



# Report of World Breastfeeding Week 2011



**Prepared by:**

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**Supported by:**



For the second time the Government of Bangladesh nationally observed the World Breastfeeding Week (WBW) this year with the theme **“Talk to Me! Breastfeeding- a 3D experience?”** as declared by the Honorable Prime Minister during inauguration of WBW 2011. Bangladesh Breastfeeding Foundation is very honored to be able to work closely with the government as a key partner. This year about 200 countries observed the week in the world. This year our Bangla slogan was ‘Shishu ke din mayer dudh r ghorer taire khaber, a kothati bolte hobe sakal somay sober’.

## National Consultation Meeting

A meeting was held on 17 July, 2011 at the IPHN conference room with the stakeholders chaired by Director, Directorate General of Health Services. Prof Fatema Parvin Chowdhury, Director IPHN, Dr. S. K Roy, Chairperson of BBF, Prof. M. Q. K. Talukder and Prof. Soofia Khatoon were present as the Special Guests in the meeting.

Director, IPHN welcomed all participants. 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’11 was presented by Dr. S. K Roy, Chairperson, BBF. After that there was an open discussion and introduction session with the stakeholders on the observance of WBW’11 and got some commitments and suggestion from the stakeholders.

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

## 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
- b. Bangla Action Folder
- c. Office Folder
- d. Souvenir
- e. PVC Banner for Hospital

## Inauguration Ceremony:

The Honorable Prime Minister of the People's Republic of Bangladesh **SHEIKH HASINA** inaugurated the World Breastfeeding Week as the Chief Guest on the 7<sup>th</sup> 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, Mr. Md. Humayan Kabir, Health Secretary, **Prof. Dr. Khandaker Md. Sifayet Ullah**, Director General, Directorate General of Health Services (DGHS), Mr. Mohammad Neaz Uddin, Director General, Directorate General of Family Planning (DGFP) and Dr. S. K. Roy, Chairperson of Bangladesh Breastfeeding Foundation (BBF) were present as Special Guests. About two thousand eight hundred participants attended this national event. Representatives from different Government ministries, DGHS, DGFP, IPHN, Health professionals, UN agencies and other development partners, stakeholders, NGOs, students, nurses, Girls guide, Scouts, BNCC were present.

## Speech of Prime Minister:

The Prime Minister, Sheikh Hasina, has urged the private employers to implement six-month maternity leave in their organizations as in government offices.

‘It’s very unfortunate that many private employers do not allow six-month maternity leave to the expectant mothers working in

their organizations though all the government offices have already implemented it,’ she said

Hasina in her speech also requested the private employers to set up breastfeeding corners for creating ideal environment for the new mothers.



She said breastfeeding corners should also be set up at the shopping malls and bus, rail and launch stations.

The prime minister said breastfeeding corners were being set up at all government offices, banks and insurance companies, and semi-government institutions and organizations.

She said: ‘Babies have to be breastfed properly, which will help them grow up with best health. We need talented generations to build Bangladesh as a modern country.’

Mentioning the UN award given to Bangladesh for its success in reducing child mortality (MDG-4), Hasina said Bangladesh had also been able to reduce maternal mortality to 194 per 100,000 (MDG-5).

She said the government had taken steps to appoint 3,000 midwives for ensuring better services to mothers and children.

The premier said the government would gradually upgrade the district hospitals to 250 beds while 17 district hospitals had already been upgraded as such.

Upazila health complexes are also being developed to 50 bed hospitals from 31 beds, she said, adding that already 206 health complexes had been upgraded to 50-bed hospitals.

Referring to new appointments of 5,000 doctors, Hasina said soon another 500 doctors and 14,000 health assistants would be appointed.

She further told the function that the government had restarted 11,000 community health clinics across the country and supplying free medicines among the people.

Tele medicine facilities would also be provided to the mass people by these community clinics, the prime minister said.

