



Report Of World Breastfeeding Week 2010



Sponsors for the WBW 2010

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7. Save the Children USA
8. ICDDR, B
9. Plan Bangladesh
10. CARE Bangladesh
11. World Vision
12. Orion Group

Committees for observing World Breastfeeding Week'10

1. Steering Committee

2. IEC working group

Convener: Dr. Ashraf Hossain, Junior Clinician, IPHN

Member Secretary: Dr. Sara Khanam, AD, IPHN

1. Dr. A.M.Nurruzaman, PM, BCC (LCC & CC), ESD, DGHS
2. Dr. S. K. Roy, Chairperson, BOT, BBF
3. Dr. Nazrul Islam DPM (PMS) BHE, DGHS
4. Dr. Bishnupada Dhar, PM (CA & SS), MCH, DGFP
5. Mr. Adam Ali Patwary, Deputy Chief, (TSD) BHE, DGHS
6. Dr. SK Asiruddin, PM, SNL Save the Children USA
7. Dr. Khurshid Talukdar, BOT, BBF, Pediatrics Consultant, CWCH.
8. Representative from AED
9. Representative from PHC
10. Ms. Khurshid Jahan, PO, BBF

3. Finance Committee

Preamble

For the first time the Government of Bangladesh nationally observed the World Breastfeeding Week (WBW) this year with the theme **“Breastfeeding just 10 steps! The Baby friendly Way”** as declared by the Honorable Prime Minister during inauguration of WBW 2009. Bangladesh Breastfeeding Foundation is very honored to be able to work closely with the government as a key partner. This year about 170 countries observed the week in the world. This year our Bangla slogan was ‘janmer ak ghanter madhye shishuke Mayer dudh khaoano nishchit kakar dayetto amar, apanar-sakaler’

Breastmilk contains all nutrients for optimal growth and development of newborn, infants and young children and prevents malnutrition, morbidity and mortality of the children. Breastfeeding also improves short and long term maternal health and can definitely contribute to the attainment of the Millennium Development Goals (MDGs) 4 and 5.

In Bangladesh over the last two decades Exclusive Breastfeeding rate and child malnutrition remained almost static (43%). This leads to high level of child malnutrition challenging the goal of MDG 4 to reduce child mortality. Research studies have shown that implementation of the Ten Steps of Baby Friendly Hospital with continued postnatal support contributes to increased early initiation rate of breastfeeding and exclusive breastfeeding at the local, national and global levels.

Baby Friendly Hospital Initiative (BFHI) was launched in Bangladesh in 1992 and BBF has transformed 498 maternity service facilities into Baby Friendly Hospital with accreditation with the help of DGHS, MOHFW. In Bangladesh, about 18% deliveries occur in hospital and breastfeeding practices are not at satisfactory level due to lack in implementation of ten steps in the designated Baby Friendly Hospitals. All Govt and non-Govt health facilities should emphasize the practices of 10 steps to make success in child health and improve survival. The renewed effort of community clinics has immense potential to improve IYCF practices at every home of the country. There is need to strengthen policies, practices and legislation that support the ten steps of BFHI as well as support with strong enough laws to prevent unethical promotion of breastmilk substitute (BMS) which enhances death of children and gives way to the conflict of interest of many health professionals violating the BMS code and WHA resolutions. Bangladesh needs much more activities to improve health and nutrition of the mothers to enable them to successfully breastfeed their babies and give appropriate home made complementary feeding to ensure a healthy and intelligent nation.

