



World Breastfeeding Week 2014

1-7 August

BREASTFEEDING: A Winning Goal *for Life!*



মায়ের দুধ আর ঘরের তৈরী খাবার: লক্ষ্য হবে সফল জীবন পাবার



স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়



জাতীয় পুষ্টিসেবা, জনস্বাস্থ্য পুষ্টি প্রতিষ্ঠান



বাংলাদেশ ব্রেস্টফিডিং ফাউন্ডেশন

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Report on World Breastfeeding Week 2014

BREASTFEEDING: A Winning Goal *for Life!*

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Forward

Bangladesh has a strong culture of breastfeeding although the practice deviates far from optimal prior to start of movement for promotion, protection and support of breastfeeding. Besides a large portion of the population of the society are unaware of the advantages of breastfeeding and the dangers of BMS products/artificial/bottle-feeding. Unethical and aggressive marketing of Breast Milk Substitutes (BMS)/Powder Milk obstructs the practice of optimum breastfeeding. According to BDHS report of 2011, the rate of initiation of breastfeeding within one hour of birth is 43% and exclusive breastfeeding 64% which was 43% and 43% respectively in BDHS 2007 report. Therefore, it is the high time to ensure breastfeeding and protest against the promotion or use of Breast milk Substitute.

With the view of ensuring breastfeeding, World Breastfeeding Week (WBW) has been organized since 1992 in Bangladesh by Bangladesh Breastfeeding Foundation in collaboration with Ministry of Health and family welfare and Institute of Public Health Nutrition. In 2009 the Honorable Prime Minister of Bangladesh inaugurated the WBW and declared that BBF will jointly work with Ministry of Health & Family Welfare in the area of Breastfeeding, Complementary Feeding & Maternal Nutrition activities. By the declaration of the Honorable Prime Minister, WBW has been observed as a National Event for last four years (2010, 2011, 2012 & 2013) and BBF has the honor to be the key partner in organizing all the events along with Ministry of Health and Family Welfare and institute of Public Health Nutrition.

This year WABA has announced the theme/slogan for WBW 2014 ‘BREASTFEEDING: A Winning Goal - for Life!’ asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding - the Millennium Development Goals (MDGs) countdown, and beyond.

By protecting, promoting and supporting breastfeeding we can contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate complementary feeding are the key interventions for improving child survival, potentially saving the lives of about 20% of children under five. Although much progress has taken place, there is still a lot of “unfinished business” that require urgent attention by the governments of Bangladesh now.

The inauguration ceremony of WBW 2014 was held on 6th of August and Honorable Prime Minister of Peoples' Republic of Bangladesh inaugurated the WBW 2014 to encourage celebrating the WBW with active participation. Her presence brought all possible support to make the event successful and make further advancement in Infant and young child feeding (IYCF) movement in Bangladesh. A Rally and Nutrition fair were also arranged during the inauguration. Bangladesh television telecast (live) the inauguration ceremony.

Like every year World Breastfeeding Week was celebrated all over the Countries. Medical College and Hospitals, different government and non government organizations, stakeholders and UN agencies organized seminar, workshop, rally and nutrition fair. Besides this Bangladesh Television and Bangladesh Betar telecast different talk show on WBW, 2014.

Though we have achieved a lot, there is still need to do a lot. We are confident that this report will stimulate better informed decision making and delivery toward optimal breastfeeding and complementary feeding practices throughout the Bangladesh.



Dr. S. K. Roy
Senior Scientist &
Chairperson, BOT
Bangladesh Breastfeeding Foundation (BBF)



Dr. Md. Shah Nawaz
Director
Institute of Public Health Nutrition (IPHN)
& Line Director, National Nutrition Services (NNS)

