



Report on the Observation of World Breastfeeding Week 2012

প্রতিপাদ্য : সবার জানা কথাগুলো বলতে হবে আবার; মায়ের দুধই সকল শিশুর
সবচে ভালো খাবার

THEME: "Understanding the Past- Planning the Future "

বিশ্ব মাতৃদুগ্ধ সপ্তাহ: ১-৭ আগস্ট, ২০১২



The first week of August is celebrated as breastfeeding week all over the world. BBF has been celebrating the World Breastfeeding Week since 1992. Every year world breastfeeding week is celebrated based on a specific theme that is massively important for the protection, promotion and support for breastfeeding.

This year World Breastfeeding Week was observed based on the theme of **“Breastfeeding- A Vital Emergency Response. Are You Ready?”** For Bangladesh this year breastfeeding week is significant in many ways. The honorable Prime Minister of Bangladesh Sheikh Hasina inaugurated the week. Government showed its wholehearted interest towards working in collaboration with BBF. The Prime Minister declared henceforth the week would be celebrated as a national event. The Prime Minister stressed the need for ensuring appropriate maternal nutrition for a better future generation. She pointed out That it was responsibility of the fathers of the unborn babies and neonates to ensure adequate food, rest and mental peace of the mothers.

Dr. S. K. Roy
Chairperson
Bangladesh Breastfeeding Foundation

Contents

Sl. no	Page No.
1. Preparation for the World Breastfeeding Week '2009	
1.1 Organizing Committee Meeting	
1.2 Sponsors' meeting	
1.3 National Stakeholders' Consultation Meeting	
1.4 Development of BCC Materials and their distribution	
1.5 Message through mobile operators	
1.6 Press Conference	
2. Celebrating the World Breastfeeding Week 2009	
2.1 Rally	
2.2 Inauguration ceremony	
2.3 Art Competition	
3. Nationwide activities	
3.1 Divisional workshop	
3.2 Week observation in the districts and upazilas	
3.3 Action plan of IYCF activity developed in six divisional workshops (Summary) 2009- 2010	
3.4 Week observation in different Institutions and Hospitals in the capital	
4. APPENDIX	

- 4.1 Messages of World Breastfeeding Week 2009
- 4.2 BCC Materials developed during WBW 2009
- 4.3 Acronym

1.1 Organizing Committee Meeting

To celebrate World Breastfeeding Week (WBW)'12, 4 in-house organizing committee meetings were held in the conference room of Bangladesh Breastfeeding Foundation (BBF). An organizing committee meeting was held on 27 July 2009 at the conference room of Institute of Public Health (IPH) for final preparation of inauguration ceremony of WBW'09. 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.

1.4 Development of BCC Materials and their distribution

On the occasion of World Breastfeeding Week 2009, the following BCC materials were developed and printed:

- a. Poster (2 items)
- b. Flipchart
- c. Stickers (2 items)
- d. Booklet
- e. Mayer Dudh- Bangla newsletter on BF
- f. Folder

These printed materials were distributed throughout the country to:

- a) Different institutions and medical college hospitals in Dhaka city

- b) Divisional Directors, Family Planning
- c) Divisional Directors, Health Services
- d) Different NGO offices in Dhaka city
- e) District Commissioner (DC) Office
- f) Upazila Nirbahi Officers (UNO) Office
- g) Govt. Medical College hospitals
- h) Private Medical College hospitals
- i) Civil Surgeon (CS) Office
- j) Upazila Health and Family Planning Offices (UHFPO)
- k) Mother and Child Welfare Centers (MCWC)

1.5 Message through mobile operators

On the occasion of World Breastfeeding Week 2009, the following message has been sent through different cell phone operators (grameen. Teletalk, Akyel, Citycell):

Maa er dudh shuishur jonno shera khaddo o panio, emonki jhor tufan-bonna tey o; -

MOHFW, BBF, SAVE THE CHILDREN AND BTRC.

1.6 Press Conference

On the occasion of Bangladesh Breastfeeding Foundation organized a Press conference, on 30 July 2009 at the VIP lounge of National Press Club in collaboration with Save the Children. Around 50 journalists were present in that conference.

At the press conference, the speakers were **Mr. Ganesh Chandra Sarker**, Director IEM, DGFP; **Dr. Md. Mohsin Ali**, Nutritionist, UNICEF, **Drs. Sheikh Asiruddin and Riad Mahmud**, Save the Children; **Prof. M Q-K Talukder**, Adviser, BBF; **Dr. S. K. Roy**, Chairperson, BBF, **Prof. Sameena Chowdhury**, Vice Chairperson, BBF, and **Prof. Soofia Khatoon**, Secretary, BBF. In the conference, Mrs. Maksuda Begum, a field worker

of Save the Children program spoke about her real experience in an area affected by Aila in May 2009.

2. Celebrating the World Breastfeed Week' 2009



Jarigan group touring different city areas

BBF arranged a Jarigaan group to render songs and jingles on breastfeeding that toured different parts the capital on a truck on 1st and 2nd August. The group also participated in the rally on 2nd August.

Speech of the Chief Guest

After this session, Honorable Minister gave her valuable speech. Here are some excerpts from her speech:

3. Continued activities of IYCF

3.1 Divisional workshop

Like the previous year, 6 divisional workshops has been organized with support from Save the Children USA, Care Bangladesh, Save the Children UK and TMSS. The respective Divisional Directorates organized the workshops. Divisional Directors (Family Planning), Civil Surgeons from the districts, NGO representatives, UNICEF and WHO

representatives in the respective divisions participated in these workshops. Representatives from BBF were present in these workshops.

Chittagong Divisional Workshop

Chittagong Divisional Workshop was held on August 11, 2009. Mr. Md. Eshaque Ali on behalf of BBF joined the meeting. It was organized with support from Save the Children USA.

