



BPNI BULLETIN

Number 24, April 2004

From the Desk of the National Coordinator

Time for action is NOW!

10th five year plan goals: Exclusive Breastfeeding for the first 6 months to be 80% by 2007

We had a befitting close to 2003. The Asia Pacific conference on Breastfeeding and National Convention of BPNI was successfully organized. A few days after this conference was over, a friend and Head of the Department of Pediatrics in a medical college visited BPNI and said, *"I have attended many a conferences in the world, but this was the greatest! People were sitting during plenary and working sessions. They were listening. The halls were full. And the programme was of the best quality!! And....."*

I liked our work being appreciated. Many more such positive comments were happily received from all corners of the world. On the concluding day of the conference i.e. on 3rd December 2003, it was a delight to see that more than 500 delegates from 38 countries and nearly every state of India rose to adopt the *"Delhi declaration on infant and young child feeding"*. This was a historic moment in the life of all those involved in protection, promotion and support of breastfeeding across the globe. Another level of support was built for mothers and babies of the region. Everyone pledged to initiate, accelerate and support the actions contained in the *Delhi Declaration*.

I felt happy and thought, this was truly a great conference. Representation of several State governments at the conference was a very heartening experience. It would certainly kick start new action and strengthen the existing one. Action news from different states has already started flowing in. The learning period of more than 3 days of conference culminated into a planning exercise for future action. It was no surprise that hard work paid on the last day, when several of action ideas that emerged daily, led to a set of Major Recommendations for Action of this conference.

Friends, 10th plan goals are in front of us. This is a gigantic, but the feasible and an achievable task, as several studies from across the country and other parts of the world have clearly demonstrated. The 10th five- year Plan of Government of India has set a target to increase exclusive breastfeeding rate to 80% during first 6 months from the current level of around 40% according to NFHS-2 (*NFHS 2 data for exclusive breastfeeding is the average of 0-3 & 4-6 months period*), and increase rate of initiation of breastfeeding within one hour to 50% from the current level of about 15%. This requires massive action down at district, block and village levels.

What we need to do is provide skilled help and support to mothers delivering in the hospitals to establish early and exclusive breastfeeding, the famous Baby Friendly Hospitals Initiative (BFHI) should be kept central to our work. Community/grassroots level support must be strengthened through skilled training of the grassroots level workers. Communication strategy must build in information for all family members to generate support for breastfeeding women. Keep the infant formula/food industry out of picture in implementing such programmes as guided by the Global Strategy for Infant and Young Child Feeding; adopted at the World Health Assembly 2002. In the RCH II and ICDS programmes infant and young child feeding counseling by trained counselors should form an integral part of services offered. Employers must support women at work place and reap the benefits of healthy mothers and babies.

Many government and other participants made several commitments during the conference. This is the time of fulfilling those commitments. We at BPNI remain committed to full cooperation with you all. Wish you good luck and a very happy outcome in the year 2004. Dear friends, to see 2007 goals to be achieved, **TIME FOR ACTION IS NOW!**

Dr. Arun Gupta, MD, FIAP
National Coordinator, BPNI
Regional Coordinator, IBFAN Asia Pacific

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Asia Pacific Conference on Breastfeeding and

National Convention of BPNI (30 Nov - 3 Dec, 2003, Delhi, India)

Theme: Infant and Young Child Feeding: From Policy to Practice

Breastfeeding Promotion Network of India (BPNI) organised Asia Pacific Conference on Breastfeeding and National Convention of BPNI (APCON) from 30 November to 3 December 2003 at India Habitat Centre, New Delhi. This was a unique conference in its own way as this was the first ever such conference in India. It brought together over 500 participants from 38 countries and nearly every state of India, representing professional bodies, governments, NGOs, United Nations agencies and other international organisations. The conference was organised with the specific objectives which included:

- Promoting implementation of the Global Strategy for Infant and Young Child Feeding at the national and regional level.
- Development of clear national and regional plan of action.
- Launching of a software toolkit to assess and monitor the status of Global Strategy for Infant and Young Child Feeding.
- Imparting skills in advocacy, planning and

facilitation, promotion of stronger involvement of health professionals, and

- Sharing information on key issues.

