

# What is World Breastfeeding Week

The year 2005 marks the 14<sup>th</sup> annual World Breastfeeding Week (WBW). This year's theme is Breastfeeding and Family Foods: Loving and Healthy. This is the greatest outreach vehicle for the breastfeeding movement being celebrated in over 120 countries from the year 1992.

WBW is an annual event initiated by the World Alliance for Breastfeeding Action (WABA). WABA is a global network of organizations and individuals working to protect, promote and support breastfeeding. BPNI spearheads the program across India by coordinating WBW activities and information. In India, WBW is celebrated from 1<sup>st</sup> to 7<sup>th</sup> August every year.

## How the kit works

As you go through the material in the kit, consider your own situation. How do you want to celebrate WBW 2005? How you can influence your community to be more receptive to the ideas of breastfeeding and complementary feeding? What groups or individuals can you work with to achieve your goals?

## Swim with the Theme!

The theme for this year's World Breastfeeding Awareness Week is about exclusive breastfeeding for the first six months followed by introduction of appropriate and adequate complementary foods along with continued breastfeeding for two years or beyond and this is possible when everyone including health professionals, family and community members are accurately informed and exclusive breastfeeding is the social norm.

## What is a Good Complementary Food?

The characteristics of a good complementary food are:

- Should be rich in energy and adequate in good quality protein, vitamins and minerals
- Can be easily prepared daily at home
- Should have soft consistency to enable the child to swallow easily
- Should have low dietary bulk and easily digestible.
- Should need minimal preparation prior to feeding.
- Should be free from artificial colors and flavors.

The number of times food is offered. Offer 2 to 3 times a day at 6-8 months and 3 to 4 times a day at 9-24 months, plus nutritious snacks once or twice a day, in addition to breastfeeding.

By providing accurate information to the parents and family we can make the whole community aware about breastfeeding issues, when to start complementary feeding and what to give and how many times to give.



National Secretariat, Breastfeeding Promotion Network of India (BPNI),

BP-33, Pitampura, Delhi 110 088 (INDIA), Tel: 011-27312445, Fax: 011-27315606, Email: [bpni@bpni.org](mailto:bpni@bpni.org), Website: [www.bpni.org](http://www.bpni.org)