



Report on Breast Feeding Week Celebration in Mongolia

August 1st to 7th 2017

Breastfeeding is a vital part of sustainable development and a non-negotiable component of global action to end malnutrition. Increased rates of exclusive and continued breastfeeding can only be achieved by cooperating and collaborating across sectors and generations.

The theme for 2017 World Breastfeeding Week has been announced: Sustaining Breastfeeding Together.

World Breastfeeding Week focused on the SDGs, grouping them into four main areas : Nutrition, Food Security and Poverty Reduction; Survival, Health and Well-Being; Environment and Climate Change and Women's Employment.

For Mongolia 2017 is special year, because in May, Government of Mongolia approved newly developed law on “ Food for infant and young children” that is national Code on BMS, therefore, within WBW, following objectives were stated :

- To mobilize support from different sectors of society and governments for protection, promotion and support of breastfeeding.
- To advocate new law on “ Food for infant and young children” and to strengthen policy and programme on breastfeeding and infant and young child feeding (IYCF).

- To increase capacity of the young health professionals for protection, promotion and support to breastfeeding and appropriate infant and young child feeding.

Within the WBW campaign, following activities were organized:

Partnership on ““Working together for the common good.”

1. Dr. Tsogtestesg, Minister of Health, Mongolia hosted a meeting on ““Working together for the common good”” inviting companies “Market gate ” ХХК, “Mongol emimpex ” concern, “Chyron ” Lld , “Abiko” ХХК, “Nano international интернэйшнл” ХХК, “Kindervelt Mongolia ” Ltd.



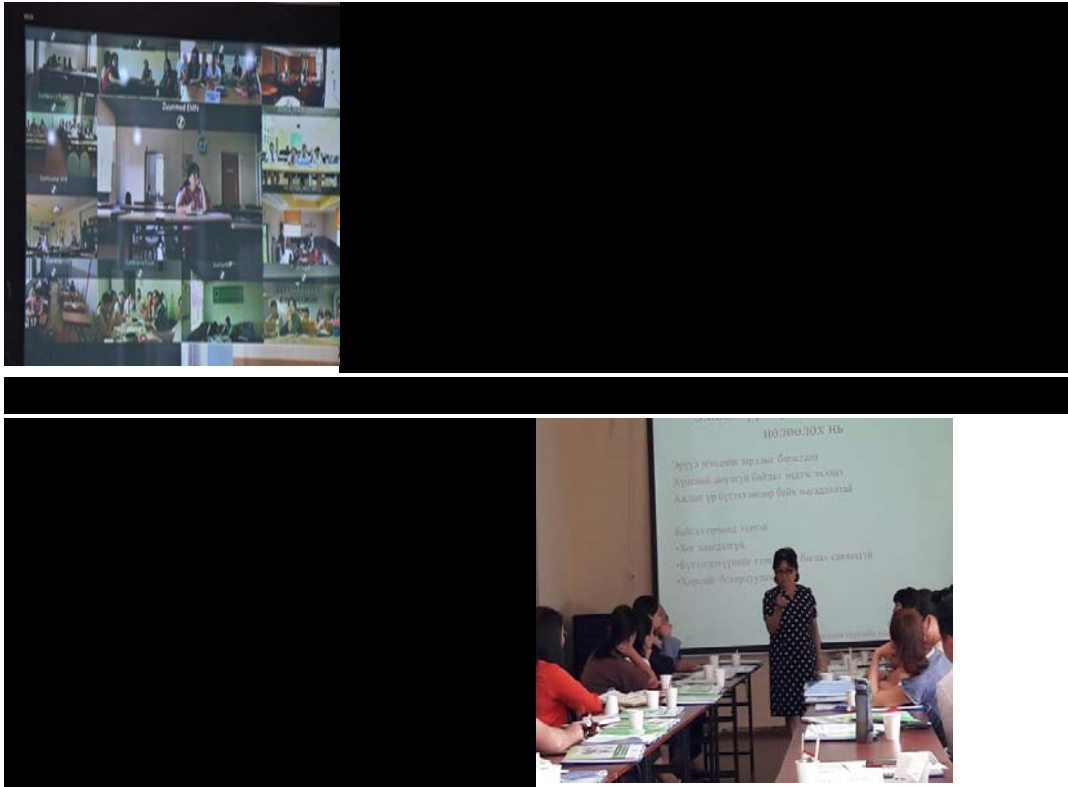
Companies signed on Declaration of the partnership on ““Working together for the common good.””





Workshop , conference , training

- Public information about WBW 2017 with detailed explanation about “*Sustaining Breastfeeding Together.*”
- Training among health professionals working at antenatal clinics, maternity hospitals about infant and newborn feeding counseling
- Workshop to increase their knowledge about BFHI its indicators



- Advocacy workshop to call upon to implement new Law on “ Food for infant and young children”

Distribution of Information education communication materials

Development of TV spot on theme of WBW 2017 on DVD and distributed 100 copies to 10 TV channels for distribution throughout the country .



- WBW 2017 materials have been translated, printed and distributed to all provinces and districts with support of UNICEF.



Social media

All information has been shared through social media, facebook





Since 2000, Government of Mongolia officially declared that August is National Breastfeeding Promotion Month. In recognition of National Breastfeeding Promotion Month, each August is fully booked by social media advocacy and outreach campaign inviting breastfeeding coalitions, partner organizations, and individuals, mothers to join online actions and conversations to build support for the policy and practice changes needed to build a "breastfeeding support".

Report written by Soyolgerel