Week long events on WBW 2010

Date	Event	Venue	Organised by
Aug 01	Seminar on “Translation of the 10 steps from BFHI to the community: Closing the gap”	IPH	Institute of Public Health Nutrition
Aug 04	Inauguration by Honorable Prime Minister	BICC	Ministry of health & Family Welfare
Aug 04	Fair on Health & Nutrition (Sashtho O Pusti mela)	BICC	IPHN & BBF
Aug 05	Seminar on breastfeeding	DMCH	Dhaka Medical College & Hospital
Aug 05	Seminar on breastfeeding	Brahmanbaria Sadar Hospital	Dhaka Medical College & Hospital
Aug 07	Seminar on World Breastfeeding Week	ICMH	Institute of Child & Mother Health, Matuail
Aug 07	Seminar on implementation of the 10 steps	Rangpur Medical College Hospital	Rangpur Medical College Hospital
Aug 08	Seminar on World Breastfeeding Week	Rajshahi Medical College, Rajshahi	Rajshahi Medical College Hospital
Aug 14	Seminar on IYCF	SSMCH	Sir Salimullah Medical College , Mitford
Aug 23	Seminar on World Breastfeeding Week	ShSMCH	Shaheed Suhrawardy Medical College , Sher- e Bangla Nagar
Aug 16	Seminar on Breastfeeding	BIRDEM	BIRDEM, Shahbag
Aug 01-07	Rally and discussions on breastfeeding and IYCF	All districts and upazilas	Jointly by Civil Surgeon office and District Hospital / UHCc

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1.1 Preparatory Meeting

To celebrate World Breastfeeding Week (WBW)'10 for the first time as national event by the government, the following meetings were held for planning of WBW'10:

1. One meeting DGHS on 28 July with the committee
2. One meeting in MOHFW on 25 July, in the conference room of MOHFW
3. IEC technical committee meeting on 25 July in the office room of Joint Secretary, WHO &PH, MOHFW
4. IEC working group meeting on 22 July at the Director's office room of Institute of Public Health Nutrition (IPHN)
5. Two preparatory meeting was held on 27 June and 30 June, 2010 at the Director's office room of Institute of Public Health Nutrition (IPHN)

Representatives from (BBF), Institute of Public Health and Nutrition (IPHN), Directorate General of Health Services (DGHS), Directorate General of Family Planning (DGFP), Save the Children, Institute of Public Health (IPH), and Bureau of Health Education (BHE) were present. Besides these 4 in-house BBF core committee meetings were held in the conference room of Bangladesh Breastfeeding Foundation (BBF).

1.2 Stakeholder Consultation Meeting

A meeting was held on 12 July, 2010 at the IPHN conference room with the stakeholders chaired by Director IPHN. Prof T.A. Chowdhury and Prof. M. Q. K. Talukder were present as the Special Guests in the meeting. DGHS as expected to be chief guest & DGFP as special guest but neither could come due to urgent work with MOHFW. They sent their representative.

Director, IPHN welcomed all and informed that Director General, DGHS is in full agreement with all of our WBW '10 activities. She explained the objectives of the meeting for seeking support to observe the WBW successfully as the first year by the government. After that a brief presentation on the theme of WBW'10 was presented by Prof. Sameena Chowdhury, Acting chairperson, BBF. After that there was an open discussion and introduction session with the stakeholders on the observance of WBW'10 and got some commitments and suggestion from the stakeholders.

Total 60 participants from Govt., UN agencies, NGos, Hospitals, Five societies were attended the meeting.

1.3 Development of BCC Materials and their distribution

Draft IEC materials were revised by the IEC working committee and with some corrections IEC materials were approved by the IEC technical committee, MOHFW. On the occasion of World Breastfeeding Week 2010, the following BCC materials were developed and printed:

- a. Poster (3 items)
- b. Sticker (1 item)
- c. Bangla Action Folder
- d. Office Folder

