

# Breastfeeding: A Winning Goal *for Life!*



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putting child nutrition  
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of social change



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**Announcement**

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## Introduction

In the year 2000, the Millennium Development Goals (MDGs) were set by governments and the United Nations to fight poverty and promote healthy and sustainable development in a comprehensive way by 2015.

The theme for this year's World Breastfeeding Week asserts the importance of increasing and sustaining the Protection, Promotion and Support of breastfeeding for achieving the Millennium Development Goals (MDGs) and improving child survival and nutrition in the Post MDG sustainable development.

Also, 2014 is the year of the Football World Cup! Breastfeeding provides good health and nutrition, both these

are important for sports. If a nation scores high on the millennium development goals through key breastfeeding interventions it accounts for scoring a goal for a healthy future.

## How Breastfeeding and MDG's are linked?

Although much progress has taken place in achieving MDGs, there is still a lot of "unfinished work". Undernutrition affects about a quarter of all children globally, 40 % which is India's contribution. Overnutrition, the other form of malnutrition is becoming more common too. Globally, still more than 6 million children die every year, mostly due to preventable causes. Protecting, Promoting and supporting breastfeeding, contributes to each of the MDGs in a substantial way. Early initiation of breastfeeding, Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving a large proportion of children under five.

## Why a winning goal-for life?

As per the World Breastfeeding Trends initiative (WBTi) 2012 report, India's status on Policies and Programmes on the Infant and young child feeding practices remain stagnant from past 8 years. It may move forward if investment is made enacting policies and undertaking programs for implementation of the Global Strategy on Infant and Young Child Feeding. However, 2015 is fast approaching; India needs to gear up to achieve the MDGs and breastfeeding interventions are the key to achieve them.

## Status of MDGs 1,4 and 5

### Eradicate Extreme Poverty and Hunger



As per MDGs, India is to halve, between 2000 and 2015, the proportion of people who suffer from hunger, taking 1990 data as baseline.

The 'Towards Achieving MDGs- India 2013' report revealed that the proportion of underweight children has declined by three percentage points during 1998-99 to 2005-06, from about 43% to about 40%. At the historical rate of decline, it is expected to come down to about 33% only by 2015 as per the target value of 26%.

However according to the report, India is on track on MDGs target of reducing the number of people whose income is less than one dollar a day, between 2000 and 2015. India has already achieved the poverty headcount ratio of 23.9 % and likely to achieve the targeted 20.7% by 2015.

### Reduce Child Mortality



The target was to reduce child mortality by two thirds of 1990 level by the year 2015. According to NFHS-3 (2005-06) status of U5MR India is 74 per thousand live births. Given to reduce U5MR to 42 per thousand live births by 2015, India tends to reach 50 by 2015 as per the historical trend, missing the target by 8 percentage points.

### Improve Maternal Health



The aim was to reduce Maternal Mortality rate by three-quarters between 2000 and 2015 and achieve universal access to reproductive health.

India tends to reach Maternal Mortality Ratio (MMR) of 139 per 100,000 live births by 2015, against the target of 109. With the existing rate of increase in deliveries by skilled personnel, the achievement for 2015 is likely to be 62% only, which is far short of the targeted universal coverage.

## Objectives of WBW 2014

1. To inform people about the MDGs and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).
2. To showcase the progress made so far by India and the key gaps in improving breastfeeding and IYCF.
3. To call attention to the importance of STEPPING UP actions to Protect, Promote and Support breastfeeding as a key intervention in the MDGs and in the post-2015 era.
4. To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world.



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