



WORLD BREASTFEEDING WEEK 1-7 AUGUST 2011



Talk to Me!



LET'S TALK
COMMUNICATE

*PROTECT
PROMOTE
SUPPORT
BREASTFEEDING*

Objectives of World Breastfeeding Week 2011

Protect: Sustain the momentum from your WBW celebrations - interview your participants about their experience, gather simple statistics on breastfeeding in your community, and use these results to lobby for a breastfeeding friendly environment!

Promote: Take advantage of this year's theme and find creative ways to publicize your events try linking with universities and health centers that outreach to wider audiences.

Support: Identify people in your network to work with and design programs or events for World Breastfeeding Week. Remember, it's a team effort!



The Breastfeeding Promotion Network of India (BPNI) is a registered, independent, non-profit, national organization that works towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants & young children. BPNI believes that breastfeeding is the right of all mothers and children. BPNI works through advocacy, social mobilization, information sharing, education, research, training and monitoring the company compliance with the IMS Act. BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipments, or infant foods (cereal foods).





Breastfeeding-it's a biological norm; it's a public health issue that has been revisited time and time again; it's a bond between a mother and child.

Breastfeeding **SAVES LIVES** by providing a complete nutritional and preventive health package for infants and young children, and is one of the most sustainable practices found on this earth. Breastfeeding is also important for women assisting in weight loss after delivery, protecting against breast cancer and other diseases, and delaying the return of menses and ovulation.

However, many parts of the world are still struggling with low rates of exclusive and continued breastfeeding. Women are not able to breastfeed successfully mainly because of lack of support from family, the health services, the work place, and the community. Also with modernization, the economic activity took over all priorities resulting in more women joining the work force. Baby food industry has created a huge market for the 'infant formula' as an alternative to breastfeeding, using all kind of pervasive promotion techniques to woo parents including undermining women's confidence in breastfeeding, leading to proliferation of formula feeding. The food corporations misused health systems in such a manner that contributed to separation of mothers and babies leading to further decline of breastfeeding practice.

Why is there a gap between what we know and what is actually happening, and what can we do about it?

Nowadays, the Internet allows us to easily find information on just about anything Campaigns such as World Breastfeeding Week(WBW), Healthy People 2020 in the US, the One Million Campaign, and other health policies in many countries inform mothers that **breastfeeding IS possible!**

World Breastfeeding Week theme this year, "Talk to Me! Breastfeeding- a 3D Experience"

Our theme this year, "Talk to Me! Breastfeeding a 3D Experience" speaks to YOU. You as a decision maker whose actions will inevitably affect the lives of others. You as a caregiver (past, present, future), You as an integral member of society, You as a receiver and giver of knowledge and support. We all play a variety of roles, and we all have a voice, the most powerful tool needed to talk to others about why breastfeeding matters.

Why 3D?

When we look at breastfeeding support, we tend to see it in two-dimensions: time (from pre pregnancy to weaning) and place (the home, community, health care system, etc). But neither has much impact without a **THIRD** dimension communication!

Communication is an essential part of protecting, promoting and supporting breastfeeding.

Recent study (Breastfeeding Medicine, 2010;5:215-16) highlights the fact that community engagement is an area of increasing interest and attention and is viewed as essential to sustainable improvements of community health. The idea of community-based participatory research has been successful because it builds camaraderie by focusing on local voices. The creation of coalitions of health care organizations, human service organizations, mother support groups, insurers, businesses, child-care providers, mothers, and family members bring together the dimensions by aligning them with the same goal of creating a breastfeeding-friendly environment.

Remember - to be successful in this campaign we need to communicate. We are the world, and we want to know why breastfeeding matters. This year we are asking each of you to reach out, through any and all communication channels open to you, and share the messages needed to empower every woman and every community, to succeed in optimal breastfeeding.

Action Ideas

- ☞ Connect with people by creating a BLOG with breastfeeding information, where in people can also share their breastfeeding experience, messages or even pictures related to breastfeeding
- ☞ Prepare a petition for gathering support to breastfeeding and get it signed by as many as possible
- ☞ Have a poll question for creating awareness about breastfeeding
- ☞ Communicate to get support and promote breastfeeding through facebook accounts, youth groups, mail groups, twitter, SMS etc.
- ☞ Contact Academicians, Doctors, Teachers, Media to spread vital message and raise awareness
- ☞ Put up posters at schools, colleges, chemist shops and local health centres to spread awareness.



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