance for Child Rights. Recently it provided comments on strengthening of infant and young child feeding issues in the South Asia region as part of the SAARC Social charter.

### **White Ribbon Alliance for Safe Motherhood India**

BPNI is a member of the alliance and actively participates in the meetings and helps them strengthen the infant and young child feeding component of their work.

### **WBW 2003**

#### **Theme: Breastfeeding in a Globalised World – For Peace and Justice**

The theme for the upcoming World Breastfeeding Week in September 2003 has been announced.

Anwar Fazal, Co-founder of WABA and IBFAN and the recipient of the Right Livelihood Awards 1982 says:

“Breastfeeding is about peace and justice. It is the natural, universal and peaceful way of nurturing our children. In a world often wracked by injustice, violence and war, breastfeeding can be a sentinel of peace – inner peace, peace with other people and peace with the environment.”





# World Breastfeeding V

**W**orld Breastfeeding Week is one of the most visible means to achieve the goals of the World Summit for Children. Organised in the first week of August each year, the event is now gaining ground with more and more groups, institutions and individuals participating each year. The theme of the WBW was “Breastfeeding: Healthy Mothers & Healthy Babies”.

BPNI is a coalition of members, an umbrella organisation in which state branches, state and district coordinators and

## World Breastfeeding Week Awards

BPNI instituted awards to appreciate the enthusiastic efforts of branches, coordinators, organisations in promoting WBW. The following deserving awardees were presented the prize:

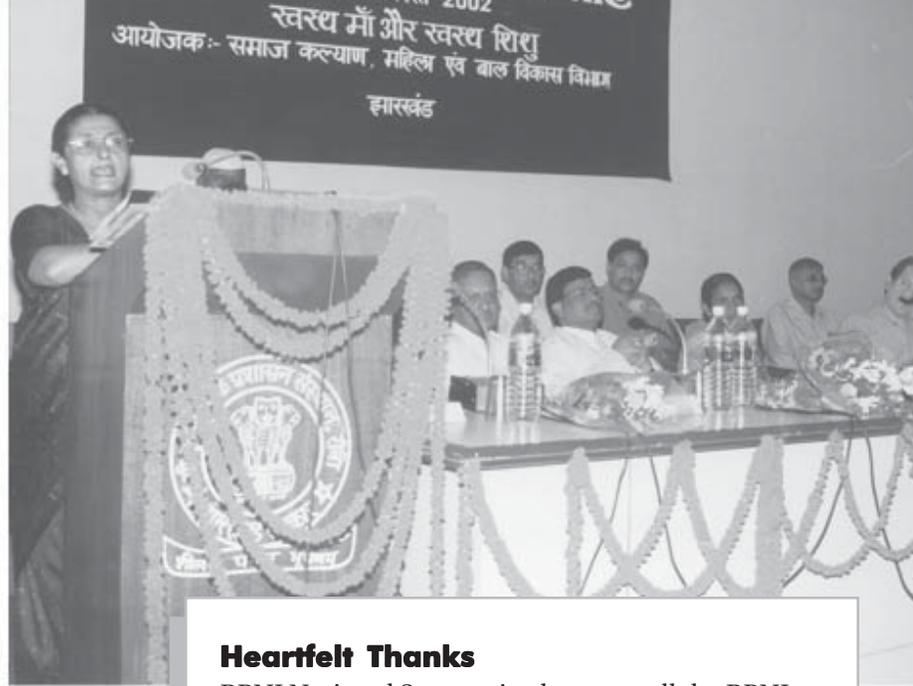
State Branch	BPNI Bihar BPNI Himachal Pradesh
State Coordinator	Dr AC Sharma, Assam Dr A Ramayogaiah, AP Dr Sunita Katyayan, Jharkhand
City Branch	BPNI Gorakhpur, UP BPNI Bilaspur, Chhattisgarh BPNI, Neemuch, MP BPNI, Anantapur, AP
City Coordinator	Dr MMA Faridi, Delhi Dr (Mrs) P R Vaidya, Mumbai Dr Asha Benakappa, Bangalore Dr Dinesh Khosla, Haryana Dr BD Gupta, Jodhpur
NGOs & Collaborators	Dept. of Social Welfare, DWCD, Government of Jharkhand IAP, Pune Dr Padki Education Society, Kolhapur



# Week, 1-7 August, 2002

members participate. The BPNI National Secretariat produced various materials including the theme brochure and dispatched it to all branches and members, hospitals, ICDS Centres, nutrition centers, Rotary and Lions Clubs and other concerned NGOs.

