

## World Breastfeeding Week

### Introduction:

The World Alliance for Breastfeeding Action (WABA) was formed in 1991 to act on the Innocenti Declaration (1990) to protect, promote and support breastfeeding. As part of its action plan to facilitate and strengthen social mobilization for breastfeeding, WABA envisioned a global unifying breastfeeding promotion strategy. A day dedicated to breastfeeding was suggested to be marked in the calendar of international events. The idea of a day's celebration was later turned into a week. ( <http://worldbreastfeedingweek.net> )

This has become to be known as World Breastfeeding Week (WBW) celebrated every 1-7 August to commemorate the Innocenti Declaration. WBW was first celebrated in 1992. Now it involves over 170 countries and is endorsed by breastfeeding groups and their partners including individuals, UN organizations, and governments.

Overall coordination of WBW is done at the WABA Secretariat in Penang, Malaysia, which includes the selection of the theme and slogan, identifying resource persons for a specific theme and the preparation and dissemination of WBW materials such as the calendar announcement, posters, action folders and banners. These advocacy materials serve to stimulate action among local groups, governments, UN organizations and other agencies and other issue organisations for their own WBW activities in their area/country.

World Breastfeeding Week provides an opportunity to highlight the benefits of breastfeeding and to encourage everyone to support mothers who wants to breastfeed.

In India, from past 19 years, **BPNI** coordinates the *World Breastfeeding Week*, from August 1<sup>st</sup> to 7<sup>th</sup> every year as per the theme decided by WABA, to put together the efforts of all breastfeeding advocates, governments, and the publicans.

### Theme of World Breastfeeding week 2011:

Generally when we talk about breastfeeding we deals with two aspects

- 1. Time i.e. From Pre pregnancy to weaning**
- 2. Place i.e. Home, Community healthcare system**

It is felt that the efforts require more struggle to eradicate low rates of exclusive and continued breastfeeding. Women are not able to breastfeed successfully mainly because of lack of support from family, the health services, the work place and the community. Also with modernization, the economic activity took over all priorities resulting in more women joining the work force. Baby food industry has created a huge market for the 'infant formula' as an alternative to breastfeeding, using all kind of pervasive promotion techniques to parents including undermining women's confidence in breastfeeding, leading to proliferation of formula feeding. The food corporations misused health systems in such a

manner that contributed to separation of mothers and babies leading to further decline of breastfeeding practice.

To spread this message among the large mass there is a need of communication at the various levels and between various sectors. Communication is an essential part of protecting, promoting and supporting breastfeeding. This connects communities across small and great distances at an instant's notice. Utilizing the modern methods of communication it is convenient to spread breastfeeding information. This also encourages the sharing of knowledge and experience, thus enabling wider outreach.

### **Objectives of WBW 2011:**

- Sustain the momentum from your WBW Celebration Campaign for a breastfeeding friendly environment!
- Reach out to people especially youth with information on breastfeeding & support mother's needs.
- Advocate for community and family support to help enhance breastfeeding and complementary feeding.
- Protect against commercial influences by baby food manufacturers.

Hence a third action plan is the "Communication" added as 3 D experience and thus the theme for this year was decided.

### **"TALK TO ME! BREASTFEEDING – 3D EXPERIENCE"**

- Talk about Breastfeeding
  - As a decision maker
  - As a Caregiver
  - As an Integral member of society
  - As a Receiver

### **Announcement of World Breastfeeding Week Celebration:**

BPNI decided to celebrate this week by involving large group of society and observe the week by organizing activities to call for support to women to breastfeed. BPNI has framed the action ideas and announced awards for the best WBW 2011 Celebration. It was decided to allocate the following prizes.

1. 10 prizes for Organizational best activities
2. 10 prizes for Individual best activities

The award consisted of a memento, and a certificate from BPNI. The announcement was communicated in **June, 2011** to celebrate The World Breastfeeding Week (WBW) from 1st-7th August 2011. It was asked to gear up to observe the week by organizing activities to call for support to women to breastfeed with the theme. All individual and groups were requested to communicate in advance of the activities they plan to undertake,

so that BPNI could promote the organization by publicizing it on BPNI website. All were requested to send activity report in the prescribed format clearly mentioning the category applied for.

The decision of the BPNI National WBW Coordination Committee on Awards was taken as final. The prizes were announced on 12th November 2011 and the award winner 's list has been published on the BPNI Website.