## 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.



## Continued activities of IYCF

### Week observation in different Institution and Hospitals in the capital

#### 1. a) Round Table Discussion at Dhaka:

For the observance activity of WBW'11 Ministry of Health and family Welfare, Bangladesh Breastfeeding Foundation (BBF) and Institution of Public Health and Nutrition (IPHN) jointly organized a round table discussion for strengthening multi stakeholder's roles to improve policy to practice of infant and young child feeding (IYCF) in Bangladesh. This meeting was supported technically and financially by FANTA -2, CARE Bangladesh and Alive & Thrive. This was held on



Wednesday day the 17th August 2011 at 11.00 AM in the conference room of MIS (Management Information System), DGHS, Mohakhali, Dhaka.

The aim of the meeting was to build consensus among the stakeholders including Journalists, Advocates, NGOs, BF advocates, development partners to practice appropriate IYCF specially initiation of breastfeeding, exclusive breastfeeding as well as safe, home based complementary feeding and continued breast feeding up to 2 years. It also targeted to promote partnership of the donor agencies and incorporate BF with government activities as well as NGOs who has powerful tool to sensitize the people on their issue. Around 23 participants and resource persons were attended the meeting.

The meeting was chaired by Dr. Md. Amiul Hassan, DPM, training, IHSM, DGHS, Dr. S. K. Roy, Chairperson, BBF Attended the meeting as key note presenter and Mr. Farid Hossain as a moderator.

After recitation from the Holy Quraan, Dr. S. K. Roy, Chairperson of BBF welcomed the distinguished guests and participants and shared a presentation on covering this year World Breastfeeding Week theme and the theme emphasis on communication, involving newer groups on importance of breastfeeding, early initiation of breastfeeding, BMS code and WHA resolutions including conflict of interest of the professionals.



## Important Messages from the Key Note presentation are the following:

- Govt. approved six month maternity leave. It should be followed at all the levels, all the organizations as well.
- 498 Hospital out of awarded with baby friendly hospital plaque since 1992 out of 600 Hospital but due to lack of monitoring they are not functioning properly .
- Initiation of BF within one hour can reduce 31% Neonatal death.
- Current U5 child mortality rate is 42%, but if we can ensure 100% (EBF + CF) then it can be reduce by 13%.
- Animal Proteins help to grow babies by height and protect the basic form Anemia.
- For development of mental health of the children responsive feeding is very important. By ensuring responsive feeding all children can take their food with joyful mind.

A special session was devoted to a discussion on the violation of Breast Milk Substitute (BMS) in hospitals and clinics and conflict of interest by health professionals.

## Open Discussion:

**Moderator:** Everybody felt that Breast feeding is essential for the babies up to 6 months but this is very difficult to convince the Powder Milk Importing Company of our country. Then he opened the floor for the participants to share their opinion, actions to be taken, and recommendations etc.

### 1. Prof. Sameena Chowdhury, Obstetrician and Gynecologist

- Mother and the family have to be confident on breast feeding first
- During breast feeding the position and the attachment have to be perfect and besides mother the other members of the family have to be educated on it and they should also share it with other peer groups relatives and so on, so that they can be used an expert whenever it may be needed
- All family member and the staff of the hospital should ensure proper cooperation to all mother during the breast feeding period
- Breast feeding corner/separate room can be established for the lactating mother
- After six months additional foods need be given to the baby but it should be nutritious and safe
- Family members should take care of the lactating mother for her proper nutrition.

