

BPNI LECTURE SERIES 2021-2022

BREASTFEEDING/LACTATION MANAGEMENT/INFANT FEEDING:
Science, Skills, Ethics, Policy and Practice



bpni

putting child nutrition
at the forefront
of social change

Breastfeeding Promotion Network of India (BPNI)

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BREASTFEEDING/LACTATION MANAGEMENT/INFANT FEEDING: *Science, Skills, Ethics, Policy and Practice*

BACKGROUND

The Breastfeeding Promotion Network of India (BPNI) was founded in 1991 with the objectives to protect, promote and support breastfeeding in India. BPNI especially focused on protecting breastfeeding from the predatory aggressive marketing of baby milks/foods., The Parliament of India and WHO both noted that promotion of baby foods harms infant health, contributes to decline in breastfeeding and is associated with increased disease, malnutrition and deaths among children. The year 2021, BPNI is in its 30th year of existence, has had several achievements to its credit, the major one being the enactment of the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003*; known as IMS Act. BPNI has been part of several technical committees and child health and nutrition including the Prime Minister 's Council on nutrition and made its contributions to the policy framework of the Nation besides putting breastfeeding and infant and young child feeding on a national agenda for discussion.

During initial years of BPNI, it led and pioneered the development and implementation of training programmes for skill building of healthcare workers in helping mothers to be successful breastfeeding. With the support of its national trainers, BPNI trained hundreds and thousands of health professionals and health and nutrition care workers both in the public and private sector. This work continues.

Time has come for BPNI to think about sustainable strategies, and those that can be useful during difficult times. To continue sharing updated knowledge and skills with the health workers as well as to protect breastfeeding from the commercial influence, BPNI has been working on some activities including; i) an educational portal for pregnant women (<https://idecide.org.in/home.php>) ii) A web portal for accreditation of baby friendly hospitals(<https://www.bfhi-india.in/home.php>), iii) a coffee table book for moms and dads(in pipeline), and iv) Lecture series. To be sustainable, BPNI proposes all these services to be on a paid basis on a no profit no loss..

It is the number iv) that is in focus here..

BPNI has decided to launch a lecture series in two parts:

- A. Monthly Lecture Series titled, “**BREASTFEEDING/LACTATION MANAGEMENT/INFANT FEEDING: *Science, Skills, Ethics, and Policy and Practice***”.
- B. Annual Lecture by stalwarts of BPNI each year on 3rd December celebrating BPNI's foundation day.

OBJECTIVE

- A. To update the knowledge of the health and nutrition care workers
- B. Inspire the younger generation to indulge in protection and promotion of breastfeeding through volunteering or other ways.

TARGET GROUP

Technical support officers of the government and non-government organizations, International organizations like UNICEF, WHO and others, doctors, nurses, nutrition experts, students and teachers, birth educators, lactation support staff, counsellors and any one interested in the care of mother and child.

HOW AND WHEN?

- A. The monthly lecture will be organized each month on the 4th Saturday between 5 PM -6 PM via zoom. The first series will have a 12 -month calendar beginning July 24, 2021.
- B. Annual lectures on 3rd December every year beginning in 2021, at 5pm. via Zoom.

LANGUAGE

English

FACULTY

Experts in the domain; teachers and practitioners, who have gained significant experience and authority on the subject matter, will deliver the lectures.

SUBSCRIPTION FEE

- For Live Lecture: INR 750/- Including GST
- Option of Listening to recorded version: Single Lecture (Recorded): INR 500/- including GST

STRATEGY

BPNI will make arrangements for the key experts in India as a faculty and also network with the stalwarts and founders of BPNI to speak during Annual Lecture /Oration. BPNI will pay an honorarium to the faculty members. BPNI will design a certificate and promotional brochure for each month and a collective annual subscription. BPNI will post the Calendar on its Website and publicize through groups and emails.

THE PROCESS

BPNI team will communicate with the experts and seek their concurrence, assist the experts as well. Experts will submit their PPTs based on the learning objectives provided to them. An independent review team of three members will provide inputs and comments. BPNI team will thus facilitate finalizing the PPT 10 days before the lecture.

ABOUT BPNI

The Breastfeeding Promotion Network of India (BPNI) is 29 years old registered, independent, non-profit, national organization that works towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants and young children. BPNI works through policy analysis, advocacy, social mobilization, information sharing, education, research, training and monitoring the company compliance with the IMS Act.

BPNI is the Regional Coordinating Office for International Baby Food Action Network (IBFAN), South Asia. BPNI also serves as the global secretariat for World Breastfeeding Trends Initiative (WBTi) programme, that analyses policy & programmes and galvanizes action at country level. BPNI does not accept funds or any support from the company's manufacturing baby foods, feeding bottles or infant feeding related equipment. BPNI does not associate with organizations having conflicts of Interest.