



Breastfeeding and Family Foods Loving & Healthy



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 infant feeding, believe that breastfeeding is universally recognized as the natural and best way to feed babies and young children, but as they grow older, young children need to join-in eating the same foods and meals as the rest of the family.

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 2005 is:

Breastfeeding and Family Foods: Loving and Healthy

The theme for this year's World Breastfeeding Awareness Week is about exclusive breastfeeding for the first six months followed by introduction of appropriate and adequate complementary feeding along with continued breastfeeding for two years or beyond.

According to WHO's Global Strategy for Infant and Young Child Feeding, "Malnutrition has been responsible, directly or indirectly, for 60% of the 10.9 million deaths annually among children under five, 2.42 million of these (roughly one quarter) deaths are in India alone. According to another study, 47% of the children under 3, about 36 million are underweight, which has profound negative consequences on physical development and mental health of children and thus, Indian society.

As a highly respected part of the media, you have a special role in the promotion of infant feeding 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 viewer's/listener's minds. It is for this reason that we seek your support for our noble mission to spread the message on **Breastfeeding and Family Foods: Loving and Healthy**.

How can you help in this event....

1. Transmit information on breastfeeding and family foods through your media and make available accurate information 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.

Visit <http://www.bpni.org/cgi1/introducing.asp> for more information.

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

Thanking you

Encl: WBW materials



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