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Acronyms

ACF= Action Centre La Faim

BAPA= Bangladesh Poribesh Andolon

BCSNPN= Bangladesh Civil Society Network for Promoting Nutrition

BKMI= Bangladesh Knowledge Management Initiative

BMS= Breast Milk Substitute

BNCC= Bangladesh National Cadet Corps

BNF= British National Formulary

BOT= Board of Trustee

BSMMU= Bangladesh Sheikh Mujib Medical University

BTRC= Bangladesh Telecommunication Regulatory Commission

BTV= Bangladesh Television

CWCH= Centre for Women and Child Health

DG= Director General

DGFP= Directorate General of Health Service

DGHS= Directorate General of Family Planning

DMCH= Dhaka Medical College Hospital

FAO= Food and Agricultural Organization

IEC= Information, Education, Communication

ICMH= Institute of Child and Mother Health

IPH= Institute of Public Health

IPHN= Institute of Public Health Nutrition

IYCF= Infant and Young Child Feeding

HKI= Helen Keller International
MDG= Millennium Development Goal
MOHFW= Ministry of Health and Family Welfare
MP= Member of Parliament
NFPCSP= National Food Policy Capacity Strengthening Program
NIPSOM= National Institute of Preventive and Social Medicine
NGO= Non Government Organization
NNS= National Nutrition Service
OGSB= Obsterical and Gynaecological Society of Bangladesh
PM= Prime Minister
SSF= Special Security Force
TMSS= Thengamara Mohila Sabuj Sangha
UN= United Nation
UNDP= United Nations Development Program
UNICEF= United Nations Children's Fund
UPPRP=Urban Partnership for Poverty Reduction Project
WABA= World Alliance for Breastfeeding Action
WBW= World Breastfeeding Week
WFP= World Food Programme
WHO= World Health Organization

Executive Summary

This year marks the 22nd year, the world has celebrated World Breastfeeding Week (WBW), and the fourth time the Government of Bangladesh has observed the event. WBW shines the international spotlight on infant and young child feeding issues for one week every year. Each year WBW is celebrated, the movement grows in prestige and popularity, and the Bangladesh Breastfeeding Foundation is proud to be a key event organizer and partner of WBW in Bangladesh.

BBF works closely with the Government of Bangladesh each year, to present a festive and professional event for the infant and young child feeding community. For the 2014 event, IPHN and BBF executed the primary event preparation along with MOHFW and IPHN, which involved series of preparatory meetings with stakeholders including Government and development agencies. The development of promotional materials was also conducted by IPHN and BBF, including souvenir, action folder, leaflet, poster, and cover folder and a WBW themed text message was sent to everyone in Bangladesh with a mobile phone. Different promotional activities through Media on WBW and the press conference to discuss the importance of the event for 2014 were remarkable. Director, IPHN and Dr SK Roy, Chairperson of BBF attended as a guest on a BTV Talk Show, alongside esteemed Ministers of the Government. At this BTV Talk Show, the Ministers informed the press of the benefits of breastfeeding and appropriate complementary feeding. They raised awareness about the deaths of children that are completely preventable if appropriate infant feeding practices are established. Something that was strongly emphasized was the poor state of complementary feeding practices in Bangladesh, contributing to the burden of child malnutrition. The Health Minister informed the media of the Government's week long WBW program, which included awareness raising activities across the nation. An update on the BMS Act was also provided and it was at this event that the Government revealed that they will take legal action against 10 code-breaching companies. The Health Minister requested that all media immediately stop accepting advertising money from BMS companies advertising their products in print and electronic media formats.

On 7 August, prior to the commencement of the Inauguration ceremony, a Rally was held in Central Dhaka to raise awareness of WBW and infant and young child feeding issues in the public arena. The Honorable Prime Minister of the People's Republic of Bangladesh, Sheikh Hasina, Inaugurated the World Breastfeeding Week 2014 event as the Chief Guest at the Osmani Memorial Auditorium. Esteemed guests included: Honorable Minister, Mohammad Nasim, Ministry of Health and Family Welfare (MOHFW); Honorable State Minister, MOHFW, Mr Zahid Maleque; MM Neazuddin, Secretary MOHFW; Dr Deen Mohammad Nurul Haque, Director General, Directorate of Health Services (DGHS); Md. Noor Hossain Talukder, Director General, Directorate General of Family Planning (DGFP); Dr. Md. Shah Nawaz, Director, IPHN and Line Director, NNS, and Chairperson, Board of Trustees of BBF, Dr S.K Roy. The ceremony was chaired by MM Neazuddin, Secretary MOHFW.

The Honorable Prime Minister's speech acknowledged the importance of breastfeeding for the health of both women and their children, with particular emphasis on the positive impact breastfeeding has on the mother child relationship. She used the forum to announce to recruit 10,000 additional nurses immediately and instructed the Ministry to commence planning the development of appropriate public spaces for women to breastfeed in.

