



WORLD BREASTFEEDING WEEK 1-7 AUGUST 2011 INDIA



Talk to Me! Breastfeeding – a 3D experience



Talk to Me!



Why 3D?

When we look at breastfeeding support, we tend to see it in two-dimensions: time (from pre pregnancy to weaning) and place (the home, community, health care system, etc). But neither has much impact without a **THIRD** dimension **communication!**

Communication is an essential part of protecting, promoting and supporting breastfeeding.



BPNI 2011

Talk to Me! Breastfeeding - a 3D experience

Breastfeeding-it's a biological norm; it's a public health issue that has been revisited time and again; it's a bond between a mother and child.

Breastfeeding applies to each of the Millennium Development Goals and can have a large impact on the future well-being of our society.

- ❑ **MDG 3 (gender equality):** Breastfeeding enables an equal start for children regardless of family income and empowers women through health and reproductive benefits, eg birth spacing. It also enables mothers to be self-sufficient in nourishing their infants without expending economic resources on expensive and inferior breastmilk substitutes.
- ❑ **MDG 4 (reduce child mortality):** If all infants were exclusive breastfeeding for six months and continued breastfeeding to one year, under five mortality would reduce by about 14%.
- ❑ **MDG 5 (improve maternal health):** maternal health impact includes reduced risk of postpartum haemorrhage by early initiation of breastfeeding, protection from anaemia and maternal iron depletion through lactational amenorrhoea and reduces the risk of breast and ovarian cancers.

Breastfeeding **SAVES LIVES** by providing a complete nutritional and preventive health package for infants and young children, and is one of the most sustainable practices found on this earth. Breastfeeding is also important for women assisting in weight loss after delivery, protecting against breast cancer and other diseases, and delaying the return of menses and ovulation.

However, many parts of the world are still struggling with 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 woo parents including undermining women's confidence

Objectives of WBW 2011

- ⇒ Sustain the momentum from your WBW celebrations-Campaign for a breastfeeding friendly environment!
- ⇒ Reach out to people especially youth with information on breastfeeding & support mother's needs.
- ⇒ Protect against commercial influences by baby food manufacturers.¹
- ⇒ Advocate for community and family support to help enhance breastfeeding and complementary feeding.

1. Joint letter signed by Ministry of Women and Child Development & Ministry of Health and Family Welfare. D.O. No. 5-20/2010-ND/Tech dt. 17 August 2010

in breastfeeding, leading to proliferation of formula feeding. The baby food companies misused health systems in such a manner that contributed to separation of mothers and babies leading to further decline of breastfeeding practice.

Why is there a gap between what we know and what is actually happening, and what can we do about it?

Nowadays, the Internet allows us to easily find information on just about anything Campaigns such as World Breastfeeding Week (WBW), the One Million Campaign, and several government communications inform mothers that **breastfeeding IS possible!**

Theme of World Breastfeeding Week this year, "Talk to Me! Breastfeeding- a 3D Experience"

Our theme this year, "Talk to Me! Breastfeeding a 3D Experience" speaks to YOU to support breastfeeding. You as a decision maker whose actions will inevitably affect the lives of others. You as a caregiver (past, present, future), You as an integral member of society, You as a receiver and giver of knowledge and support. We all play a variety of roles, and we all have a voice, the most powerful tool needed to talk to others about why breastfeeding matters.

Remember - to be successful in this campaign we need to communicate. We are the world, and we want to know why breastfeeding matters. This year we are asking each of you to reach out, through any and all communication channels open to you, and share the messages needed to empower every woman and every community to succeed in optimal breastfeeding.