2. Seminar on “Translation of the 10 steps from BFHI to the community: Closing the gap”

A seminar on ‘Translation of 10 steps from BFHI to Community: Closing the gap’ was held on 1st August 2010 at IPH conference room at 11:30 am as a opening ceremony of World Breastfeeding Week 2010. In this seminar the chief guest was **Dr. Mojibur Rahman Fokir**, State minister, the government of Bangladesh and the special guest was **Prof. M.Q.K Talukder**. The seminar started with the welcome speech by the director IPHN, **Dr. Fateema Parvin Chowdhury** and the key note speech by chairperson, Bangladesh Breastfeeding Foundation, **Dr. S.K.Roy. Prof. Soofia Khatoon**, Secretary, BBF present a brief presentation on the theme of the WBW 2010. She also said that there is no alternative of BFHI that’s why this year the theme is ‘Just 10 steps: A baby friendly way’. In community mothers need support. Due to proper monitoring and refresher training in BFHs, The BF rates are not improving. BBF could not arrange BFHI training from last three years due to fund therefore BF rate are not improving in Bangladesh. According to the theme we need to strengthen the BFHI in our country. She also requests the state minister to support for the BFHI training. **Prof. A.K.M. Azad Chowdhury**, Vice president, BOT, BBF, **Prof. Mr. Hanif**, president, BPA, **Prof. Kohinoor Begum**, president, OGSB, **Prof. Ekhlasur Rahman**, Dhaka Medical College Hospital also talked about the theme of WBW 2010. They also emphasized that in community level, mothers need skill support for established of breastfeeding in the county. They also realized that it is the good time to stop aggressive marketing of artificial baby food and health worker should not take any support from the BMS companies. **Prof. M.Q.K. Talukder** in his speech, he state that a revised version of BMS ordinance has submitted to the ministry but did not get the approval yet. He requests the state minister to take necessary step for the code **Dr. Mojibur Rahman Fokir**, State minister; Government of Bangladesh was the chief guest of the seminar. In his speech, he pointed out that without breastfeeding program it could not be possible to reach MDG-4 & 5. Health providers, UN organization and many other NGOs should works together with government to improve the situation. The success of the **VISION 20-21** is also dependent on the successful implementation of this breast feeding program in the country

3. Inaugural ceremony:

For the first time the Government of Bangladesh nationally observed this World Breastfeeding Week (WBW). The Honorable Prime Minister of the People's Republic of Bangladesh **SHEIKH HASINA** inaugurated the World Breastfeeding Week as the Chief Guest on the 4th of August at 10 A.M at the Hall of Fame of the Bangabandhu International Conference Centre (BICC), Sher-E-Bangla Nagar, Dhaka. **Dr. A. F. M. Ruhul Haque** M.P. Honorable Minister for Health and Family Welfare, **Prof. Dr. Syed Modasser Ali**, Health and Social Welfare Advisor to Prime Minister and **Dr. Captain (Retd.) Mozibur Rahman Fakir** M.P. Hon'ble State Minister for Ministry of Health & Family Welfare were present as Special Guests.

About one thousand eight hundred participants attended this national event. Ministers, Advisers to the Prime Ministers, State Ministers, MPs, diplomats, representatives of development partners, physicians and high officials were present on the occasion. Different NGOs, students, nurses, Girls guide, Scouts, BNCC were also present.

After recitation from the Holy Quraan, **Prof. Dr. Shah Monir Hossain, Director General of Health Services** welcomed the distinguished guests and participants.....

After the welcome speech, **Dr. S. K Roy**, Chairperson of Bangladesh Breastfeeding Foundation presented his speech as keynote speaker and placed some requests for kind consideration of the Honorable Prime Minister.

Begum Dilruba, Director General of Family Planning gave her valuable speech. Then The special guests Health and Family Welfare Minister **Dr. A. F. M. Ruhul Haque**, Prime Minister's Adviser **Prof. Dr. Syed Modasser Ali** and State Minister **Dr. Captain (Retd.) Mozibur Rahman Fakir** M.P. also gave their valuable speeches.

As chair of the ceremony **Mr. Muhammad Humayun Kabir**, Secretary, Ministry of Health and Family Welfare, gave his informative speech. He gave a follow-up on the last year's declaration by the Prime Minister during inaugural ceremony of WBW'09. He also gave vote of thanks to all level including the organizers, Partners organizations, Media, NGOs and he mentioned special thanks to BBF for helping MOHFW in observing World breastfeeding week as national event by the Government for the first time.



At the end of the ceremony Honorable Prime Minister **SHEIKH HASINA** gave her valuable speech. Here are some excerpts from her speech:

Bismillahir Rahmanir Rahim.