A host of communication media were pressed into use including newspapers, Doordarshan, cable TV, and all possible IEC methods were used for promoting accurate messages on exclusive breastfeeding.

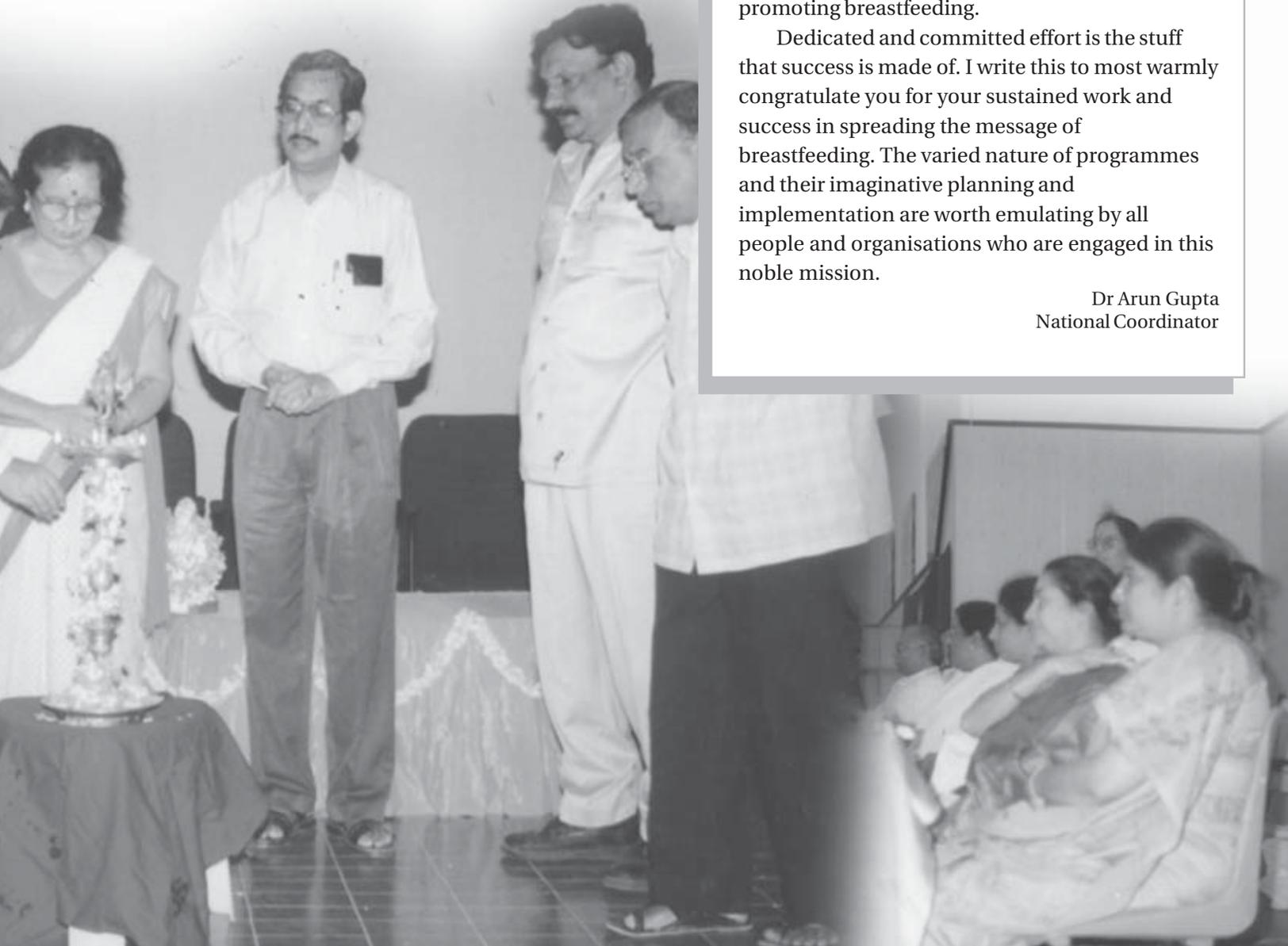


## Heartfelt Thanks

BPNI National Secretariat honours all the BPNI members, state coordinators, city coordinators, NGOs who are involved in the WBW celebration, academic organisations like IAP, IMA, FOGSI, medical colleges and schools, for their invaluable and pioneering work in the area of protecting and promoting breastfeeding.

