



# **Breastfeeding and Family Foods Loving & Healthy**



## **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 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 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 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.

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

1. Conduct programs like essay competition, painting competition, awareness lectures, debate on the theme of "Breastfeeding and Family Foods: Loving and Healthy" in your College/School.
2. Give assignments to the students on the infant feeding practices.

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

With regards

Yours sincerely,

Encl: WBW materials

