



Islamic Republic of Afghanistan

Ministry of Public Health

Report of Celebration of WORLD BREASTFEEDING WEEK 2013 IN AFGHANISTAN



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Reporting

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Location:**Kabul, Ministry of Public Health, Auditorium****Agenda of world Breastfeeding week celebration****13 Asad 1392 (4th August 2013)****Auditorium of MoPH**

No	Topic	Speaker	Time
1.	Recitation of Holy Quran	Imam of MoPH Masjid	10:00Am
2.	Sorodimeli		10:10-10:20
3.	Speech of H.E Minister of MoPH	E.H. Dr. SorayaDalil	10:20-11:00
4.	Speech of representative of UNICEF	Representative UNICEF –Afghanistan	11:00-11:10
5.	Speech of representative of WHO	Representative of WHO Afghanistan	11:10-11:20
6.	Lunch of Global Breastfeeding report	Representative of Save the Children	11:20:11:40
7.	Awards to BFHI hospitals	Minister of Public Health	11:40 – 11:50
8.	Breastfeeding song	Kindergarten children	11:50 -11:55
9.	Introduction of Breastfeeding communication materials	Announcer of program	11:40-11:50
10.		Public Nutrition Department	11:50-12:00
11.	Closing of the celebration	Program announcer	12:00

Summary:

World Breastfeeding Week 2013 celebrated 4th August 2013 in Kabul, Ministry of public health, Afghanistan, the celebration of WBW 2013 supported by IBFAN ASIA/BPNI, UNICEF, WHO and public Nutrition Department /MoPH Afghanistan.

The celebration organized by IYCF team of MoPH, IYCF taskforce members by lead of Dr.M.Hamayoun Ludin, IYCF national consultant.

The participants were General directors, technical staff of relevant departments, doctors and midwives of Maternity and pediatric wards and hospitals, representatives and technical staff of WHO, UNICEF, WFP, FAO, UNFPA, World Bank, USAID, European Union, Health and Nutrition implementing NGOs, Midwifery and pediatric associations , journalists from mass media and print media , leadership and management staff of Ministry of Public Health,.

Background:

World Breastfeeding Week 2013 celebrated in Ministry of Public Health(MoPH), Afghanistan on Sunday 4th August 2013.

500 participants participated in this media event from:

General directors, technical staff of relevant departments, Ministry of Public Health, directors , doctors and midwives of Maternity and Pediatric hospitals, representatives and technical staff of WHO, UNICEF, World Bank, USAID, European Union, NGOs, , associations , journalists from mass media and print media.



Photo of Minister of Public Health of Afghanistan



Photo of Media from 30 mass media and print media

The celebration ceremony started on Media orientation workshop for representatives of deferent media on importance of Breastfeeding and public awareness, the celebration ceremony started in auditorium of MoPH, by speech of excellence minister of public health, Dr Suraya Dalil, by theme of WBW:

Breastfeeding support: Close to mother

Minister of Public Health emphasized the on mother to mother support and explained following objectives to achieve through IYCF activities at both facility level and community level:

OBJECTIVES OF WBW 2013

1. To draw attention to the importance of Peer Support in helping others to establish and sustain breastfeeding.
2. To inform people of the highly effective benefits of Peer Counseling, and unite efforts to expand peer counseling programmes.
3. To encourage breastfeeding supporters, regardless of their educational background, to step forward and be trained to support mothers and babies.
4. To identify local community support contacts for breastfeeding mothers that women can go to for help and support after giving birth.
5. To call on governments and maternity facilities globally to actively implement the Ten Steps, in particular Step 10, to improve duration and rates of exclusive breastfeeding.

Minister emphasized on media involvement in public awareness for families especially hard to reach areas.

Dr.Dalil emphasized on peer support for mothers and told that peer counselors can work for improving breastfeeding and can increase breastfeeding rates , also explained that all kinds of support are effective in increasing both exclusive breastfeeding and any breastfeeding some women intending to breastfeed, but needing support.



Photo of high authority of MoPH, WHO, UNICEF and some nutrition partners

Minister call on all organizations, companies and media to implement National Regulation on support of Breastfeeding, meanwhile minister distributed appreciation awards to successful implemented of BFHI to director of 6 National, regional and provincial hospitals.