Dedicated and committed effort is the stuff that success is made of. I write this to most warmly congratulate you for your sustained work and success in spreading the message of breastfeeding. The varied nature of programmes and their imaginative planning and implementation are worth emulating by all people and organisations who are engaged in this noble mission.

Dr Arun Gupta  
National Coordinator





## LFA for a strong IBFAN Network

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Improved planning skills are a pre-requisite of effective regional offices, enabling to assist the grassroots groups in their regions to organise thinking and planning, setting realistic objectives for activities and then coordinating the actions of the groups in their regions.

IBFAN- GIFA organised LFA training for representative members from all regions in Geneva who were then to organise similar training in their own regions. The LFA Training was organised by IBFAN South Asia in New Delhi from 19-21 October, 2002.

BPNI organised the training for South Asia IBFAN groups and state coordinators of BPNI. In all twenty participants from Bangladesh, Sri Lanka,

Maldives, Nepal and India participated in the training. Two members from IBFAN South East Asia also attended. The trainer was Mr Arvind Chittewale, a behaviour science expert who has conducted over 700 programmes in the corporate and non-profit sector.

Dr Arun Gupta, IBFAN South Asia Coordinator and National Coordinator BPNI was course facilitator.

The objectives of the three-day LFA training were:

- Improvement in analytical skills for problem analysis.
- Improvement in planning skills by setting realistic objectives and targets with adequate process and progress indicators.

# Building a Vigilant Society

The International Code of Marketing of Breastmilk substitutes was adopted by the World Health Assembly in 1981 and has the legal status of an international recommendation urging all member states to give full support to the implementation and translate it into national legislation, regulation or otherwise suitable measures.

Till date 20 countries have implemented the code by means of a law decree or other legally enforceable measures. The Government of India implemented the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act in 1992, commonly referred to as the IMS Act.

IBFAN commissioned a study to review the implementation of the code in 6 countries including India.

The case study revealed that in spite of the IMS Act, the baby food industry has stepped up unethical practices, misleading consumers, undermining breastfeeding in many ways, all to promote the sales of their products. The case study also revealed that the awareness about the IMS Act among health professionals, legal and judiciary is very low.

On the basis of this case study, BPNI decided to undertake the following activities

- To prepare relevant material and campaign sheets highlighting unethical marketing.
- Develop an information sheet on salient features of the IMS Act and translate it into regional languages.
- Hold regional seminars to educate, inform and generate awareness about the IMS Act
- To finalise the recommendation and plan for the future.

The BPNI task force coordinated by Dr Jagdish Sobti prepared the campaign sheets, information sheets and organised regional seminars.

A booklet titled, "IMS Act: What you should know about it" was produced and distributed to all regional branches. Two campaign sheets titled 'Stop Unethical marketing Please!'. It covers various aspects of unethical marketing were also produced to help the general public

be vigilant against violations by infant food marketing companies.

## Regional Seminars

Four regional seminars were held in Ludhiana, Bangalore, Mumbai and Delhi. The regional seminars were well attended by local doctors, legal professionals and other concerned citizens and NGOs and received good media coverage.

## Recommendations

The seminars generated a lot of interest among the medical, judicial, civil society and concerned individuals. The following key points for further action were highlighted:

- There is very little awareness about the IMS Act among doctors, lawyers and the judiciary.
- Very little awareness about what a concerned citizen can do to ensure implementation and prevent violation of the Act.
- A simple version of the IMS Act should be developed in regional languages.
- BPNI branches should be authorised to act as nodal agency for complaints.
- Sponsorship of educational events in schools should be seen as a violation and discouraged
- Campaign to stop unethical marketing should be strengthened.
- Public should be informed about how unethical practices undermine breastfeeding and infant feeding.



# Commitment to Healthy Infants

**B**PNI has a national secretariat headquartered in Delhi which provides the direction for activities of the organisation at the national level. The secretariat also networks with national level government departments and organisations. There are branches at the state level which coordinate the work of all the city based chapters in the particular state. The state branches are active in spreading awareness about breastfeeding and complementary feeding and developing links with grassroots organisations. The state branches also have concerned health professionals joining as members. The branches in Punjab, Himachal Pradesh and Jammu and Kashmir have expanded their membership base considerably, in a short period.

## Experiences from the grassroots

### New Branches Sprout

Due to the work done by BPNI at the national and state levels, awareness is generated and demand created, concerned health professionals and non-governmental organisations feel the need to open up local chapters of BPNI.