### **Action Ideas:**

The following action ideas were expected:

- Connect with people by creating a BLOG with breastfeeding information, where in people can also share their breastfeeding experience, messages or even pictures related to breastfeeding
- Prepare a petition for gathering support to breastfeeding and get it signed by as many as possible
- Have a poll question for creating awareness about breastfeeding
- Communicate to get support and promote breastfeeding through facebook accounts, youth groups, mail groups, twitter, SMS etc.
- Contact Academicians, Doctors, Teachers, Media to spread vital message and raise awareness
- Put up posters at schools, colleges, chemist, shops and local health centres to spread awareness

### Entries received from states

It is a matter of great satisfaction that the week was celebrated through out the country and lot of entries was received specially to mention from Andhra Pradesh 85, followed by Maharashtra 23 and Tamil Nadu 19, Karnataka 10. BPNI received total of **176** reports from various organizations and individuals from different parts of the country by the end of September 2011

Sr. No.	Names (States and UT)	Entries
1	Andhra Pradesh	85
2	Assam	1
3	Coimbatore	2
4	Delhi	2
5	Gujarat	4
6	Haryana	1
7	Karnataka	10
8	Kerala	4
9	Madhya Pradesh	3
10	Maharashtra	23
11	Manipur	1
12	Punjab	4
13	Pondicherry	3
14	Rajasthan	2
15	Tamil Nadu	19
16	Uttar Pradesh	5
17	Uttarakhand	2
18	West Bengal	5
	<b>Total</b>	<b>176</b>



## Activities during WBW 2011

During celebration they have conducted seminars among students of Medical Colleges & Nursing Colleges, distributed pamphlets regarding Breastfeeding to pregnant and lactating mothers, conducted rallies, poster competitions, slogan & quiz competitions in colleges. Media has also participated in several activities of celebrations.

తల్లిపాల గురించి మాట్లాడుదాం -  
తల్లిపాలపై సస్పమైన సమాచారాన్ని అందరికీ చేరవేద్దాం....

### BREAST FEEDING

- Best for baby
- Ready available
- Easily digestible
- Accessible
- Strong
- Tasty
- Feelings develop between mother&child
- Economical
- Energy yields
- Deaths preventable
- Immunity develops
- Natural
- Good for mother & child



Women need support - for continued breast feeding.



## **Assessment of Report:**

We started analyzing the reports from the month October and declared the result on 12<sup>th</sup> of November 2011. These reports were assessed by WBW Coordination Committee according to the criteria (See Annex 1) and 10 winners each from organizational and individual categories were selected. Members of the WBW Coordination Committee were:

1. Dr. Chander Kant  
**Medical Superintendent**  
**Satyawadi Raja Harishchandra Hospital**  
**(For Rural area) Narela**  
**Delhi**
2. Dr. K.C. Agarwal  
**Pediatrician HOD, Safdarjang Hospital**  
**Delhi**
3. Ms. Lubna Abdullah  
**Programme officer**  
**BPNI, Delhi**  
**(Convener)**

Following are the reports from group of organization and individual were felicitated by Memento & Certificate of appreciation. Rest of the entries was given a certificate of participation.

### **List of organization Winner:**

<b><u>Organizational Winners</u></b>		
<b><u>S. No</u></b>	<b><u>Name of the Organization</u></b>	<b><u>Address</u></b>
1.	<b>IWC of Ketti valley</b> Tamil Nadu	<b>Suguna Mohan Raj</b> Inner Wheel Club, of Kettivalley 277/A Bhairava Nivas, Teetukal, Nilgris-643004 Tamil Nadu, suguna.mohanraj@yahoo.com
2.	<b>ICDS Project, Kurnool (Rural)</b> Andhra Pradesh	<b>P.L.Hanna Rose</b> ICDS Project, Kurnool (rural), 45/24/K/17/I-C, Sree Krishna Colony, Ashok Nagar Kurnool-518004 Andhra Pradesh cdpokurnoolrural@yahoo.com

