



**BREASTFEEDING**  
**Foundation of Life**

WABA | WORLD BREASTFEEDING WEEK

**AN**  
**ACTIVITY**  
**REPORT**  
**2018**





**FOR**  
**FOOD**  
**WATER**  
**HEALTH**  
**NUTRITION**

# INTRODUCTION

World Breastfeeding Week is celebrated every year from 1st to 7th August to encourage breastfeeding and improve the health of infants around the world. Skin-to-skin contact along with suckling at the breast stimulates the production of breast milk, including colostrum, also called the baby's 'first vaccine', which is extremely rich in nutrients and antibodies.

Breastfeeding is the best way to provide infants with the nutrients they need. The World Health Organization (WHO) recommends exclusive breastfeeding starting within one hour after birth until a baby is 6 months old. Nutritious complementary foods should then be added, while continuing to breastfeed for up to 2 years or beyond.

The logo features the WBW-SDGs Campaign 'triad' of two adults and an infant, which reinforces the importance of working together to protect, promote and support breastfeeding. Branches, leaves, and sprouts represent growth and development. The line extending from the triad and sprouting into leaves are the links between breastfeeding and nutrition, food security and poverty reduction. This reflects the WBW2018 slogan-Breastfeeding: Foundation of Life.

Analysis of the EBF (Exclusive Breast Feeding) trends shows that, over the last decade, the percentage of infants (under 6 months of age) who were exclusively breastfed in India increased from 46.4 percent to 54.9 percent. Despite variability in levels, what is encouraging is that most states saw substantial increases in EBF, with Goa leading with a 43.2 percentage point increase. Only six states (Uttar Pradesh, West Bengal, Chhattisgarh, Karnataka, Arunachal Pradesh and Kerala) showed a decline in the prevalence of EBF; Uttar Pradesh had the maximum decline of -9.7 percentage points. The disaggregated district-level data from the NFHS-4 highlight that about one-third of all the districts have EBF levels those are higher than 60 percent. The top ten districts with the highest levels of EBF belong to Chhattisgarh, Madhya Pradesh, Assam, Maharashtra, Andhra Pradesh and Rajasthan, with Mandasaur (MP), leading with 95.1 percent. Seven out of the bottom ten districts with the lowest EBF rates belong to Uttar Pradesh.

To ensure a similar trend in the promotion of breastfeeding and sustain it, Rajasthan has released a state policy to reinforce the early initiation of breastfeeding.



## THE OBJECTIVES

Strategies to support exclusive breastfeeding should therefore address the multiple factors that contribute to exclusive breastfeeding including lack of knowledge and awareness, lack of support and time within the household, insufficient support from the health and nutrition programmes, maternity leave and/or maternity benefits, formula marketing, monitoring of the code of marketing of breast milk substitutes, and more. In relevance to this, the Breast Feeding Week was celebrated by AAH/FHF with the following objectives:

- Creating awareness not only amongst would be mothers but also the adolescent girls
- Involving different government as well as the private organization
- Disseminating the message and promotes breastfeeding
- Involvement of the vernacular media to disseminate the information to the public

## INFORMATION DISSEMINATED

The mothers, adolescent, ASHA, AWW and the community were sensitized on the importance of breastfeeding.

**Colostrum** - In the first 2-4 days of a baby's life, the breasts secrete colostrum, a yellowish fluid rich in proteins. These valuable proteins are essential to the development of a healthy immune system.

**Breast milk** - The fat in breast milk is more digestible than that in the formula. Special immune system protective proteins are present in breast milk. These proteins offer protection against diarrhea, food allergies and infections.

**Advantages of breastfeeding** - There is decreased risk of allergies and lactose intolerance if the baby is breastfed. Breast milk is sterile and contains no bacteria. Baby experiences less nappy rash and less likely to develop allergies it experiences fewer stomach upsets and constipation when breastfed properly. Breastfed infants tend to have fewer cavities.

The baby's sucking causes a mother's uterus to contract and reduces the flow of blood after delivery. During lactation, menstruation ceases, offering a form of contraception. Mothers who breastfeed tend to lose weight and achieve their pre-pregnancy figure more easily than mothers who bottle feed. Mothers who breastfeed, are less likely to develop breast cancer later in their lives.