BPNI Shimoga District branch was inaugurated on December 14, 2002 at the IMA hall. The inaugural function was addressed by Dr Nirmala Kesaree, President BPNI Karnataka State. Dr CR Banapurmath,

State Coordinator and Dr Shobha Banapurmath also spoke on the occasion.

The Shimoga District BPNI branch has 10 BPNI members and is planning to increase its membership in the coming months. As part of the inaugural function, a CME on Baby Friendly Hospital Initiative involving pediatricians, obstetricians, nursing staff and IMA members was organised on December 15, 2002. This function was attended by 120 participants.

The BPNI Manipur state branch was established only in December 2000 with only four life members. Now the branch boasts of 31 life members in addition to 20 life members from neighbouring states like Arunachal Pradesh, Mizoram, Meghalaya, Nagaland and Tripura. Most of these out of state members are medical students pursuing their PG degrees at the Regional Institute of Medical Sciences (RIMS) in Agartala.

The newly constituted state of Jharkhand which was created from erstwhile southern Bihar, is also gaining ground in promoting breastfeeding and complementary feeding practices. The membership to the state BPNI branch is increasing steadily.

### Lactation Management Workshop

BPNI Karnataka State branch organised a Condensed Lactation Management Workshop for pediatricians, obstetricians, IMA members and nurses in North Canara district. The programme was organised jointly along with IAP, Karnataka Branch, IAP, Uttara Kannada branch, IMA Honnavar and IMA Kumta.

A total of 70 participants attended the workshop that was conducted by Dr C R Banapurmath and Dr Shobha Banapurmath. Dr B Bhaskar, President IAP, Karnataka state branch inaugurated the workshop.

The state branch has also organised a host of activities round the year to promote breastfeeding among health professionals, mothers and other concerned organisations and individuals. During the 39th Pediatric Conference, BPNI member Dr C R Banapurmath spoke on feeding of twins and breastfeeding babies with cleft plate, Dr Nirmala Kesaree addressed the issue of feeding low birth



babies , while Dr S D Subba Rao spoke on feeding in HIV positive mothers

### **Creche Upgradation**

The increasing cost of living and the nuclearisation of urban families has seen the creches and day care centres mushroom all over metros. Most creche owners are not trained in promotion, support and protection of correct infant and young child feeding practices. BPNI recognises that creche owners and staff also need to be made aware of correct practices regarding infant and young child feeding.

BPNI Maharashtra felt that this need was not being addressed and that creches required to be educated and made aware of appropriate feeding practices, immunisation, common childhood illnesses management, accident prevention, psychosocial development and inculcating moral values in young children in their care.

A pilot project was initiated in the northwest suburbs of Mumbai. The Mother Support Group members of BPNI located creches and invited the owners for an interactive session. The interaction gave an insight into the functioning, level of knowledge of various aspects of child nutrition and care, undesirable practices, difficulties in running the creches and the concerns of the owners. Workshops were then conducted for creche owners, updating them on various aspects of child nutrition and care. Parents were also invited for the sessions and changes suggested were incorporated to make the creches more baby friendly.

BPNI Maharashtra also developed a Creche Owners Training Module and coordinated with the Goregaon Mother and Child Welfare Society, which runs a large creche to facilitate the training.

Ms Ines Fernandes of Philippines gave a presentation on the running of the creches in her country visit at the Borivali Medical Brotherhood Hall to a selected audience of BPNI members, creche owners and MSG leaders.

### **Baby Friendly Hospital Initiative**

This initiative was pioneered by UNICEF and WHO who advocated the 10 points that hospitals needed to adopt to be declared as 'Baby Friendly Hospitals'. BFHI is an area where BPNI is actively working in the country.



The Baby Friendly Hospital Initiative (BFHI) was launched in 1983 in Kerala in collaboration with UNICEF. Of the 14 districts in the state, 12 have been declared as Baby Friendly (BF) as more than 90 per cent of the maternity hospitals have been recognised as BF hospitals. In 1995, the city of Cochin became the first city in the world to be declared as Baby Friendly City by UNICEF. Kerala is on fast track to becoming the first state in the country to become completely Baby Friendly when the remaining two districts also become Baby Friendly.

The state BFHI society plans to focus on periodic reassessment of BF hospitals, reorientation of health professionals on breastfeeding and undertaking community based programmes to promote breastfeeding.