**2. Famiha Nasrin Munni, Lawyer:**

- Mother should take special care of the baby
- We can take the help of joint family
- Need to ensure the income generation activities of mother
- Need massive awareness rising among the village dwellers in 68000 villages
- Need to amend the labor law considering the Govt. approved maternity leave

**3. Chairman Pediatric Association:**

- Print and electronic media can take initiative against the powder milk companies .
- Breast feeding is essential to reduce the child mortality rate
- Moderator, as a media person can include this topic in different talk show

**4. Dr. Hasib, Journalist:**

- Need to convince the health minister on this issue

**5. Dr. Selina Amin, Health Advisor, Plan Bangladesh:**

- Intern Doctor should be trained
- Breast feeding position and attachment need to be teach in SBA training
- Labor law of the country needs to be revised

**6. Dr. Shahed, Care Bangladesh:**

- Only 20% delivery are occurred into the hospital but we need to think about the rest 80% delivery happened at house hold level to ensure the breast feeding of the children by increasing the technical knowhow/capacity of the TBA, along with general mass awareness of the mass people.

**7. Health Economist:**

- In the USA and the UK maternity leave is one year, it may be followed in our country.
- Opportunity cost needs to increase

**8. Dr. Tapush Ranjon Das, Line Director Clinical Contraceptive, DGFP:**

- EBF could be done by providing training of FWA, CHV
- All service provider should provide Exclusive Breast Feeding information during ANC specially during last trimester

**9. Prof. Dr. Ekhlashur Rahman, Head pediatric department of DMCH:**



- EBF can help to reach MDG 4 further
- Bangladesh have a success story like EPI
- Like IMCI we need to introduce community based IYCF upto the village level
- Media has to play a vital role against the enemies of breast feeding

**10. Dr. M A Mannan, Nutrition Advisor, FAO**

- MOH & FW should not promote the companies who are the enemies of breast feeding
- Strengthening of monitoring activities
- Train the TBAs
- Best practices should be scaled up

**11. Ms. Saiqa Siraj, Senior Nutritionist, BRAC:**

- In this issue the targeted population of BRAC is 93 million in 120 upazillas
- 67 IYCF
- Social mobilization in 50 upazillas

**12. Prof. Ainun Afroz, Department of Pediatrics, Gastroenterology and Nutrition, BSMMU:**

- We ought to be morally sound
- BFH role model (10 steps) needs to follow at the village levels
- All family members should be cooperative and supportive
- Teacher of pediatrics conducts four classes in each batch on it in and others can flow her
- Inside pediatrician chamber she teaches the mothers and their family members also ,how to position and attach the baby during breast feeding
- Needs to increase media coverage

**13. Prof. Mohammad. Hanif, President, BPA & Head Of Department of Pediatrics, Dhaka Shishu Hospital:**

- Need to seat with the Owner of the Milk companies
- Media should come forward with ownership to promote the issue
- Media response is changing -----
- Work with different professionals, doctor, nurse, buya, Aya
- Govt. High officials have to avoid the advertising/promoting meeting of milk companies

**14. Dr. Khurshid Talukder, Consultant Paediatrician & Research Coordinator, CWCH:**

- Government should have an adequate plan how to spend 150 cores taka which has kept in health budget
- People should know how the budget will spend and media can play a important role to published and forecast it
- Need more Advocacies

**15. Dr. Ferdousi, FANTA 2:**

- Labor law needs to be amended based on Prime Minister decision of six month Maternity Leave
- Documentations need to be improved
- Long time sustainable Mass Media campaign on breast feeding is mandatory and it could be done in collaboration with private sector as a part of their CRS and also by their emotional involvement
- We should have National Country Frame to ensure mainstreaming of NNS into ongoing service delivery system across the ministries and different directorates
- Market pressure
- Result oriented
- Prepare Information calendar based on key event of HPNSDP document for Journalist

**16. Dr. Iqbal Kabir, Senior Scientist, ICDDR, B:**

- Voice rising

**17. Shahrior, Journalist:**

- Lack of updated data
- Journalist must be trained on nutrition
- There should be system so that -someone or organizations have to provide information to the journalists

**18. Representative of Director Education:**

- Awareness raising
- Operationalise of BFH
- Carry over the EBF

**19. Dr Kawsar, Care Bangladesh:**

- Need to ensure accountability
- Need to fix the target
- Need Community GOB

**20. Jain, UN Senior Journalist:**

- Media cannot publish without having the latest data and new information
- Need nutrition related survey data
- Program reports
- HPNSDP information