Inauguration

Dr. Dharam Prakash, Organising Secretary welcomed the delegates. At the inaugural ceremony Shri Murlu Manohar Joshi, Union Minister of Human Resource and Development was the Chief Guest and the Minister for Health and Family Welfare and Parliamentary Affairs, Smt. Sushma Swaraj was the guest of honour.

The inaugural function started with a song and dance presentation by the school children on breastfeeding. This was followed by the lighting of the lamp, and introductory remarks by Dr. Arun Gupta, Chairman of the Conference.

Smt. Sushma Swaraj spoke of the need to keep gender issues at the centre of any policy and programme planning to centrestage breastfeeding. She said, "It is equally important to focus on womens

**Universal
Exclusive Breastfeeding
during first six months can
prevent 22% of diarrhoea
death**



Lighting the lamp by Hon'ble Minister Smt. Sushma Swaraj



Participants listening the chair

and young girls health as it has a major impact on women's ability to breastfeed successfully". She added that Breastfeeding is for better mother-child bonding and development of the baby.

Ms. Kasturi Gupta Menon, Secretary, Department of Women and Child Development, explained the innovative actions and plans of the department. Dr. Anwar Fazal, introduced the five principles of the World Breastfeeding Charter, applauded India's efforts to protect, promote and support breastfeeding. UNICEF represented by Dr. Erma Manoncourt, once again gave its support to the movement.

"Breastfeeding is nature's way of nurturing", said Shri. Murli Manohar Joshi during the inauguration. "Breastfeeding embodies more than health. It is the first security the baby knows when it comes out of the mother's womb, it is the basis of love and caring – which needs to be translated into love and caring for all people of the world". He continued saying, "Breastfeed the baby – this should also be included as a mantra in the wedding vows".

Programmes

The conference included eight plenary sessions and 31 working sessions which contained various issues on Infant and Young Child Feeding (IYCF). The plenary on Global Strategy for Infant and Young Child Feeding covered the issues of Global strategy: Challenges and opportunities, Translating policy to practice and Community perspectives. The next plenary on Critical Challenges to Infant and Young Child Feeding in the 21st Century covered Infant feeding and HIV, Commercial practices of baby food manufacturers, Environmental threats to breastfeeding and globalization. The next plenary Mothers Support included various case studies from different parts of the world. The plenary on Integration of optimal IYCF in health nutrition interventions included, integrating breastfeeding in newborn survival programmes and integrating breastfeeding in early childhood development.

All 31 working sessions were very informative, and this provided information on sharing of best



Address by Kasturi Menon Gupta, Secretary, DWCD



Address by P.K. Hota, Secretary, Family Welfare



Address by J.V.R. Parsada Rao, Secretary, Health

practices and achievements of individuals, groups, NGOs and governments on various issues addressing infant and young child feeding. Some of the topics were LAM and contraception, video shows on breastfeeding, breastfeeding trends, clinical skills on breastfeeding birthing practices, complementary feeding, gender issues, code implementation, etc.

The two working group sessions saw the result of the action ideas, regional plans, follow up and commitments.

Dr. Anwar Fazal, Chairperson, World Alliance for Breastfeeding Action (WABA) whose support was always their for the Indian movement for breastfeeding spoke out the panchsheela of infant nutrition.

Panchsheela of Infant Nutrition

- * Breastfeeding is a Human Right.
- * Breastfeeding is Healthy for Babies.
- * Breastfeeding Empower Women.
- * Breastfeeding is the Best Investment.
- * Breastfeeding is Nature's Way

During the conference a new software was introduced to monitor the status and progress of global strategy of breastfeeding by Anubhav Kushwaha, a student of computer engineering. This software shows the new color coding for assessing, comparing and understanding dynamically the entire information on breastfeeding at the global, regional and local levels.

The Asia Pacific Participatory Action Research (AP PAR) Software creates databases based on the key



Dr. Anwar Fazal, WABA

factors and indicators of the global strategy on IYCF. It is impartial, easily understandable and can be used to monitor any aspect of breastfeeding status.