3.	<b>Sri. Ramachandra Medical College and hospital</b> Tamil Nadu	<b>Head. Dept.of Pediatrics</b> Sri Ramachandra Medical College and hospital Ramachandra Nagar Porur Chennai-600116 Tamil Nadu
4.	<b>IWC Saket,</b> Maharashtra	<b>Mrs. Abha S. Mudada President</b> IWC, Saket, Station Road, Dudhsagar Marg, Chalisgaon Jalgaon-424101 Maharashtra aabha69@gmail.com
5.	<b>Inner Wheel club of Bhusawal</b> Maharashtra	<b>Birla Shobha Ashok</b> Inner Wheel club of Bhusawal “Raghurukhamal” Sopan Colony, Shanti nagar Jalgaon, Bhusawal-425201 Maharashtra
6.	<b>IAP, Kerala Branch</b> Kerala	<b>Dr. Jose. O, Secretary</b> IAP, Kerala Branch Indian Academy of Pediatrics, Puthiya Maliakkal, 16/84D, Kazhuthumuttu Kochi- 682005 Kerala
7.	<b>IAP BATHINDA</b> Punjab	<b>IAP BATHINDA</b> President- Dr.Prateek Kapila Ludhiana Hospital, Mall Road Bathinda-151001 Punjab
8.	<b>Women and Child Development Agency Prakasam Districts</b> Andhra Pradesh	<b>Project Director</b> Women and Child Development Agency Prakasam Districts Ramanagar 3rd Lane, Besides Bala Sadan , Ongole- 523001 Prakasam Districts Andhra Pradesh
9.	<b>D.P.M Unit,</b> District Health Society (NRHM) Dhubri Assam	<b>District Programme Management Unit, NRHM,</b> District Health Society, Dhubri Office of Joint Director of Health Services cum Member Secretary, district Health Society, Dhubri-783301 Assam dme.nrhm.dhubri@gmail.com

<b>10.</b>	<b>M.S. Ramaiah Institute of Nursing, Education and Research</b> Karnataka	<b>Dr.S.S. Prabhudeva</b> M.S. Ramaiah Institute of Nursing, Education and Research Post, M.S.R. Nagara Bangalore-560054 Karnataka msriner@rediffmail.com
------------	---	---

### List of Individual Winner:

<u>Individual Winners</u>		
<u>S. No</u>	<u>Name</u>	<u>Address</u>
	Gosala Kondamma Andhra Pradesh	Gosala Kondamma Supervisor G-I, Narpala Sector ICDS Project, Singanamala, Anantapur Andhra Pradesh
	B.Siailaza Andhra Pradesh	B.Siailaza ICDS Project, Tirumala Towers, Poleramma Temple, Guntur Bapatla-522101 Andhra Pradesh cdpobapatla@yahoo.com
	A.Krishna Kumari Andhra Pradesh	A.Krishna Kumari M.Manohar Naidu, 12-171, Sainagar 1st Cross, Anantapur-515001 Andhra Pradesh amilinenikrishnakumari@gmail.com
	M. Jhansi Lakshmi, CDPO ICDS Nizamabad (Rural), Andhra Pradesh	M. Jhansi Lakshmi, CDPO CDPO, ICDS Nizamabad (Rural), Subhash Nagar Nizamabad-503002 Andhra Pradesh cdponizrniz-ap@nic.nic
	K.Vanajakshi Andhra Pradesh	K.Vanajakshi Supervisor Gr I. ICDS- Project, Singanamala (P.O.& Mandal) Anantapur-515435 Andhra Pradesh
	Dr.Mohan Adyalkar Maharashtra	Dr.Mohan Adyalkar Wardha Nursing Home Near LIC Office Main road Wardha-442001 Maharashtra dr.mohanadyalkar@yahoo.in
	Smt.G. Vanaja Akkamm Andhra Pradesh	Smt.G. Vanaja Akkamm W.D.&C.D Department ICDS Project Kudair Anantapur Andhra Pradesh



	Pasupulate Vijaya Lakshmi Andhra Pradesh	Pasupulate Vijaya Lakshmi ICDS Khammam Rural Project H.No.-1-81 Naidu Peta (Vill) Khammam Rural Block Khammam – 507003, Andhra Pradesh adarsha1998@yahoo.co.in
	Dr. Rajinder Gulati Punjab	Dr. Rajinder Gulati Civil Hospital Raikot Ludhiana-141002 Punjab rajinder_gulati@hotmail.com
	C.Chennamma Andhra Pradesh	C.Chennamma Anganwadi Worker, N.N. Kunta-II Anantapur Rural-II sector, Anantapur Rural Mandal. ICDS Kudair Anantapur Andhra Pradesh