## PROCEEDINGS

The event was celebrated in three states Madhya Pradesh, Maharashtra, and Rajasthan with different activities like group discussion, wall painting, video screening, rallies, and poster-making competition.

### Madhya Pradesh

Breastfeeding week was celebrated in 17 villages of Dhar district, in Madhya Pradesh where Rally with a promotion of breastfeeding slogan, group discussion on breastfeeding slogan, film screening, and quiz competition was organized. Many men and women gave the feedback that they were ignorant about the importance of breastfeeding and awareness created will not be restricted to us but they would share with other community people. A total of 918 people were mobilized, out of which 94 were male participants.



Pic 1: Rally promoting Breast Feeding



Pic 2: Oath taking for promoting breastfeeding

## WORLD BREASTFEEDING WEEK REPORT



Pic 3: Group Discussion on Breastfeeding



Pic 4: Quiz competition on Breastfeeding

Date	Name of the activity	Type of participants	Number of participants
1/08/2018	Rally with promotion of breast feeding through slogans	FLW and Students	262
2/08/2018	Group discussion with Anganwadi and ASHA workers on Importance of Breastfeeding Technique of breastfeeding	AWW and ASHA	241
3/08/2018	Discussion on problems associated with Breast feeding with lactating mothers	Pregnant women's and Lactating mothers	116
6/08/2018	Film show & Quiz competition	Adolescent girls	233
7/08/2018	Discussion on Breast feeding	Grannies and mother-in-laws	66
Total Participants			918

Table 1: Activities conducted in Dhar district.

## Maharashtra

In Maharashtra, Breast Feeding week was celebrated at four places Mokhada, Jawhar (under Sparsh project), Govandi, Dharni (under Jeevan Dhara Jeevan Amrut project). The activities conducted were a rich collection of Breast Feeding, Street Play, Rally and Movie screening. The activities were not limited to women but also adolescent and men. A total of 1569 participants were mobilized out of which 439 were male participants.

## WORLD BREASTFEEDING WEEK REPORT



Pic 5: Street Play



Pic 6: Rally

Date	Name of the activity	Type of participants	Number of participants
1/08/2018	Awareness Rally - College students Place: Dolara	College students, ASHA,AWW, PRI members, teachers, frontline health worker, general public	307
	Awareness Rally - School Place: Poshere		
2/08/2018	Group discussion on Breast feed	Frontline health worker(ASHA, AWW)	77
3/08/2018	Street Play on importance of breast feeding (2 spots: Ghoshali and Shirson pada)	Pregnant lady, Lactating mother, PRI members, Adolescent girl, School teacher, General public and Youth	21
6/08/2018	Group discussion, Movie screening , Game play (2 spots: Goshali and Shirson)	ASHA,AWW, Pregnant and lactating women	11
7/08/2018	Group discussion, Movie screening, Game play (2 places : Ghoshali and Shirson pada)	P and L mother	30
Total participants			446

Table 2: Activities conducted in Mumbai

Date	Name of the activity	Type of participants	Number of participants
1/08/2018	Awareness Rally	General public, P and L mother	30
	Discussion on breast feeding	Frontline health worker-ASHA, AWW	
	Game play	PRI members	
2/08/2018	Group discussion on Breast feed	P and L mother, Frontline health worker-ASHA,AWW	10
3/08/2018	Group discussion on Breast feed : Movie screening	Pregnant lady, Lactating mother, PRI members, adolescent girl, School teacher, general public- Youth	9
6/08/2018	Group discussion on Breast feed	Pregnant and lactating women	9
7/08/2018	Group discussion on Breast feed	Pregnant and lactating women ,AWW	8
Total Participants			66

Table 3: Activities conducted under the SPARSH project



## WORLD BREASTFEEDING WEEK REPORT



Pic 7: Game Play



Pic 8: Discussion on Breastfeeding



Pic 9 & Pic 10: Demonstration on Breastfeeding

Date	Name of the activity	Type of participants	Number of participants
1/8/18	Breastfeeding demonstration (on doll)	Pregnant, lactating women and AWWs	44
2/8/18	Snake ladder game and drama	Pregnant, lactating and other women	70
3/8/18	Healthy baby competition	Pregnant, lactating women and AWWs	20
6/8/18	Group discussion on breastfeeding	Pregnant, lactating women and AWWs	55
7/8/18	Movie screening	Pregnant, lactating women and AWWs	75
Total Participants			264