Photo of H.E Minister of Public Health providing appreciation award to BFHI hospital representative

Then representative of WHO and UNICEF also showed strong commitment in supporting Breastfeeding programs, and explained the importance of breastfeeding for infant and young child.

Then representative from Save the Children presented global breastfeeding report.



Photo of Representative of save the children in Afghanistan

The world breastfeeding week celebrated in all provinces and breastfeeding related posters distributed to all community and facility centers, for public awareness.

Celebration of world Breastfeeding week at provincial level and in hospitals:

Provincial health directorates with close calibration of Health implementing NGOs celebrated WBW, in conducting one day media event, distributing breastfeeding posters, Brochures and banners.

Also all hospitals organized one day workshop for orientation of all hospital staff and distributed breastfeeding posters and brochures, meanwhile they provided video clips on importance and methods of breastfeeding.



Breastfeeding billboards in provinces for WBW,

Funding supporters:

SAFANSI, UNICEF, Save the children and WHO.

Next steps:

Launch breastfeeding campaign at national level through TV and Radio spots and printed materials.

Distribution of the BMS code to all provinces, health and nutrition implemented NGOs, media and hospitals.

Supporting the peer counselor at community level.

Activities during breastfeeding week 1-7 August 2013

No	Items	Description of items
1.	TV Spots	TV Spots broadcasting(Tolo, Saba, national TV, Shamshad)
2.	Radio Spots	Radio Spots broadcasting(Arman, Nawa and National Radio)
3.	Billboards	Installation of Billboard for 6 months
4.	Brochure	Breastfeeding brochure
5.	Posters	3 types breastfeeding and complementary feeding posters
6.	Celebration at Provincial level	All PPHD and BPHS implementing NGOs celebrate and focus on Breastfeeding counseling and Education
7.	Celebration In maternity and pediatric hospitals	One day celebration
8.	Celebration In relevant ministries (MoE, MoWA, MoC, MRRD,MoRA.	One day celebration
9.	Celebration In kindergarten	Celebration as a workshop
10.	Breastfeeding action folder	Book for public information(health and not health personnel)
11.	Song by Kindergarten children	Breastfeeding song by kindergarten children
12.	Commitment board	Commitment board for signature of all supportive members
13.	Distribution certificate	Certificates for Breastfeeding national committee members (8 ministries)
14.	Live talk with TVs and Radio	Live talk and interview with TVs and Radios
15.	Awards to BFHI hospitals	6 BFHI hospitals selected as best at National and provincial level and Appreciation awards provided by Minister of Public Health

Theme of WBW 2013 translated and printed in brochures

د ماشوم ښه وضعیت د مور له بدن سره

خپل ماشوم ته د مور مخامخ کتل

- د مور له بدن سره د ماشوم ښه حالت
- ماشوم ته د مور مستقیمه پاملرنه
- باید د ماشوم سر او غاړه مستقیمه (نیغه) او لږ شا خوا ته مایله وي.
- د ماشوم بدن د مور د سینه یا تیونو لوري ته نږدې
- د ماشوم ټول بدن د مور له خوا و ساتل شي، یا ټینګ کړای



سم وضعیت



نا سم وضعیت

علايم تماس مناسب در تغذی با شیر مادر

- ✓ زنج طفل به پستان مادر چسبیده
- ✓ دهن طفل خوب باز شده و لب پاینی به طرف بیرون دور خورده
- ✓ قسمت بیشتر از سایه پستان مادر در دهن طفل باشد



تماس درست



تماس نادرست

هفته جهانی تغذیه با شیر مادر
۱-۷ اگست ۲۰۱۳
مطابق د ۱۰-۱۶ اسد ۱۳۹۲

حمایت از تغذی با شیر مادر: کمک به مادران



د مور په شیدو د تغذی نړیواله اونۍ
۱-۷ اگست ۲۰۱۳
مطابق د ۱۰-۱۶ اسد (زمری) ۱۳۹۲

د مور په شیدو د تغذیه ملاتړ: میندو سره مرسته



Thanks