### **Promoting Breastfeeding**

Each year, BPNI marks the World Breastfeeding Week (WBW) with week long celebrations and activities. The BPNI secretariat publishes advocacy material and brochures highlighting the theme of the year. The state branches also organise a host of events to increase awareness about breastfeeding.

BPNI Manipur organised various activities in the state during the World Breastfeeding Week. An exhibition in the waiting hall of the Obstetrics and Gynaecology Department of RIMS in association with the state branch of TNAI. Nursing students, ANC mothers in the OPD and maternity ward viewed the exhibits. An essay competition on the topic "Role of nurses for successful breastfeeding in the community" saw the participation of nursing



students from different nursing schools. An awareness generation programme for medical officers, nurses and nursing students was also organised. The local television channels, ICTV and SEEN TV telecast an hour long discussion on breastfeeding that had Dr Nabakishore and Dr Shyamkumar Laishram as panelists with noted film actor and script writer, Mr Dhanachandra Sharma as the moderator.

BPNI and the Rotary Club of Chidambaram have been conducting an all India contest for Inner Wheel Clubs since 1998. Over the years, the participation in the contest has been steadily growing. A total of 230 clubs from all four zones participated and one club in each zone of the country was awarded the best Club Award. The clubs generate a lot of awareness about breastfeeding by conducting meetings, seminars, competitions and healthy baby shows.

### **Information Dissemination**

BPNI role involves providing accurate information to people, especially pregnant women and lactating mothers on sound feeding practices. An information fact sheet on guidelines for breastfeeding and complementary feeding were produced in 31 languages and dialects to widely disseminate information. All the state and local branches supported this activity.

BPNI Manipur has also translated the information sheet 'Guidelines for Breastfeeding and Complementary feeding' into Manipuri.

The Jharkhand branch produced the factsheet on breastfeeding to be given to all women who deliver their babies in the hospital, so that they can be made aware of the basics of breastfeeding and complementary feeding. BPNI Jharkhand also undertook the translation of the IMS Act into Hindi for distribution to all concerned doctors, lawyers, NGOs and aware citizens.

### **Developing links**

BPNI also collaborates with national and state level sister concerns which are active in the field of infant feeding, child health and training of health staff. The sister organisations of BPNI include ACASH, IAP, FOGSI and TNAI.

### **ACASH**

The Association for Consumers' Action on Safety and Health (ACASH) is in its 17<sup>th</sup> year and has made significant contributions to the consumer movement in the field of safety and health. ACASH widened its scope to include newer areas such as tobacco control, both at the national and international levels. It made sustained efforts to strengthen its network with the government, NGOs, institutions and concerned individuals.

ACASH also undertook a Child Nutrition Project in collaboration with UNICEF to promote infant feeding and young child nutrition for doctors, nurses, communities, NGOs, lactating mothers and pregnant women at various hospitals and supervisors of ICDS. Programmes for Lady Corporators of Thane district and Mumbai were organised. It also organised a two-day workshop on Lactation Management Training for the IEC Bureau, Pune.

ACASH organised a training of trainers on 'Breastfeeding and Child Nutrition' for representatives from community based organisations. Another training session on the same theme was held for student and staff nurses of the Trained Nurses Association of India (TNAI) at the Wadia Maternity Hospital.

Continuing to play its role as a watchdog in monitoring and reporting violations of the IMS Act, ACASH achieved a significant success in convincing the director of the event management company, Event Management Pvt Ltd which organised the "Bouncing Baby Week" at the World Trade Centre from 22-25 February, 2002, to withdraw the feeding bottle from their promotional material and advertisements. ACASH also got Ms Ekta Kapoor, producer of the popular serial, 'Kyunki Saas Bhi Kabhi Bahu Thi' to agree and not depict scenes which promote bottlefeeding in the serial.

#### **Amendment to BPNI Constitution**

BPNI members wishing to move any amendments to the BPNI Constitution may kindly send the same to the National Secretariat by July 15, 2003 which is to be taken at the proposed General Body meeting to be held shortly.

Dr Arun Gupta  
National Coordinator



# Specials from the Resource Centre

## Resource Centre

The BPNI resource center continues to review new technical documents and adding them to its resource base. BPNI shared new technical materials and information with key institutions/individuals in India including 250 medical colleges, libraries, BPNI members, NGOs and IBFAN contacts in South Asia countries.

The Resource center has regularly responded to the questions, which it receives, from members, NGO's and others. It also responds to breastfeeding questions tabled in Parliament, which the MoHFW and MoHRD forward for comments.