Table 4: Activities conducted in Govandi



## WORLD BREASTFEEDING WEEK REPORT



Pic 11: Oath taking ceremony



Pic 12: Rally on Breastfeeding

Date	Name of the activity	Type of participants	Number of participants
1/8/18	CIS and Rally	Pregnant and lactating women	33
2/8/18	Movie Screening	Adolescent Girls, Teachers, FLWs	160
3/8/18	Awareness Rally in two school	Children and men and adolescent girls, Teachers, PRIs	600
Total			793

Table 5: Activities conducted in Dharni



Pic 13: Community Information Sessions (CIS)



Pic 14: Movie Screening

## Rajasthan

Rajasthan covered several spots and associated the day with the Indian tradition of Annaprashan and Godbharai. The community was explained the reasons for celebrating the traditional festivals and their association with the proper nutrition of the community. The event mobilized 767 candidates out of which 39 were male participants.

## WORLD BREASTFEEDING WEEK REPORT

**In Rajasthan the activities conducted were in Kishanganj and Shahbad block of Baran District**

Date	Name of the activity	Type of participants	Number of participants
1/08/2018	Video Show (12 spots)	Pregnant, Lactating mothers, Field Health Workers, Adolescent girls and boys	378
2/08/2018	Questionnaire filling competition (7 spots)	Men, Under-5 care givers, Mother-in-law, Adolescent boys, Field level health workers	303
6/08/2018	Annprashan (4 spots)	Lactating mothers	39
7/08/2018	Godbharai (4 spots)	Pregnant mothers	47
Total participants			767

Table 6: Activities conducted in Rajasthan



Pic 15: Annprashan with discussion on Breastfeeding



Pic 16: Godbharai with counselling on Breastfeeding



Pic 17: Discussion on Breast Feeding



Pic 18: Questionnaire filling competition



## WORLD BREASTFEEDING WEEK REPORT

### List of activities conducted in three states

S.N o.	Place	Number & Name of the activity	Type of participant	Male	Female	Total participants
1	M.P.(Dhar)	5 Activity (Rally, Group Discussion, Film screening, Quiz competition)	Frontline Health Workers and Students, AWW and ASHA, Pregnant women and Lactating Mothers, Adolescent girls, Grandmothers and mother-in-law	94	824	918
2	M.H.(Mokhada , Jawhar, Govandi, Dharni)	19 activities (Rally, Group Discussion, Street Play, Movie Screening, Snake & Ladder, Healthy Baby competition)	College students, ASHA, AWW, PRI members, Teachers, School children, Frontline health worker, Pregnant Women, Lactating mothers, Adolescent girls, General public, Youth	439	1130	1569
3	R.J. (Kishanganj and Baran)	4 activity (Godbharai, Video show, Questionnaire filling, Annaprashan)	Pregnant, Lactating mothers, Field Health Workers, Adolescent girls and boys, Men, Under-5 caregivers, Mother-in-law	115	652	767
Total participants				648	2606	3254

## CONCLUSION

The Breastfeeding week was a successful event, which covered 28 activities at 52 spots, in which 3254 number of total participants including pregnant and lactating women along with their families and adolescent girls participated and were explained about the importance of breastfeeding. Out of the total participants, 25% participation was of male, which focuses that male participants have also taken interest in uplifting the cause. Instead of the counselling sessions, activities were planned in which the community themselves got involved and understand the importance of breastfeeding. The field workers themselves were motivated to keep the right message across and thus they had tried to involve maximum people from the community. The ASHA and AWW workers were also very helpful. The pregnant and lactating mothers, adolescent girls were motivated in participating in the activities and were able to gain much information which they assured to share further with pregnant and lactating mother.



ACTION AGAINST HUNGER INDIA  
FIGHT HUNGER FOUNDATION

ONLY

54.9%

OF INDIAN CHILDREN UNDER  
AGE 6 MONTHS ARE  
EXCLUSIVELY BREASTFED

GLOBALLY ONLY

40%

OF THE INFANTS RECEIVE  
EXCLUSIVE BREASTFEEDING  
FOR 6 MONTHS



C 40, Lajpat Nagar  
New Delhi 110025