Joining Hands



Making Change

Sustainable attitude

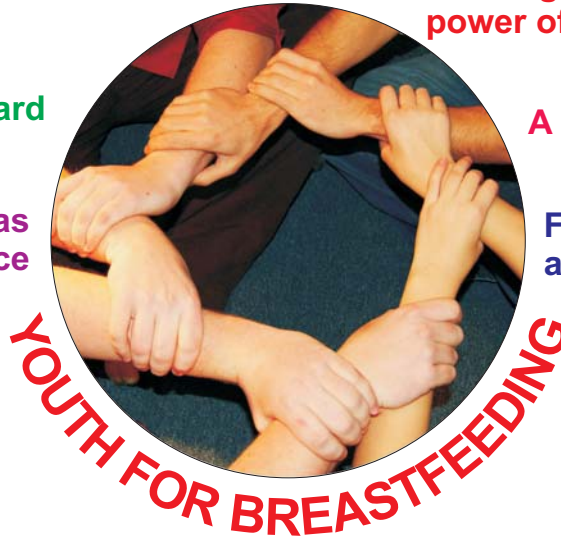
For all generations to rediscover power of breastfeeding

The right to be heard

A cause for activism

A convergence of ideas and experience

For all generations to work as ONE



Please join **WABA Youth Group** and share your voices on **Facebook and Twitter**

facebook <http://www.facebook.com/pages/WABA-Youth/126968647356585>

twitter <http://twitter.com/#!/WABAYouth>

<http://www.youtube.com/watch?v=pTi-5QcrhXg>

PROMOTION IN PICTURES



Communication matters!



What women say

Voice of a mother-in-law in village in Uttar Pradesh

"Earlier, we used to give water to the infant as advised by the elders. Elders used to say that child will get illness if water is not given. Although, the children used to become ill after getting water. Now, we have been counselled not to give water and now our children are healthy."

Link: <http://youtu.be/NdXurWVCmtQ>



Voices of a mother in village in Uttar Pradesh

"This was my first delivery. ASHA Sister helped me to understand the breastfeeding, avoiding other foods/milk/water upto six months of age, taking care of my own diet and consuming the iron tablets."

"After six months, child's need increases. Anganwadi worker has told us to give some food which will keep her healthy."

Link: <http://youtu.be/hsY7Ghnh4tY>



Voices of health worker in Uttar Pradesh

"When initially we told the expectant women to initiate the breastfeeding soon after birth, they resisted that this is not the custom here. But later on, after counselling by me, they agreed and now they initiate the breastfeeding soon after the birth."

"There is a tremendous change. They are giving only mother's milk. One newborn girl, whose birth weight was only 1.250 kg, could not suckle herself. So, mother expressed her milk and fed the child with spoon and cup. That girl is now doing well."

Link: <http://youtu.be/EslmNfJ3oAE>



What women want

Voice of Reena Chhabra, Senior Marketing Professional

"One year of maternity leave required to take care of the baby and breastfeed. This requires support"

Link: <http://www.youtube.com/watch?v=gWx-M-xKTDA>



Voice of Dr. Madhura, TISS, Mumbai

Working women need support for continued breastfeeding

Link: <http://youtu.be/2GGSNPBtCpw>

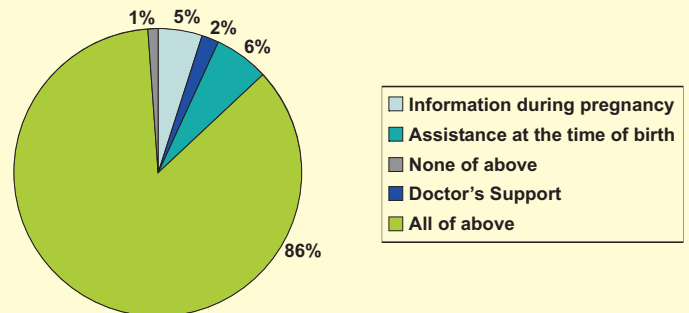


Listen & share with people you know!

