

**World Breastfeeding Week
(1-7 August' 2011)**

Campaign Schedule:

Time	Activity	Participants
9:00am - 9:30am	Rally from IB to Collectorate	District Collector Departmental heads CSOs
9:30am	Lighting of Lamp	District Collector & Officials
10:00am - 10:30am	Introduction to the WBW and sharing of activities	Project Coordinator-BCC
10:30am - 11:00am	Addresses by the Dept. heads and CSOs	Departmental heads & District Coordinator- UNICEF
11:00am - 11:15am	Address by Unicef officials	Ms. Seema Kumar - C4D specialist, UNICEF, AP& karnataka
11:15am	<i>Launching of Breastfeeding Campaign</i>	District Collector
11:30am - 12:00pm	Address by the District Collector	
12:00pm	Vote of thanks with way forward.	Project Coordinator - BCC

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Planned Activities during the Week:

Day	Activity	Stakeholders
1st August	<p>Launching of WBW 2011 campaign</p> <p>Mass Rallies from District - Village level</p>	<p>District Collector</p> <p>District Officials</p> <p>Civil Society Organizations</p> <p>SHG leaders</p> <p>NYK youth</p> <p>Master Trainers & CSOs</p>
2nd August	Sensitization workshop for Private Nursing home's doctors	Doctors form Pvt. nursing homes
3rd August	Pasting of Posters in all Private Nursing homes, PHCs, AWCs, Mandal Samakya buildings and others.	<p>Master Trainers</p> <p>ANMs, AWWs, ASHAs</p> <p>NYK youth</p> <p>SHG women</p>
4th August	Pasting of Bus panels across the district	<p>Project Coordinator</p> <p>Master Trainers</p> <p>ANMs, AWWs, ASHAs</p> <p>NYK youth</p> <p>SHG women</p>
5th August	Distribution of Congratulations card to last trimester pregnant women and mothers of newborn babies with IPC on BF.	<p>Master Trainers</p> <p>ANMs, AWWs, ASHAs</p> <p>SHG women</p>
6th August	Continue the day 5	<p>Master Trainers</p> <p>ANMs, AWWs, ASHAs</p> <p>SHG women</p>
7th August	Closing ceremony of WBW 2011 from District to Mandal level.	Functionaries of Health, ICDS and BCC with involvement of SHGs