The 'Art' & 'Science'

Mime and Ballet

A mime and ballet was presented during the plenary session by Delhi based organization 'STEP for Change' and it showed how an innocent mother is convinced by the Sales person from baby food companies that their formulas are superior to her milk. Her happiness is short lived as the baby gets sick. Accompanied by her husband she visits a physician, who gives them medicines and also recommends that she stops bottle-feeding and re-starts breastfeeding. She throws away bottle and baby food and returns to breastfeeding; the child revives. She is as happy as her neighbour who refused to start bottle feeding as told by the sales person.

Painting on the spot

To make this conference unique BPNI arranged five renowned artist to develop paintings on mother and child. The artists started their paintings on the first day of the conference and finished on the fourth day of the conference. The artists participated were *Somnath Banerjee, Tapan Biswas, Tirthankar Biswas, Santosh Verma and Kishorw Shinde*. Various symbolic

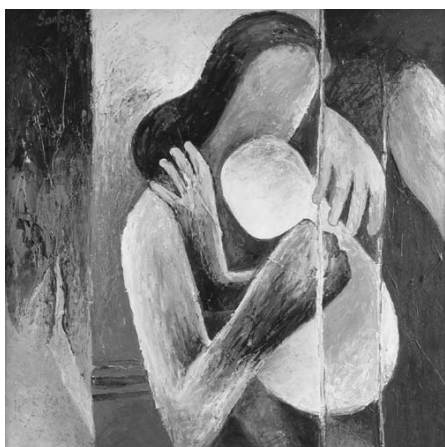
Breastfeeding and Healthy World

Let's give the child the breastmilk it need,
 For love & safe are human needs,
 Let's do it right, "the nature's way",
 Let us not err, Let us not stray,
 Let's say aloud, & make it heard,
 A healthy child, is a healthy world,
 Let's take a step, and make it smile,
 And the love shall last, with us each mile!

Anubhav Kushwaha



Paintings developed during the conference



aspects like Yashoda and Krishna, how mother takes care of her child, the feeling of mother and child during her breastfeeding etc. were brought into the painting. On the last day of the conference these paintings were dedicated to the children of the world.

Book Release

The new publication “Protecting, Promoting and Supporting Breastfeeding - The Indian Experience” by Radha Holla Bhar in association with Dr. Arun Gupta and Dr. Raj K. Anand released by the Minister, Human Resource Development, Shri. Murl Manohar Joshi.

The book contains the success of the Indian campaign to protect, promote and support breastfeeding.



Hon'ble Minister Sh. Murl Manohar Joshi releasing the book



Another publication released by the Minister, Human Resource Development, Shri. Murli Manohar Joshi was "Nurturing the Infant and Young Child - A simple guide to the Global Strategy for Infant and Young Child Feeding" published by International Baby Food Action Network (IBFAN) Asia Pacific.

A special postal cover released on the occasion of Asia Pacific Conference on Breastfeeding (30-11-2003) with the slogan of "Infant and Young Child Feeding From Policy to Practice" to stimulate the work on protection, promotion and support of breastfeeding in the world.

Valedictory

At the valedictory session, the representatives of Government of India, Secretary, Family Welfare and Secretary, Health applauded the role of BPNI in organising this conference and committed to promote the agenda of infant and young child feeding further in the country by multi-sectoral and multi-level advocacy plans. The UNICEF Country Representative Maria Calivis commented that exclusive breastfeeding should be incorporated in the national development plan and there is a need to create a repository of information to reach the mothers. Dr. Tarsem Jindal, Chairman Organising Committee gave vote of thanks especially to all the participants for their active participation and interest without which this conference would not have been such a successful event.

Recommendations

There was a session rapporteur for each plenary and working session, who was noting down the key issues and key action ideas emerging out of each session. At the end of each day, the drafting committee met and studied the key action ideas of the day and drafted the recommendations.

I. POLICY & PLANNING

1. Countries/States should develop their specific



Group work

Universal Exclusive breastfeeding can save 13% of under five deaths

plans of action on infant and young child feeding (IYCF) based on the Global Strategy for Infant and Young Child Feeding and Framework of Priority Action on HIV and Infant Feeding ensuring that the recommendations of the Convention on the Rights of the Child are built into the action plans.

