

World Breastfeeding Week 2004



Exclusive Breastfeeding: the Gold Standard

SAFE, SOUND, SUSTAINABLE



Letter to media

Sir/Madam,

Breastfeeding Promotion Network of India (BPNI), the World Alliance for Breastfeeding Action (WABA) and the advocates and activists working on the promotion of breastfeeding, believe that exclusive breastfeeding is the safe, sound and sustainable way to feed an infant for the first six months of life.

World Breastfeeding Week (WBW) is celebrated every year from 1st to 7th August to renew our commitment to the promotion of breastfeeding. We have been celebrating WBW since 1992. The theme for WBW 2004 is:

Exclusive Breastfeeding: the Gold Standard Safe, Sound, Sustainable.

The theme provides us an opportunity to work on optimal infant feeding practices, especially on exclusive breastfeeding which is the safe, sound and sustainable way to feed an infant for the first six months of life. This is also recommended by the WHO and UNICEF.

You would like to know that 2.4 million children in India die each year and about 1.6 million deaths are in the first year related to inappropriate infant feeding practices. If we could ensure 90% of exclusive breastfeeding for first six months around 315000 to 360000 deaths could be avoided. We are pleased to enclose the support information recently published in the Lancet, a renowned journal, for your reference and use.

As a highly respected part of the media, you have a special role in the promotion of breastfeeding in our society. Your reach among the people in the urban areas is well established. In the rural areas, the reach of the media is increasing phenomenally and it is also cost effective. Its message leaves a permanent impression on the viewers'/ listeners' minds. It is for this reason that we seek your support for our noble mission to spread on **Exclusive Breastfeeding: the Gold Standard Safe, Sound, Sustainable.**

How can you help in this event...

1. Transmit information on exclusive breastfeeding and its advantages through your media and make available accurate information on infant feeding so that it effectively reaches the people.
2. Arrange discussion forums, interviews or panel discussion on the optimal infant feeding practices.
3. Arrange call-in or talk shows on radio and television.
4. Create teaching programmes on parenting, breastfeeding and infant care and health, development and nutrition.

Please feel free to contact me if you need any assistance.

Thanking you sincerely yours,

Encl: WBW materials



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