## **21. Dr. Nasrin:**

- 10,000 CSCP Breast Feeding
- Need more training
- Who will do it?
- More monitoring & supervision

## **22. Biplab Biswas, FANTA 2:**

- Frequent mobile message on the issue can be sent to the mass people for awareness rising

### **Key decisions of Round Table Discussion:**

1. Electronic media and print media will help the message spread to everybody. But they can help and they can cover the news if they find new information or updated data. Documentary film can be made to show the importance of breastfeeding by which and everybody will easily understand the role of breastfeeding.
2. 6 month maternity leave can be given after birth of the child so that mother can exclusively breastfed her child. If there is any possibility to consider maternity leave can be increased 1 year (without pay or pay). Another person can work in this vacancy on temporary basis. These facilities will give only for 2 children. Labour law should be updated on 6 months paid maternity leave.
3. All private sectors should be encouraged to allow 6 months paid maternity leave following the Govt. law.
4. Training can be given to the Interns doctors .It will be very much effective to give them training about breastfeeding practice and skills for solving problems.
5. Training also can give to the midwives because 80% child birth takes place at home.
6. To monitor the present situation of Baby friendly hospital (BFH) and revitalize where necessary.
7. Government is planning to spend money in the field of nutrition. We should keep eye on the distribution of the money at the community component.
8. In hospitals, and clinics, monitoring of the work of Nurse, Health worker etc should be done. They will be trained on knowledge and skills on breast feeding.
9. High level awareness to be built to protect, promote and support breastfeeding. Media should help by not to showing the advertisement of powder milk.

At the end of discussion Mr. Farid Hossain, moderator of the session and Dr. S. K Roy jointly thanked all participation.

### **b) Round Table Discussion at Kishoreganj:**

For the observance activity of WBW'11 Kishoreganj Civil surgeon office and Bangladesh Breastfeeding Foundation (BBF) jointly organized a round table discussion for strengthening multi stakeholder's roles to improve policy to practice of infant and young child feeding (IYCF) in Bangladesh. This meeting was technically and financially supported by CARE Bangladesh. This was held on Thursday the 25<sup>th</sup> August 26, 2011 at 11.00 am in the conference room of Sadar Hospital, Kishoreganj.

The aim of the meeting was to build consensus among the stakeholders including Journalist, Advocates, Professor, doctors working in pediatrics and gynecology, hospitals and private clinics, development partners to practice appropriate IYCF specially initiation of breastfeeding, exclusive breastfeeding as well as safe, home based complementary feeding and continued breast feeding up to 2 years. It also targeted to promote partnership of the donor agencies and incorporate with government activities as well as NGOs who has powerful tool to sensitize the people on their issue. Around 31 participants and resource persons attended the meeting.

The meeting was chaired by Dr. Deen Mohammed, Deputy Director, PHC, DGHS, Dr. S. K. Roy, Chairperson, BBF Attended the meeting as key note presenter, Professor Soofia Khatoon, Secretary of BBF, Dr. Khurshid Talukder, BOT member of BBF were also present in the meeting, Dr. Husain Sarwar Khan, Civil Surgeon of Sadar Hospital, Kishoregonj as a special guest and Dr. Sheikh Shahed Rahman Technical Coordinator, Shouhardo Program, CARE Bangladesh acted as moderator.

After recitation from the Holy Quraan, Dr. Husain Sarwar Khan, Civil Surgeon of Sadar Hospital, Kishoregonj welcomed the distinguished guests and participants. Dr. S. K. Roy, Chairperson, BBF shared a presentation on covering this year World Breastfeeding Week theme and the theme emphasis on communication, involving newer groups on importance of breastfeeding, early initiation of breastfeeding, BMS code and WHA resolutions including conflict of interest of the professionals after that Professor Soofia Khatoon presented the problems of breastfeeding and solutions.