2. Adequate budgets for implementation of the plans should be provided.
3. IYCF must be strongly anchored within the broad development agendas of national and state/provincial governments in all relevant programmes.
4. Organise national and state/provincial partners meeting for their inputs, partnership and ownership of the IYCF plan of action.
5. Review, update periodically and disseminate IYCF guidelines based on action and research which should include special circumstances such as HIV and emergencies.

II. TRAINING & CAPACITY DEVELOPMENT

6. Ensure availability of standard training curricula on IYCF with local adaptation for all categories of managerial, medical, para-medical and other service providers of national programmes as well as professional bodies.
7. Incorporate IYCF training in all relevant pre-



Velvet from Philippines breastfeeding baby girl J.Hye during the conference

service education and national training programmes.

8. Ensure IYCF counseling training of community workers, counsellors, paramedical and medical personnel.

III. COMMUNICATION FOR BEHAVIOUR CHANGE

9. To build an enabling environment to support mothers and families, develop a communication strategy based on an assessment of local and existing feeding and caring practices with the aim of promoting positive behaviour as per the IYCF guidelines.
10. The contents of the messages should be standardized but made appropriately sensitive to local traditions, practices and needs. These messages should be disseminated using all relevant media.
11. Interpersonal communication through mother/ community support groups should receive due

emphasis.

12. Communication should ensure gender sensitive interventions for women, families, employees and communities.

IV. CODE IMPLEMENTATION & MONITORING

13. Enact/ update national legislation as a follow up to the International Code on Marketing of Breastmilk Substitutes (The Code) and subsequent and relevant World Health Assembly resolutions.
14. Ensure that the provisions or contents of the Code or national legislation are widely disseminated among all stakeholders at all levels, nationally and locally in a user-friendly manner.
15. Monitor and organize campaigns to raise awareness about irresponsible marketing practices of infant feeding industry.
16. Establish a mechanism for monitoring the Code/ national legislation; and appoint watch-dog agencies with adequate powers and sufficient budget provision for appropriate action against violations of the Code/ national legislations.

V. MATERNITY PROTECTION

17. Institutionalize maternity protection legislation, especially for women working in the unorganized sector.
18. Put legislation in place for adequate maternity leave, so as to ensure exclusive breastfeeding for first six months.

VI. HEALTH CARE SUPPORT (REVITALIZE BFHI)

19. Revitalize baby friendly hospital initiative (BFHI) considering its demand. Publicize BFHI in health care institutions in private and public sector, among professional bodies and the general population.
20. Link health care system to "baby friendly communities" with the help of trained counsellors and family/ community support groups available at household level/ family level.
21. Establish 'baby friendly care' as a societal norm, providing standards at different levels for quality assurance.

VII. ADVOCACY & NETWORKING

22. Facilitate NGOs to work with trade unions, governments and their allies to raise awareness regarding correct practices for IYCF, especially among women employees in their respective organizations.
23. Sensitize policy makers at local, national and regional level on IYCF policies, actions and legislations, for proactive support to infant feeding and effective programme implementation.
24. Join in campaign for 'toxic free environment' (meaning that human bodies are free from chemicals that are residues of environmental contaminants) through linking with environment and other groups.

VIII. RESEARCH

25. Undertake operational research including cost-benefit and cost-effectiveness analysis on IYCF practices for evidence based advocacy and programme implementation.
26. Include a research component in all IYCF plans and programmes ensuring no 'conflict of interest' and application of the Code/national legislation.

IX. MONITORING & EVALUATION

27. Establish/strengthen the programme indicators related to IYCF, keeping 'exclusive breastfeeding for the first six months' as a critical proxy indicator in the routine reporting system on child health, nutrition and development programmes.
28. Regularly review data on IYCF practices at all levels and provide constant feedback to stakeholders for appropriate action.