My Dear Colleagues, members of parliaments, Assalamualaikum.

Prime Minister Sheikh Hasina renewed her stern warning against the physicians, who are not interested in providing healthcare services to the people remaining at their respective work places in the rural areas on a regular basis.

"Now I am requesting you to stay in the rural areas and discharge your sacred duties regularly basis there. We will be compelled to take stern actions against those physicians who will defy the instruction of the government to this effect," she said.

She gave the warning as many of the physicians specially the newly recruited doctors don't want to go to the upazilas after being posted there which seriously deprived the rural people of getting proper healthcare services. In this context, Sheikh Hasina said promotion of the doctors would certainly depend on their length of services and performances in the villages.

The World Breast Feeding Week-2010 is being officially observed for the first time in the country as directed by the Prime Minister in the same week last year.

Referring to the steps taken to ensure nutrition of the people specially the children, she said the government will appoint a nutritionist at every hospital across the country.

Sheikh Hasina said her government is committed to reaching healthcare services to the doorsteps of the common people to ensure sound health of the people specially mothers and children.

The Prime Minister called upon the mothers for ensuring breast-feeding to their children saying that children will grow up with sound mind and body if they get breast milk properly.

Laying emphasis on ensuring a congenial atmosphere for mothers for practicing breast-feeding to their children, she called upon all to be more sympathetic and careful to them in this regard.

Sheikh Hasina said all concerned has to encourage and assist the mothers for breast-feeding and to reduce dependency on alternative baby food which will ultimately bring required benefit for both the mother and child.

In these connections, she asked all concerned to set up breast feeding corners at all hospitals, offices, shopping malls and other important places where mothers could feed their breast milk to their children.

She said along with setting up new breast feeding corners, steps have been taken to reactivate such corners, which were set up during the previous tenure of the present government from 1996-2001.

Mentioning the steps undertaken to reduce infant mortality rate, she said her government is firmly committed to decreasing the rate from 37 to 21 per thousand by 2015 as part of achieving the Millennium Development Goals (MDGs).

Apart from this, she said steps are underway to announce all hospitals, health complexes and clinics as children friendly one and steps have been taken to introduce Day-Care centers at all government and private hospitals in phases.

Referring to food security of the children, she said proper service and care for their sound health as well as disease control is the key means of reducing malnutrition of the children. The Prime Minister asked all to be more cautious in this regard.

She directed the authorities concerned to amend and implement Alternative Baby Food Marketing Ordinance - 1984 to encourage breast-feeding and reduce dependency on powder milk for the protection of sound health of mothers and children.

In this connection, the Prime Minister also asked them to properly consider all proposals of the World Health Conference - 2010 regarding baby food, nutrition and health.

About maternity leave, the Prime Minister said her present government has taken steps to increase the leave up to six months from the existing four months. She said her previous government increased the leave from three months to four months.

Regarding the government's popular community health clinic programmes, the Prime Minister said the progenitress in the rural areas will get necessary health services after introduction of the community clinics.

4. Fair on Health & Nutrition (Sashtho O Pusti mela):

On the occasion of WBW, Fair on health and nutrition was held on the 4th August beside the inaugural ceremony. The fair was titled “Sashtho O Pusti Mela”. The objective of the fair was to share the health and nutrition related activities of our country. The organizations shared their information and communication materials with the participants.

After the inaugural ceremony, Honorable Prime Minister **SHEIKH HASINA** visited the stalls in the fair. Total 23 organizations took part in the fair. The names of the organizations are following:

1. Bureau of Health Education, DGHS
2. Directorate General of Family Planning (IEM)
3. National Nutrition Programme
4. Institute of Child and Mother Health
5. ICDDR,B
6. World Vision Bangladesh
7. Shushilan
8. White Ribbon Alliance Bangladesh
9. Bangladesh Women’s Health Coalition (BWHC)
10. Plan Bangladesh
11. Marie Stopes.
12. Swanirvar Bangladesh
13. Nobo Jibon and SHOUHARDO II Program (2010-2015)
14. Save The Children
15. Home Economics College
16. Natinal Home Economics College
17. Bangladesh Home Economics College
18. Mayer Hashi Project-Engender Health
19. Population Services and Training Center (PSTC)
20. Centre for Women and Child Health (CWCH)

21. Concerned Women for Family Development (CWFD)
22. Bangladesh Breastfeeding Foundation (BBF)

5. Paper Supplementation

On the occasion of WBW'10, paper supplementation was published in two newspapers such as The Daily Prothom Alo and The Daily Star on 4th August.

