



Report Of Observation of World Breastfeeding Week'13

প্রতিপাদ্য : মায়ের দুধেই শিশুর হাসি
মা তোমাকে ভালোবাসি

THEME: "Breastfeeding Support- Close to the Mother"



স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়



জাতীয় পুষ্টিসেবা, জনস্বাস্থ্য পুষ্টি প্রতিষ্ঠান
স্বাস্থ্য অধিদপ্তর, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়



বাংলাদেশ ব্রেস্টফিডিং ফাউন্ডেশন

Background

The world breastfeeding week in 2013 was the 21st anniversary of WBW initiated by World alliance for breast feeding action WABA. Bangladesh has proudly and successfully inaugurated and observed all the years throughout the country from capital to grass root level. The honourable Prime Minister of Bangladesh has inaugurated the WBW for successive 3 years from 2009 to 2011 and taken it as the Government Function. She also made declaration of 6 month maternity leave, appointment of Nutritionists in every hospital of the country, improving the Breast Milk Substitute BMS code as the International standard code of WHO and UNICEF, opening all where the breastfeeding corner and mother friendly support system. There has been a high momentum on Infant and Young Child Feeding (IYCF) policies and programs in Bangladesh by the MOHFW and other ministries, UN agencies, Development partners, NGOs, professional societies and institutional activities since the augmentation by the honourable Prime Minister. The spirit of WBW augments all segment of people to revitalize IYCF activities in the country when all IYCF stakeholders of Bangladesh come closer and observe the week. The Theme of this year was 2013 was Supporting breastfeeding : close to mother which means to make peer support or mother support group formation with adequate training on skills and knowledge to ensure that breastfeeding mother gets necessary information and support near her when she needs it

Organizing Committee Meeting

To celebrate World Breastfeeding Week (WBW)'13, 4 in-house organizing committee meetings were held in the conference room of IPHN. Representatives from Institute of Public Health and Nutrition (IPHN), Bangladesh Breast Feeding Foundation (BBF), Directorate General of Health Services (DGHS), Directorate General of Family Planning (DGFP), Institute of Public Health (IPH), Bureau of Health Education (BHE), NIPSOM, WHO, UNICEF, FAO, Save the Children International, ICDDR,B HKI, BRAC, Concern worldwide, TAHAN, Plan International, World Vision, SPRING, ACF, FHI360, CARE Bangladesh, HEC, NCHE, Civil societies on Nutrition were present. All most all of the stakeholders of IYCF in Bangladesh made contribution to observe the WBW, technically and financially re emphasizing their commitment for IYCF improvement in Bangladesh.

Development of BCC Materials and their distribution

On the occasion of World Breastfeeding Week 2013, the following BCC materials were developed and printed:

- a. Poster
- b. Flyers
- c. Action Folder
- d. Folder

- e. Souvenir
- f. Videos telecasted in BTV on folk songs on Breastfeeding (IPHN) and Complementary Feeding (FAO support)

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)

TV Talk Show

There have been two BTV talk shows telecasted on WBW'13, participated by Honourable state Minister of Ministry of Health and family welfare, National Prof MR Khan, Prof Md. Shahidulla, Pro-Vice Chancellor, BSMMU, Prof. MS Akbar MP, Chairman, Bangladesh Red Crescent Society, Prof. Eklasur Rahman, Director, IPHN and Line Director NNS and Dr. S. K. Roy, Chairperson, Bangladesh Breastfeeding Foundation.

Round table Discussion on BMS CODE

For the observance activity of WBW'13 Ministry of Health and family Welfare, Bangladesh Breastfeeding Foundation (BBF) and Institution of Public Health and Nutrition (IPHN) jointly organized a round table discussion on Breast milk Substitute Code for strengthening practice of infant and young child feeding (IYCF) in Bangladesh. This meeting was supported financially by UNICEF Bangladesh. This was held on Sunday, 3rd August 2013 at 10.00 AM in the conference room of Khaler Khantha, Bashundhara, Dhaka.

The aim of the meeting was to build consensus among the stakeholders including Journalist to the violation of Breast Milk Substitute (BMS) in hospitals and clinics and conflict of interest by health professionals practice. It also targeted to promote partnership of the journalist and incorporate BF with government activities 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 Mr. Shuvash Chandra Sarker, Joint Secretary, Ministry of Health and Family Welfare, Dr. S. K. Roy, Chairperson, BBF, Mr. Mostafa Kamal, Executive editor, Daily Kaler Khantha; Prof. Soofia Khatoon, Secretary, BBF; Dr. Muztafizur Rahman, Program Manager, NNS attended the meeting as key note presenters and Mr. Taufiq Maruf as a moderator.

Press Conference

On the occasion of Ministry of Health and Family Welfare, Institute of Public Health and Nutrition (IPHN) and Bangladesh Breastfeeding Foundation organized a Press conference, on 4th August 2013 at the conference room of Ministry of Health and Family Welfare. Around 50 journalists were present in that conference.

Celebrating the inaugural ceremony of World Breastfeed Week 2013

For the fourth time the Government of Bangladesh nationally observed the World Breastfeeding Week (WBW) this year with the theme **“Breastfeeding Support-Close to the Mother”** as declared by the Honorable Minister, Ministry of Health and Family Welfare during inauguration of WBW 2013. 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

‘Mayer dudh e shisur hasi
Ma tomake valovashi’



The Honorable Minister of the Ministry of Health and family Welfare, People's Republic of Bangladesh Prof. **Dr. A. F. M. Ruhul Haque** MP inaugurated the World Breastfeeding Week as the Chief Guest on the 27th of August at 3.00 P.M at the Auditorium of Sasakawa, ICDDR, **Prof. Dr. Syed Modasser Ali**, Health and Social Welfare Adviser to Honourable Prime Minister and **Dr. Captain (Retd.) Mozibur Rahman Fakir** M.P. Hon'ble State Minister for Ministry of Health & Family Welfare, Mr. Shafiqul Islam Laskar, Mr. Mohammad Neaz Uddin, Health Secretary, **Prof. Dr. Khandaker Md. Sefayet Ullah**, Director General, Directorate General of Health Services (DGHS), Mr. A K M Amir Hossain, Director General, Directorate General of Family Planning (DGFP), Prof. Dr. Ekhlashur Rahman, Director of Institute of Public Health and Line Director of National Nutrition Services and Dr. S. K. Roy, Chairperson of Bangladesh Breastfeeding Foundation (BBF) were present as Special Guests.

The above dignitaries re-emphasized their commitment to further the promotion, protection and support of breastfeeding, complementary feeding and maternal nutrition in this year through the thematic approach to enhance support to the mother involving the health systems and support of non government partners and stakeholders. The inaugural ceremony was supported by WHO and other stakeholders.



About four hundred and fifty participants attended this national event. Representatives from different Government ministries, DGHS, DGFP, IPHN, Community Clinic, BBF, Health professionals, UN agencies, civil societies of nutrition, professional societies, BMA, BPMPA, OGSB,BPA, BPS, BNF, other development partners, stakeholders, INGO, NGOs, students and nurses were present.