X. SPONSORSHIP

29. Partners implementing IYCF policy and planning should respect the World Health Assembly resolutions and refuse donations or sponsorship in any form or in any situation whatsoever (including emergencies), from manufacturers/dealers/ suppliers of infant formula/infant foods and related products.
30. Efforts should be made to establish mechanisms of transparency in operations to avoid any harm to the IYCF programmes and policies. The declaration of interest by all partners should be made a standard/normal practice.



Infant Feeding and HIV

A Regional Colloquium for the Asia Pacific (28 - 29 Nov, 2003, Delhi, India)

Theme: Minimizing infant mortality related to infant feeding choices in the context of HIV_____

A Regional Colloquium on Infant Feeding and HIV for the Asia Pacific was organised in New Delhi at the India Habitat Center on Nov. 28 and Nov. 29, 2003 as a pre conference event of APCON. It was a joint effort by the International Baby Food Action Network (IBFAN) Asia Pacific and UNICEF ROSA with the support of key partners from India and outside, including World Alliance for Breastfeeding Action (WABA), Planning Commission GOI, National AIDS Control Organisation (NACO) India, Indian Council of Medical Research (ICMR), AED-Linkages and Institute of Maternal and Child Health (IMCH) Sweden.

Sh. A.Raja, Minister of State, Ministry of Health and Family Welfare, Government of India inaugurated the two day colloquium at India Habitat Centre. The keynote address was delivered by Dr. Sadig Rasheed, Regional Director UNICEF ROSA. Mrs. Meenakshi Datta Ghosh, Project Director, NACO, India, Dr. Poonam Khetrapal Singh, Acting Regional Director, WHO-SEARO and Dr. Arun Gupta, Regional Coordinator, IBFAN Asia Pacific, were some of the other speakers at the inaugural function.



Lighting the lamp by Minister of State, MOHFW, GOI, Sh. A. Raja

The day proceeded with three plenary sessions followed by group discussions. The first plenary session was on Infant feeding and HIV: Global Perspectives. The second plenary was on Prevention of Parent to Child Transmission programme and Infant Feeding – Country Perspectives and the third plenary was about Infant Feeding and HIV:

Implementation Issues. The delegates were then divided into four groups to make recommendations about “ Moving Forward: From Policy to Practice”. The four groups presented their recommendations in the plenary session on 29th Nov. The drafting committee consolidated the recommendations made by the four groups into final recommendations.

Final Recommendations

Overall Emphasis

The approach should be broad based on Infant and Young Child Feeding, with 6 months exclusive breastfeeding for the whole population, and recognizing the special circumstance of HIV, including issues such as special counseling and



Keynote address by Dr. Sadig Rasheed, Regional Director, UNICEF ROSA



appropriate support to mothers who are HIV positive – the consistency of these messages are very important.

1. Convene stakeholders meeting at national or local level, with the objective to bring all stakeholders on the same level of understanding on the issues. Avoid involvement of parties with conflict of interest and/or those who stand to benefit financially from the outcome of the policy.
2. Policy and programme development should be done in phases allowing the state/provincial processes to take place.
3. Women must be supported in informed choices through
 - Provision of counseling by skilled training of health services and community workers, including development and use of evidence-based algorithms at all levels.
 - Ensuring an enabling environment to allow all women to breastfeed
4. Continue and revitalize BFHI but also expand support for exclusive breastfeeding for first six months e.g., through mother/baby-friendly health systems, mother support networks, keeping consistent messages and action into all of health systems' training and services, families/community.
5. Continue to implement or strengthen the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions at national level.
6. Monitoring, evaluation and key research should be included in planning and budgeting of national programmes on HIV/IF – with attention to independence of research
7. UN should develop evidence-based guidelines on duration of EBF and methods of transition to other feeding options for HIV+ women.



Participants at the colloquium

World Breastfeeding Week 2003

Breastfeeding in a Globalised World for Peace and Justice

Like every year, in 2003 World Breastfeeding Week was also a success. It was organised from August 1 to 7, 2003. The event is now gaining ground with more and more collaborative organisations, institutions and individuals participating. The theme of the WBW was “Breastfeeding in a Globalised World - for Peace and Justice”.

