

What is World Breastfeeding Week

The year 2004 marks the 13th annual World Breastfeeding Week. This year's theme is Exclusive Breastfeeding: the Gold Standard Safe, Sound, Sustainable. This is the greatest outreach vehicle for the breastfeeding movement being celebrated in over 120 countries from 1992.

World Breastfeeding Week is an annual event initiated by the World Alliance for Breastfeeding Action (WABA). WABA is a global network of organizations and individuals working to protect, promote and support breastfeeding. BPNI spearheads the program across India by coordinating World Breastfeeding activities and information. In India, World Breastfeeding Week is celebrated 1-7 August every year.

How the Kit Works

As you go through the material in the kit, consider your own situation. How do you want to celebrate World Breastfeeding Week 2004? How can you influence your community to be more supportive of breastfeeding mothers and babies? What groups or individuals can you work with to achieve your goals?

Swim with the theme!!

Achieving the Gold Standard mothers can do it with help and support.

To be able to breastfeed exclusively, and to resist the pressure and temptation to give other feeds, mothers need accurate knowledge and a supportive environment. This is possible when everyone including health professionals, family and community members are accurately informed and when exclusive breastfeeding is the social norm.

Breastfeeding works best

- ▶ When a mother and baby have skin-to-skin contact immediately after delivery and the baby starts breastfeeding within an hour or so. This stimulates breast milk production and the baby gets colostrum.
- ▶ When the baby is properly attached at the breast and can suckle effectively, with slow deep sucks.
- ▶ When the baby can suckle whenever he or she wants day and night. This is called demand feeding or baby-led feeding. This is easiest if the baby is near the mother, in her bed or in a sling.
- ▶ When the baby may continue suckling for as long as he or she wants at each feed and is allowed to decide if he or she wants one breast or two.
- ▶ When the baby does not have a pacifier (or dummy), which make him or her less interested in suckling at the breast.

If a baby breastfeed in this way, there is plenty of milk and the baby is more contented and grows well. He or she passes urine at least 6 times a day, and soft abundant stools though after the first week or so there is nothing to worry about if stools are not passed every day.

Breastfeeding in this way also promotes emotional bonding between the mother and baby, which helps her to enjoy mothering, and improves her self-esteem.



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