A special session was devoted to a discussion the violation of breast milk substitute in hospitals and clinics and conflict of interest by Health professionals.

### **The following Recommendations were made by the participants:**

1. Media may help the message to spread to everybody Involvement of mass media and electronic media is seriously needed.
2. Strong need to continue the Campaign on promotion and protection and support of breastfeeding by involving general people.
3. To add health education on BF in primary and secondary curriculum so that students know about breastfeeding much earlier. Girls aged 13 or above should be given much attention for this topic.
4. Every hospital should arrange a session to motivate staff about the breast feeding regularly.
5. FWA, NGO workers, CSBA can be involved at grass root level for counseling campaign about breastfeeding at ANC, home delivery.
6. BBF can give training to Nurses and doctors on IYCF.
7. EPI sessions can be used for counseling on breastfeeding.
8. Health Counselor should develop the Counseling skill and counseling on IYCF issues so that it can be effective and attractive.
9. Breast feeding corner to be established in every hospital and specially district and Upazila level hospitals and private clinics.
10. To improve health education and to solve breastfeeding problems persons such as trainer, counselor and nutritionist should be appointed.
11. To upgrade union level communication, counseling /meeting about breastfeeding practice can be held at 3 to 6 monthly intervals at Mosque, Temples, community centre to develop mother support groups in community.

At the end of discussion Dr. Deen Mohammed, Deputy Director, PHC, DGHS and Dr. Husain Sarwar Khan, Civil Surgeon of Sadar Hospital, Kishoregonj of the session jointly thanked all participation.

## 1. Seminar at different Medical College & Hospital:

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

A seminar to observe the World Breastfeeding Week 2011 was held at the Institute of Child and Mother Health (ICMH), Matuail, Dhaka on 14<sup>th</sup> August'2011. "The theme of the seminar was **Talk to Me! Breastfeeding- a 3D experience?**" The seminar was organized by ICMH and Supported by BBF 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 prof. M Q K Talukder, Advisor of Bangladesh Breastfeeding Foundation.

### ii) Sir Salimullah Medical College Hospital

A seminar on the eve of World Breastfeeding Week, 1-7 August 2011 was held on 25 August, 2011 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.



### Week long events on WBW 2011

Date	Event	Venue	Organized by
Aug 07	Inauguration by Honorable Prime Minister	BICC	Ministry of health & Family Welfare
Aug 07	Fair on Health & Nutrition (Sashtho O Pusti mela)	BICC	IPHN & BBF
Aug 14	Seminar on World Breastfeeding Week	ICMH	Institute of Child & Mother Health, Matuail
Aug 17	Round table discussion at Dhaka	MIS, DGHS	BBF and IPHN; Supported by FANTA 2 Project, A&T and Care Bangladesh
Aug 25	Round table discussion at Dhaka	Conference room of Sadar Hospital, Kishoreganj	BBF and IPHN, Supported by Care Bangladesh
Aug 25	Seminar on IYCF	SSMCH	Sir Salimullah Medical College, Mitford
September	Seminar on World Breastfeeding Week	Bangladesh Medical College & Hospital	BBF & Bangladesh Medical College & Hospital
October	Seminar on World Breastfeeding Week	Central Medical College & Hospital	BBF & Central Hospital
October 26	Seminar on World Breastfeeding Week	United Medical College & Hospital	BBF & United Medical College & Hospital
October	Seminar on World Breastfeeding Week	ShSMCH	BBF & Shaheed Suhrawardy Medical College, Sher-e Bangla Nagar
October	Seminar on Breastfeeding	BIRDEM	BIRDEM, Shahbag
October	Seminar on World Breastfeeding Week	Sathkhira Sadar Hospital	BBF & Jointly by Civil Surgeon office and District Hospital / UHCc
October	Seminar on World Breastfeeding Week	DMCH	BBF & Dhaka Medical College & Hospital
October	Seminar on World Breastfeeding Week	BSMMU	BBF & BSMMU