## Publications

During this period BPNI brought out 3 important publications.

### Update 6- Nutrition during first two years

The update contains broad guidelines for complementary feeding, main categories of infant food

which can be given and instructions for preparation and storage along with commonly asked questions. The update was mailed to 80,000 health professionals all over the country, including all government health care services along with feed back form.

### Science of Infant Feeding

This book contains updated information on both scientific and social issues of infant feeding. The book is a useful resource for lactation experts, health professionals, NGOs and programme managers.

### Breastfeeding and Complementary Feeding- a Guide for the Parents

BPNI printed the 2<sup>nd</sup> edition of the book designed to help women during pregnancy and after child birth to make breastfeeding easier and also to provide up to date information on optimal feeding practices and help provide answers to frequently asked question by mothers.

### Guidelines now in 31 languages

BPNI's "Guidelines for Breastfeeding and Complementary Feeding" are now available in 31 regional languages and local dialects. So no matter what your mother tongue, you can now read these handy information sheets in a language close to your heart.

Dissemination of accurate and scientific information on optimal infant feeding practices to the community in simple and easily understood local languages is one of the main roles of BPNI.

Currently the Guidelines are available in 31 Indian languages including Hindi, Gujarati, Khasi, Bengali, Oriya, Marathi, Assamese. Konkani, Malayalam, Tamil, Kannada, Punjabi, Kashmiri and Urdu. The guidelines have also been translated into Sanskrit, and local dialects like Garo and Khasi Kokbarak and Galo.

For copies, please contact the nearest BPNI representative office. The Guidelines act as an effective advocacy resource and can be used as a fund raising tool. All support in widely disseminating the booklet is appreciated.



BPNI's Guidelines on Breastfeeding and Complementary Feeding are now available in 31 languages



# Resources

## Books & Booklets

- **Breastfeeding and Complementary Feeding: Guidelines for Doctors:** This book is prepared for doctors, the first line health professionals, to enable them to promote optimal infant feeding practices and dispel beliefs regarding infant feeding in the communities. They can use this book to update their knowledge and teach young students or counsel mothers. **Rs 150**
- **Breastfeeding & Complementary Feeding-Guidelines for Nutrition professionals:** This book is specially prepared for nutrition professionals to help them counsel mothers and teach students on optimal infant feeding practices. It helps to update their knowledge about infant feeding issues. **Rs 150**
- **Breastfeeding & Complementary Feeding-Guidelines for Nurses:** This book is specially prepared for nurses, to enable them to self learn and use this as a teaching tool about infant feeding. This will also help them to promote optimal infant feeding practices and dispel false beliefs of mothers regarding infant feeding. **Rs 150**
- **Breastfeeding and Complementary Feeding: A Guide for parents.** **Rs 25**
- **The Science of Infant Feeding:** A book of breastfeeding and infant feeding with scientific advances of 20<sup>th</sup> century (Published by Jaypee Brothers.) **Rs 450**
- **The Law to Protect and Promote Breastfeeding:** A book of BPNI that explains the provisions of the IMS Act in a simple manner. **Rs 40**

- Maternity Home Practices & Breastfeeding an ACASH (Mumbai) publication (English) **Rs 75**
- **Helping Mothers to Breastfeed an ACASH (Mumbai) publication (in English) Rs 125**

## Video Cassette

- **Maa Ka Pyar- Sishu Ahar:** This BPNI video covers early, exclusive breastfeeding, how to breastfeed and complementary feeding, **Rs 250**

## Video CD

- **Maa Ka Pyar –Sishu Ahar:** This BPNI CDs covers early, exclusive breastfeeding how to breastfeed and complementary feeding, **Rs 200**

## Information Sheets

- **Information Sheet 1 – Guidelines for Breastfeeding and Complementary Feeding: (ALL STATE SPECIFIC INDIAN LANGUAGES)** This four page document provides accurate information on infant feeding for people, women in particular, especially pregnant women and breastfeeding mothers, **Rs 3** (Minimum ORDER 100 COPIES)

## Posters

- **Breastfeeding Posters:** 12” X 18” (Art Paper, four colour, sticker tape (in English and Hindi) **Rs 5**
- **Closeness and Warmth:** 15” X 20” Breastfeeding a Bliss. **Rs 10**

- Note:**
1. Please make payment towards the purchase by Demand Draft only payable to “BPNI Delhi”
  2. Please add 10% to the total value of your order for postage, packing and handling charges.