

**OFFICE OF THE DIRECTOR  
WOMEN DEVELOPMENT &  
CHILD WELFARE DEPARTMENT,  
A.P., HYDERABAD.**

**Memo.No.4639/N1/2011, Dt:26.07.2011**

**Sub:** WD&CW Dept., - Celebration of World Breast Feeding Week from 1<sup>st</sup> to 7<sup>th</sup> August, 2011 – With a chosen theme “Talk to Me! Breastfeeding – a 3D experience”– Instructions issued – Reg.

**Ref:** E-mail from Director, WD&CW on dt:  
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The Regional Joint Directors/Regional Deputy Directors and Project Directors are aware that World Breast Feeding week is observed every year from 1<sup>st</sup> to 7<sup>th</sup> August since 1992. This year is a 20<sup>th</sup> “Breastfeeding week Celebration”.

The importance of the Breast Feeding and the chosen theme for this year is “**Talk to Me! Breastfeeding – a 3D experience**” (copy enclosed). The tentative Programme Schedule from 1<sup>st</sup> to 7<sup>th</sup> August 2011 is enclosed.

Further, all the Regional Joint Directors/Regional Deputy Directors, Project Directors, CDPOs, AWTCs, MLTCs & MTTCs are directed to organize a special drive on Indicators for Base-line Survey to know the actual facts and conduct week long programmes for high school children, college students and other youth groups with awareness programmes, rallies, Essay & Elocution competitions in their jurisdiction. They should visit all Government and Private schools, colleges and Maternity Hospitals during the week.

They are directed to download the theme on breastfeeding for this year in both Telugu and English languages from Website [www.bpni.org](http://www.bpni.org) . They are further instructed to send their award applications for award of best implementer on IYCF Practices to BPNI, New Delhi directly with a copy marked to Director, WD&CW Dept E-mail address : [apwdcw@rediffmail.com](mailto:apwdcw@rediffmail.com) and a report on District Level consolidation of Base Line Survey and programmes taken up during the week should be submitted to Director immediately without fail on or before 10.08.2011, so that the same can be compiled and sent to Government, GOI and BPNI, New Delhi.

Sd/-Anita Rajendra  
Director

**Encl:** Programme Schedule

**For Director**

To  
All the Regional Deputy Directors/Regional Joint Directors  
/ Project Directors & CDPOs (through PDs) in the State  
To all Presidents/Secretaries/DM's of DMSVKs /  
AWTCs/MLTCs/MTTCs (Through RDDs)  
Copy submitted to Special Chief Secretary, WCD&Sr.Ctz,  
A.P. Secretariat, Hyderabad for information  
Copy submitted to Managing Director, A.P.W.C.F.C Ltd.,  
Hyderabad for information  
Copy submitted to BPNI, New Delhi for information

**Tentative Programme Schedule for the Celebration of World  
Breast Feeding Week (1<sup>st</sup> – 7<sup>th</sup> August, 2011)**

<b>Date and Place</b>	<b>Programme</b>	<b>Participants</b>
1.8.2011 District Level	District Level Workshop on Breastfeeding week celebrations for the year 2011.	Representatives of High School Children, College students and other youth groups. (In convergence with Youth Welfare Department). <b>Resource Persons &amp; Facilitators:</b> Academicians, PHC Doctors, DMHOs, Gynecologists, functionaries of ICDS, Rural Development NGOs, Instructors of Training Centers.
2.08.2011	Block Level Rallies, competitions/ Elocution speeches / Essay writing on importance of Breast Feeding and how to promote breast feeding.	School Children, College students and other youth groups, Nursing Students, Adolescent Girls, Pregnant / Lactating Mothers, Mothers-in-laws and functionaries of ICDS.
3.08.2011 to 6.8.2011	1. Special meet with Adolescent Girls at their Schools, colleges to talk on Breastfeeding.  2. Special drive on getting information on Base Line Survey and home visits to prioritized houses from person to person contact.	AWWs, Adolescent Girls, Mother Resource Groups.
7.8.2011	Meeting with all members at Village Level.	Adolescent Girls, College going girls/boys, Youth Groups, VOs, Local Leaders & Village heads.

Sd/-Anita Rajendra  
Director

**For Director**

## II. Indicators for Base-line Survey

### (A) Pre lacteal Feeding

1. Pre lacteal Feeds given to the new born –

	Numbers	%age	Total
Yes			
No			

2. If yes, type of Pre lacteal feed-

	Numbers	%age	Total
Water			
Honey			
Animal Milk			
Others (bottle feeding)			

3. If yes, how many times a Pre lacteal feeds

	Numbers	%age	Total
1 time			
2 times			
3 times			
4 times			

4. if yes, amount of quantity of pre lacteal feeds

	Numbers	%age	Total
1 tea spoon			
2 tea spoon			
3 tea spoon			
4 tea spoon			

**(B) Initiation of Breast feeding**

1. How much time after the birth of child you started breast-feeding?

	Numbers	%age	Total
Within 1 Hour			
1-3 hour			
6-24 hour			
1-3 days			

2. How many times breast feeding in a day?

	Numbers	%age	Total
10 times			
8 times			
6 times			
4 times			
2 times			

3. Any help needed during breast-feeding

	Numbers	%age	Total
No			
Housewife			
Dai			
Doctor/ANM			

4. Duration of times for breast feeding

	Numbers	%age	Total
10 min.			
15 min.			
20 min.			
More than 20 min.			

**C) Exclusive breast feeding (from birth to 6 complete months)**

1. How many months you have feeded only breast milk to your baby?

Age group in months	Numbers	%age	Total
0 – 3 months			
3 –4 months			
4 – 5 months			
5 – 6 months			

**(D) Complementary Feeds**

1. What all have you feeded of the child during last 24 hour?

Age group in months	0-3.0		3.0-6.0		6.0-12.0		12.0-24.0	
	N	%	N	%	N	%	N	%
Fruits & Veg								
Foodgrain & Non-veg								
Other								
Total								

**Breast-feeding practices at a glance in the -----Block / District / Region**

<b>Percent of initiation of B.F. within 1 hour</b>	
<b>Percent of initiation of B.F. within 1-3 hour</b>	
<b>Percent of giving pre lacteal feed</b>	
<b>Commonest pre lacteal food given to new born</b>	
<i>Percent of exclusive B.F. 0-6 months</i>	
<i>Percent of complementary feeding 6-12 months</i>	
<b>Percent of early complementary feeding</b>	
<b>Percent of delay complementary feeding</b>	
<b>Percent of healthy child</b>	
<b>Incidence of bottle feeding</b>	
<b>Total duration of breast milk.</b>	

Sd/- Anita Rajendra  
Director**For Director**