This is one of the most visible strategies to achieve the goals of the World Summit for Children and the Global Strategy on Optimal Infant Feeding Practices. BPNI is a coalition of members, an umbrella organisation in which State branches, District branches, State and District Coordinators and its members participate fully.

BPNI National Secretariat produced various materials including the theme brochure. This material shared with Rotary, Inner Wheel and Lions Clubs, medical and health professionals, ICDS,

Nutrition and NIPCCD centres, Medical Colleges and Community Health Centres and other concerned NGOs and collaborative centres and BPNI members and branches.



Action at all levels

The impact of WBW celebration is visible. Communication methods included e-mail, internet, daily newspapers reporting, Cable TV services etc. Practically all possible IEC methods were used for the promotion of accurate messages on exclusive breastfeeding. Some of the methods used were, street plays, skits, role plays, seminars, exhibitions etc. Almost all sections of the society and communities were involved using innovative methods.



Awards

After the event was over, the award committee under the chairmanship of Dr. Tarsem Jindal short listed the awardees based on the reports received. All Enthusiastic efforts of the celebration by all are appreciated. Following are the awardees for 2003.

- State Branch**
1. BPNI Jharkhand branch
 2. Government of Sikkim
- District Branch**
1. BPNI – Wardha branch, Maharashtra
 2. BPNI – Bangalore branch, Karnataka
 3. BPNI – Ludhiana branch, Punjab
 4. BPNI – Cuddalore branch, Tamil Nadu
 5. BPNI – Gorakhpur branch, UP
- NGOs & Collaborators**
1. Child Survival - India Delhi
 2. Inner Wheel Club of Shillong
 3. Regional Institute of Maternal & Child Health, Jodhpur



Celebration at state level



State level activities

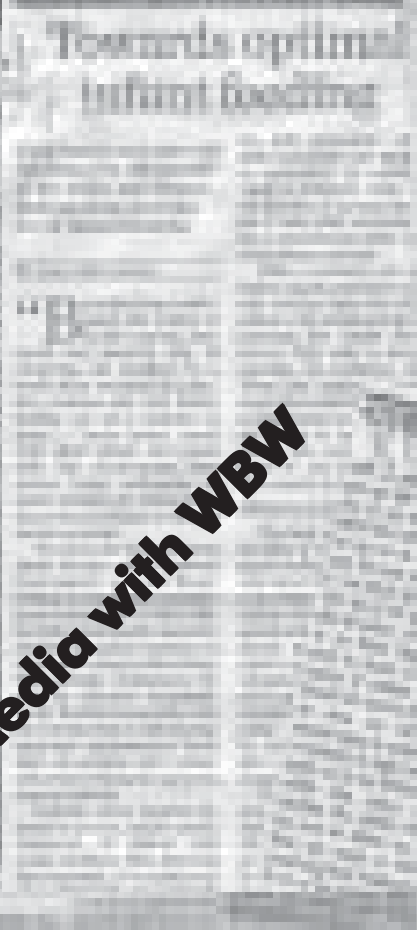
Thanks a million!!!

BPNI National Secretariat honors all the BPNI members, state coordinators, district coordinators, NGOs and Collaborative Organisations who are involved in the WBW celebration. We convey our sincere thanks to all the organisations and individuals like IMA, IAP, FOGSI, Anganwadi workers, private and Govt. Hospitals, Rotary, Inner Wheel and Lions Clubs, Schools, Colleges, Press and others who have contributed to the cause.

I am extremely happy to inform that year by year we are receiving more reports from all parts of India on the celebration of WBW. It means, more people are participating in the event and are helping to protect, promote and support breastfeeding. I congratulate each and every one for the varied nature of programmes and their imaginative planning and implementation of the event.

Let me wish you all success for 2004,

Dr. Arun Gupta
National Coordinator



Media with WBW

National Newborn Week 2003

On the occasion of the National Newborn Week, 15-21 November, like every year the NNF had organised a symposium on “Newborn Health in India – Achievements, Needs and Future perspectives” in India Habitat Centre on 15th Nov. 2003. Dr. Arun Gupta presented a paper on “Partnership and role of national professional organisations in improving neonatal health in India”.