Continued activities of IYCF

6. Week observation in different Institution and Hospitals in the capital

Dhaka Medical College Hospital organized a seminar

To celebrate the national event WBW'10, Dhaka Medical College Hospital organized a seminar on 05 August, 2010. National Professor Dr M R Khan as the Chief Guest and Prof Quazi Deen Muhammad, Principal DMC, Brig. General Shahidul Alam Mallick and Prof . Ismail, Vice-Principal of DMC as Special Guests were present at the seminar. Besides, Dr Najmul as key note speaker on theme, Dr Shakila Ishrat, Prof. L E Fatmi, Prof. Abid Hossain, P Bala Das, Deputy Superintendent (Nursing) were present as speakers.

Dr Sayeeda Anwar gave welcome speech and Prof Ekhlashur Rahman chaired the seminar.

1. Brig. General Shahidul Alam Mallick: we are running the campaign for 20 years but have seen small success because we are not addressing the real problem, we are limiting ourselves to seminars and symposiums but not going to the community, in urban and remote areas to help the mother in time of need. Also extensive propaganda is needed in the print and electronic media. then we can achieve success as we have in the case of immunization.
- 2.
3. Prof . Ismail Vice-Principal DMC:
4. Dr Shakila Ishrat: we need to move away from induced and assisted delivery to supporting normal delivery. No more IV drips to women in labour, support her to deliver in the position she is comfortable and then help the newborn breastfeed immediately. Sometimes,

grandmothers (maternal or paternal) get anxious and take the decision to bottlefeed. So they also need to be counseled on the hazards of formula and bottlefeeding. Postnatal FU within 6 hours of delivery and then within 2-3 days and again by the end of 1st week to ensure continued exclusive breastfeeding.

5. Prof. L E Fatmi: the reason for the static figure of EBF for the last 15yrs is that there is no policing of the Breastmilk substitute regulation of marketing ordinance 1984. There is no office or desk in the govt./ country that will ensure adherence to the Ordinance. So we at individual level have to police the Ordinance. Many mothers ask for the name of an infant formula just in case she has less milk. So pediatricians must take time to counsel her, along with her husband and explain the problems of formula and bottle-feeding. need to explain to them there is not yet any formula made from breastmilk, all formula are based on cow's milk and that feeding cow's will make the child's brain work like cow. Need to explain that bad genes (traits) in an individual is suppressed by breastfeeding. so ultimately the breastfed child becomes a good human being in adult life.

6. Prof. Abid Hossain: In the MBBS curriculum out of 120hrs clinical session only 1.7% (2hrs) is allocated for breastfeeding and in the 50hr lecture only one hr is allocated to bf. this is too inadequate for the students to learn the technicalities of breastfeeding. this needs revision given the importance of BF in preventing neonatal and infant deaths as well as ensuring / promoting good health of the children and better future generation. DMCH became baby-friendly in 2006 yet we are still in the same situation as far as neonatal and infant feeding is concerned. Doctors don't prescribe, nurses don't support yet formula enters the hospital through some gaps, bribing someone somewhere in the system. The gateway must be found out and closed.

7. Prof Quazi Deen Muhammad: Time has come to really practicing the 10 steps. breastfeeding corner may not be the ultimate solution. Mothers have to be psychologically prepared during pregnancy so they can initiate bf immediately after giving birth. Gynecologists a responsibility to prepare the mothers and pediatricians have a responsibility counsel them to continue bf. The current trend in our country, to import foreign culture, their dresses, their food, their behaviour is a big barrier towards promoting, supporting and protecting bf. Many mothers follow western fashion of not breastfeeding.

