

# World Breastfeeding Week 2004



## *Exclusive Breastfeeding: the Gold Standard* **SAFE, SOUND, SUSTAINABLE**



### Letter to colleges / schools

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 1<sup>st</sup> to 7<sup>th</sup> 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.

### **What you should do .....**

1. conduct programs like, essay competition, painting competition,
2. awareness lectures, debate, on the theme of Exclusive Breastfeeding: the Gold Standard Safe, Sound, Sustainable in your school / college.
3. survey assignment for the students on the infant feeding practices

With regards,

Yours sincerely,

Encl: WBW materials



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