Updation of the Official Website of BPNI (www.bpni.org)

Breastfeeding Promotion Network of India had launched it's website in the year 1999. Since then we have been receiving comments and suggestions from people who visited our website. These comments were incorporated to give the website a new face.

A banner was created on the home page for posting the violations of the IMS Act. This will help anybody to report the violations of the IMS Act / unethical marketing. This will be useful to us in gathering information from various groups of people including the common public. The information about the new amendments in the IMS Act is also available on the website. A part from this, the

website has information about the organisation, resources, advocacy documents, technical papers and updates on the issue. The website also gives latest news about infant feeding issues it also gives information on World Breastfeeding Week. The website serves as a informative site for parents who want to learn about breastfeeding. There is also a provision for sharing views, research and other experiences in infant feeding.

A new link “**From Mother's Tongue**” has been created which facilitates mothers to share their experiences in breastfeeding.

Also there has been a link created to share personnel experiences and studies related to infant feeding issues. By this way the website will be more interactive and we would come to know the latest research and information in infant feeding issues.

The activities of BPNI have been categorized under eight different headings. Each of them has links, which gives insight into major tasks accomplished and in process at BPNI.

The website also gives you in detail the resources available with BPNI under the heading of Information sheet, Updates, Advocacy Documents, Technical Papers, Reports.

Complete updated “**Resource Center Catalogue**” is also available on the website.

Various comments were posted during the month of November 2003 and December 2003 like,

“Hi! How can I help?”

“Good Site. Crisp and precise. Very informative and useful.”

“Hi hope the good work carry's on”.

PERSONAL ACHIEVEMENTS



Dr. Tarsem Jindal, Chairman, Department of Pediatrics was presented SCROLL OF HONOUR in appreciation of his professional and contribution to the growth of Jaipur Golden Hospital on February 8, 2004 at the 13th Foundation day of Jaipur Golden Hospital, Delhi.

ANNOUNCING THE WBW 2004 THEME!

Exclusive Breastfeeding: the Gold Standard – Safe, Sound, Sustainable –

This year's WBW aims to stimulate activity to get more people to understand the importance of exclusive breastfeeding and to think of ways to enable and empower mothers to do it. The context for this is the new Global Strategy which many people are beginning to implement.

ADDENDUM

Bulletin No. 23 covers an article titled “Evaluation of Role of Exclusive Breastfeeding in Prevention of Bronchial Asthma in Children of Atopic Families”, due to an oversight the author's name was not written and we regret for the same. The authors are **Harshindar Kaur, Gurpal Singh**. Both the authors are Pediatricians from Government Medical College, Patiala, Punjab.

Mothers Experience

My baby weighing 1.1 Kg and was admitted to a private nursing home, but I was send back home. After 17 days, my baby was on “ Infant Milk Substitutes” and his weight came down to 800 Gms.

The nursing home authority now declared that, they do not have facilities for further management of the case. Thus my baby with non- human milk with diarrhoea and oral thrush was discharged. I in the meantime developed lactation failure inevitably.

We were then referred to a Baby Friendly Hospital where my baby got a new life. He was managed from this preventable tragedy, as the hospital was fortunate to have a lactation management unit (LMU) with efficient and devoted staff.

I was able to successfully breastfeed my child exclusively within 15 days after admission and after six weeks my baby weighted 2.1 kg and we both were discharged. I am now thoroughly confident of feeding and caring for my baby. My husband is very happy and willing to support me physically and emotionally.

A Mother from West Bengal, India

LETTER

Sir,

Ref: BPNI bulletin No:23-evaluation of role of exclusive breastfeeding in atopic families. The breast milk of a mother who consumes coffee and tea etc carry the animal milk protein and produce allergic manifestation in the child.

Hence any study to evaluate atopy is that the breastfeeding mother should avoid consuming animal milk products. This is very important and basic too. It has been proved beyond doubt that the chemical chain of the milk can not be changed by any means.

I presently advise all mothers and babies to avoid animal milk for at least two years and as long as possible. Many mothers follow this advice and reap 100% benefit. The results are very encouraging especially when either or both the parents are suffering from atopy.