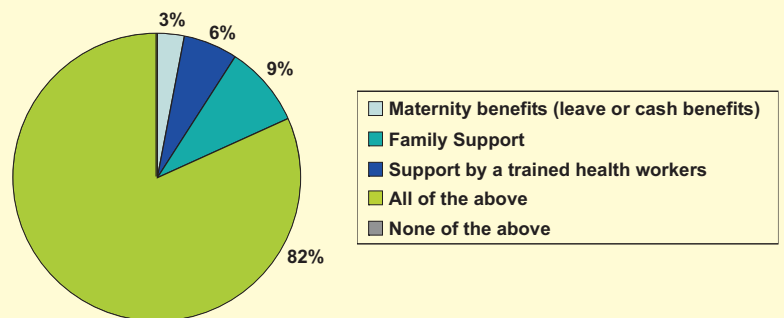
Communication is the key

Thousands respond to polls

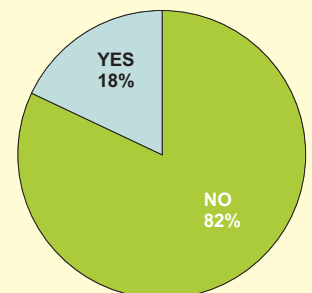
To the question, **what would help women to start breastfeeding within 1 hour of birth**, we have 86% people saying that women need comprehensive support by health workers to achieve early breastfeeding within one hour.



To the question, **what would help women practice Exclusive Breastfeeding for 6 months?** 82% of people said that women require all kind of support including maternity benefits and work place support.



To the question, **do you think food companies should educate young boys and girls on food and nutrition?** 82% of people said that food companies should not educate young boys and girls on food and nutrition.



This means you have to take the responsibility?

What science guides us?

ON BREASTFEEDING

Recent review and meta analysis on breastfeeding promotion concludes that breastfeeding promotion interventions like breastfeeding education, professional support from health professionals, and social support increase exclusive breastfeeding rates. This 2011 meta analysis showed a very significant impact and manifolds increase in exclusive **breastfeeding rates** as a result of skilled counseling during prenatal and postnatal period. It further found 'one to one' skilled counseling (as opposed to group counseling) was more effective in enhancing exclusive breastfeeding up to six months.

<http://www.biomedcentral.com/1471-2458/11/S3/S24>

ON COMPLEMENTARY FEEDING

Recent review and meta analysis on complementary feeding rate concludes that provision of appropriate complementary food is crucial. Complementary food given along with nutrition education & maternal nutritional counseling has a significant effect on growth of children especially in food insecure populations. Educational interventions are also effective in improving complementary feeding practices and have significant effect on growth in food secure populations.

[Http://www.biomedcentral.com/1471-2458/11/S3/S25](http://www.biomedcentral.com/1471-2458/11/S3/S25)

Action ideas

1. Connect with people by creating a BLOG with breastfeeding information, where people can also share their breastfeeding experience, messages or even pictures related to breastfeeding mother & child bonding.
2. Communicate to get support for women for breastfeeding through social network accounts, youth groups, mail groups, twitter, SMS etc.
3. Prepare a petition and communicate to your leaders, get it signed by many people and submit to your government.
4. Contact academicians, doctors, teachers, media to spread vital messages and raise awareness.
5. Address youth at schools, colleges and lead local campaigns to spread awareness.
6. Join the "One Million Campaign" to support women to breastfeed & ask more people you know to join.

<http://www.onemillioncampaign.org/>



Breastfeeding Education Campaign in School
Dr Rajinder Gulati, BPNI National Trainer
(Photo taken from WABA WBW 2011 Action Folder)

The World Breastfeeding Conference 2012

Date: 3rd to 7th December 2012
New Delhi, India.

**Overall Theme: Where Do We Stand,
Where Do We Go!**



<http://www.ibfanasia.org/WBC2012/WBC-2012-announcement.pdf>

What is BPNI

BPNI is a registered, independent, non-profit, national organisation that works towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants and young children. BPNI works through advocacy, social mobilization, information sharing, education, research, training and monitoring the company compliance with the IMS Act. BPNI is the Regional Focal Point for South Asia for the World Alliance for Breastfeeding Action (WABA) and Regional Coordinating Office for International Baby Food Action Network (IBFAN) Asia

BPNI Policy on Funds

BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipments, or infant foods.

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