8. Professor Dr M R Khan: The Dhaka Medical College & hospital has played leading role in many campaigns/ revolutions in the country and succeeded in bringing a change. I want to see DMCH take the lead in reviving the breastfeeding culture in Bangladesh. To start with I urge the authority to establish a breastfeeding corner, do it this month, it does not take much effort, just the will to do. the Principal and the Director are present here, you can do it. The present situation is that for most middle class and upper class the babies are with either Rahima or Abdur Rahim and adopt their behaviour. Let us set up crèche, day-care centres to wean the

babies away from the Rahimas and Abdur Rahims. Milk flow in the mother breast is delayed true but the small amount of colostrums that is secreted is sufficient to meet the neonate's calorie and nutrient requirement. With continued suckling the milk flow increases and baby's demand met. Mother and families have to be motivated from conception to breastfeed the baby. They may be told that if human babies are fed cow's milk their brain /intelligence will work like cow's brain.

“amar bacchar dudh ami debo, jokhon iccha tokhon khawabo.”

9.Prof Ekhlashur Rahman: Ensuring proper/ adequate maternal nutrition is important to prevent IUGR. It is a shame for us in Bangladesh, our nation is known as breastfeeding nation yet the indicators are so low. BFHI did not bring the expected results, because most births are in the community. We need to go to the community with the 10 steps to improve the rates and build a better Bangladesh.

Institute of Child and Mother Health (ICMH) observes Breastfeeding Week, 2010



ICMH stall to observe Breastfeeding Week, 2010

A seminar to observe the World Breastfeeding Week 2010 was held at the Institute of Child and Mother Health (ICMH), Matuail, Dhaka on 7th August 2010. The theme of the seminar was "Breastfeeding- Just 10 Steps, The Baby Friendly Way" The seminar was organized by ICMH mainly for the Paediatricians, Gynaecologists, Nurses and Health workers of the institute.

Presided over by the Executive Director of ICMH Professor SM Shahnawaz Bin Tabib, the chief guest of the seminar was Dr SK Roy, chairperson, Bangladesh Breastfeeding Foundation (BBF). Special guest of the programme was Mr. Ishaque Ali, Secretary, Bangladesh Nutrition Council and Treasurer of Bangladesh Breastfeeding Foundation. The guest speaker of the seminar was Professor AK Azad Chowdhury who is also vice chairperson of BBF.

Speaking on the occasion the chief guest Dr Roy requested all physicians to act accordingly to promote breastfeeding in every sector. He also added that ICMH is playing an important role in the field of breastfeeding and Infant and Young Child Hood Feeding(IYCF).

Mr. Ishaque Ali, Secretary, Bangladesh Nutrition Council (BNC) said that every hospital should be baby friendly. Concerned authority should also take the initiative to set up one lactation center for the working mothers.

The keynote speaker of the seminar was Professor SM Shahnawaz Bin Tabib. The topic was Breastfeeding Just 10 steps, the baby friendly way.

Faculties and ICMH officials and other junior doctors attended the closing seminar of Breastfeeding.

Chairperson of BBF also thanked the organizer to organize such an effective and fruitful seminar at ICMH.

Seminar on WBW'10 at the Sir Salimullah Medical College Hospital

A seminar on the eve of World Breastfeeding Week, 1-7 August 2010 was held on 14 August, 2010 at the lecture Gallery of Sir Salimullah Medical College at 11AM organized by SSMC Mitford Hospital with the Support of Bangladesh Breastfeeding Foundation. Prof. Syeda Afroza, Head of the Dept. of Paediatrics Sir Salimullah Medical College chaired the session. Prof. M A Azhar, Principal, Sir Salimullah Medical College, Dhaka, Brig. Gen. Dr. Khademul Insan Md. Iqbal, Director, SSMC Mitford Hospital was present as Guests. Principal, Nursing Training Institute and Metrons were also present.