Thanking you

Yours in Community service,

Rtn. Dr.A.Muthuswami

Nodel Person for Rotary & IW Clubs in India.

145 East car Street,

Chidambaram

BPNI receives varieties of letters from various groups, individuals, and organisations on the issue of breastfeeding and complementary feeding. The letters contain comments, suggestions, problems, experience sharing etc. We thought of sharing some of the information with our readers for their knowledge and practice. Above is one of the experience sharing by a lactating mother and a letter from Dr. Muthuswami. Please send your experience also for publication.

BPNI Election / Constitutional Amendments

The Management Committee of BPNI has constituted a committee of senior BPNI members with Dr. JP Dadhich as convener and Dr. KP Kushwaha, Dr. S Jayam, Dr. Arun Phatak and Dr. Kaiser Ahmed as members.

The committee will look in to various issues related to smooth and transparent conduct of the elections for the managing committee members and office bearers, including suitable amendments to the constitution in consultation with BPNI members.

The members are requested to send their suggestions to Dr. J.P. Dadhich as early as possible.

Dr. J.P. Dadhich

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Email: jpdadhich@vsnl.com



Resources

Website

- **www.bpni.org:** This is designed for parents, public, professionals, media and any other person interested in infant feeding issues to get information about various aspects of breastfeeding including technical information. It also gives information about the organisation, its areas of work and resources available. It has links with various other International Organisations working on infant feeding.

Books & Booklets

- **Protecting, Promoting and Supporting Breastfeeding - The Indian Experience:** This book is more than a documentation of the growth of the Indian movement to centre stage breastfeeding in national and international health policies, and restrain the infant food industry's unethical marketing practices. It also helps in understanding why breastfeeding is central to child survival, what undermines breastfeeding, and what can be done to prevent it. **Rs. 290**
- **Breastfeeding and Complementary Feeding: Guidelines for Doctors:** This book is prepared for doctors, the first line health professionals, to enable them to promote optimal infant feeding practices and dispel beliefs regarding infant feeding in the communities. They can use this book to update their knowledge and teach young students or counsel mothers. **Rs 150**
- **Breastfeeding & Complementary Feeding- Guidelines for Nutrition professionals:** This book is specially prepared for nutrition professionals to help them counsel mothers and teach students on optimal infant feeding practices. It helps to update their knowledge about infant feeding issues. **Rs 150**
- **Breastfeeding & Complementary Feeding- Guidelines for Nurses:** This book is specially prepared for nurses, to enable them to self learn and use this as a teaching tool about infant feeding. This will also help them to promote optimal infant feeding practices and dispel false beliefs of mothers regarding infant feeding. **Rs 150**

- **Breastfeeding and Complementary Feeding: A Guide for parents.** Rs 25
- **The Science of Infant Feeding:** A book on breastfeeding and infant feeding with scientific advances of 20th century (Published by Jaypee Brothers.) Rs 450
- **The Law to Protect, Promote and Support Breastfeeding:** A book of BPNI that explains the provisions of the IMS Act in a simple manner. **Rs 60** (Second edition 2004)
- **Maternity Home Practices & Breastfeeding** an ACASH (Mumbai) publication (English) Rs 75
- **Helping Mothers to Breastfeed** an ACASH (Mumbai) publication (in English) Rs 125

Information Sheets

- **Information Sheet 1 – Guidelines for Breastfeeding and Complementary Feeding: (ALL STATE SPECIFIC INDIAN LANGUAGES)** This four page document provides accurate information on infant feeding for people, women in particular, especially pregnant women and breastfeeding mothers, **Rs 3** (Minimum ORDER 100 COPIES)

Posters

- **Breastfeeding Posters:** 12" X 18" (Art Paper, four colour, sticker tape (in English and Hindi) **Rs 5**
- **Closeness and Warmth:** 15" X 20" Breastfeeding a Bliss. **Rs 10**

Video

Video Cassette

- **Maa Ka Pyar- Sishu Ahar:** This BPNI video covers early initiation, exclusive breastfeeding, how to breastfeed and complementary feeding, **Rs 250**

Video CD

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