About 200 Doctors, Students, Nurses and Ayas attended the seminar. Three papers were presented at the seminar. The presenters were Dr. Ratu Rumana Binte Rahman, Associate Professor, Dept. of Gynaecology & Obstetrics, SSMC Mitford Hospital who delivered the theme lecture, Dr. Iffat Ara Shamsad, Assistant Professor, Dept. of Paediatrics, SSMC Mitford Hospital who highlighted on BMS code and some examples of recent code violation. The main lecture- Baby Friendly Mitford Hospital: 13 Years of Success & Challenges were presented by Dr. Nazneen Akhter Banu, Associate Professor, Dept. of Paediatrics, SSMC Mitford Hospital and member, BOT, BBF. She briefed about the report of a survey participated by 128 doctors and nurses of Dept. of Paediatrics and Dept. of Gynaecology & Obstetrics on knowledge of breastfeeding, BFHI & BMS code. The report showed that participants had good knowledge on breastfeeding and BFHI but least on BMS code. She also showed that the numbers of trained doctors and nurses are significantly reduced from the past which is a threat to maintain the Baby friendly hospital. The chairperson, Director and Principal in their speech assured their full support to maintain the BFHI status of the institute.

Radda MCH-FP Centre

Report on celebrating Breastfeeding Week'2010

- Background: Radda-Plan joint Project observed breastfeeding week from 1st August to 7th August 2020. In this year we have organized with the active cooperation of MOHFW of Bangladesh. Breastfeeding Foundation (BBF) also supported us with logistics.

In this year the theme of World Breastfeeding Week 2010 was "Breastfeeding Just 10 Steps, The Baby-Friendly way" It highlights the need to protect, promote and support breastfeeding in emergencies for infant and young child survival, health and development.

- Objective of the World Breastfeeding Week is to draw attention to the fundamental role that breastfeeding plays in emergencies worldwide.
- Roles and Responsibilities of different stakes of community: Before observing the week a meeting organized by Health Committee where an action plan was made by them and responsibilities were divided within the members. The Community Development Forum monitored the activities from starting to the end of the program. During the month of July'2010 the Community Nutrition Workers were provoking exclusive breast feeder mother, the mother support groups helped to find out the actual person. And finally they find 95 mothers at Bawniabadh who breastfeed their children exclusively.
- Bangladesh Breastfeeding Foundation: BBF supplied to Radda Posters, leaflets, magazine and flipcharts. It helped us to know the details about on the theme of the week.
- Activities/Intervention: a) Door to door motivation b) Session taken on BCC groups c) Mass gathering and reward distribution to exclusive breast feeder mothers d) At the clinics level discussed the importance with attending Ante Natal Mothers, adolescent and other attending mothers. e) Banner displayed to all the centre
- Benefited:
 - a) Working Areas: Radda MCH-FP Centre
 - b) Free Post Natal Service received:- 133
 - c) # of women: 2798
 - d) # of men: 184
 - e) # of adolescent: 244 (adolescent)
 - f) # Clinic decoration:- all main centers
- Results/output: This is a continuous process. And we have 33 mother support groups who will monitor the results. It could be mentioned here that CHWs and CNWs also monitor at their BCC session.
- Institutional Learning: a) Able to organize with the help of Community week long observation b) IFNSP, UCHCP & SARH organized week with integration manner.

	
<p>Mass gathering on World Breastfeeding week'2010</p>	<p>Local community group presented dram on importance of breastfeeding</p>
	
<p>TBA mother distributed gift to exclusive breastfeeder mother.</p>	<p>Imam motivated to mothers on importance of breastfeeding</p>
	
<p>Community Development Forum leader distributed gift to exclusive breast feeder mother</p>	<p>An Ideal mother giving her speech on exclusive breastfeeding.</p>

Shaheed Suhrawardy Medical College

7. Week observation in the districts and upazilas

The WBW'10 week was observed in the different districts and upazillas throughout the country.

APPENDIX-1

Massages of World Breastfeeding Week 2010

APPENDIX-2

**BCC Materials developed during WBW
2010**

Acronym