During the Inauguration ceremony, a documentary displaying the preparation activities for the event was screened, followed by the Prime Minister unveiling the Bangla Complementary Feeding Manual, developed by BBF in partnership with the FAO, the Ministry of Food and the National Food Policy Capacity Strengthening Program (NFPCSP), the Complementary Feeding Manual is a key tool for nutrition professionals to lift complementary feeding practices, reducing the burden of poor nutrition and child mortality in Bangladesh. After the formalities were finished, guests were invited to a Health and Nutrition Fair in the Osmani Memorial Auditorium, which provided an opportunity for organizations in the sector to promote and discuss their programs.

Sponsors for the observance of WBW '2014

Bangladesh Breastfeeding Foundation and Institute of Public Health Nutrition gratefully acknowledges the financial support from the following organizations for the observance of World Breastfeeding Week- 014:

List of Sponsors for the observance of the WBW'14	
1.	UNICEF
2.	WHO
3.	WFP
4.	Plan Bangladesh
5.	World Vision Bangladesh
6.	Spring Bangladesh
7.	Concern World Wide Bangladesh
8.	BKMI
9.	Save the Children
10.	CSA Sun
11.	Care
12.	BRAC
13.	FHi360

Introduction

This year Bangladesh celebrates the 22nd year of flagship World Breastfeeding Week (Aug 1-7) with the increasing number of people from all over the world, including people's organizations and groups, NGOs, governments, and is endorsed by the WHO and UNICEF. All come together every year to mobilize on and highlight critical Breastfeeding and Infant and Young Child Feeding (IYCF) issues that the WABA (World Alliance for Breastfeeding Action network) raises.

For the 4th time, the Government of Bangladesh nationally observed the World Breastfeeding Week (WBW). For 2014 WABA asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding with the theme, BREASTFEEDING: A Winning Goal - for Life! which is translated into our Bangla 'Mayer dudh ar ghorer toiry khabar, Lokkho Hobe Safal Jibon Pabar' – for the current Millennium Development Goals (MDGs) countdown, and beyond. Adopted at the Millennium Summit in 2000, the eight global MDGs were set in 1990 by governments and the United Nations to fight poverty and promote healthy and sustainable development by 2015. Breastfeeding is linked to them all!

Table 1: List of events for observing world breastfeeding week 2014

1.	Stakeholder's Meeting
2.	Preparatory meetings in Ministry
3.	IEC materials Development
4.	BTV talk show
5.	Mobile phone message
6.	Press Conference
7.	Rally (Central & peripheral)
8.	Press Supplement
9.	Nutrition fair
10.	Inauguration ceremony
11.	Live telecast
12.	Seminars in Medical college hospitals
13.	WBW observation by the NGOs
14.	Week long newspaper advertisement

According to the directive of the Honorable Prime Minister of Bangladesh (2009) that WBW will be celebrated as a national event and BBF will jointly work with Ministry of Health & Family Welfare in the area of Breastfeeding, Complementary Feeding & Maternal Nutrition activities. Bangladesh Breastfeeding Foundation is much honored to be able to work closely with the government as a key partner.

Stakeholders meeting

The stakeholder's meeting to share the theme of WBW'14 and for the consultation of work plan with the stakeholders to observe the WBW was organized jointly by MOHFW, IPHN and BBF. The meeting was chaired by Dr. Md. Shah Nawaz, Director IPHN & Line Director, NNS. The meeting was held on 10 July, 2014 in the conference room of Institute of Public Health, Mohakhali, Dhaka.

The meeting was started with the welcome notes by Dr. S K Roy, Chairperson, Board of Trustee (BOT) and Bangladesh Breastfeeding Foundation (BBF). Dr. Roy welcomed all the stakeholders and the chair of the program, Dr. Md. Shah Nawaz, Director IPHN & Line Director, NNS of this event and the all special guests. Prof. MQK Talukder, adviser, BBF & chairman, CWCH, Prof. Shah Monir Hossain, National Advisor, FAO-UN and Dr. Subimal Sinha Chowdhury, Director, IPH were present as the special guests. Dr. Roy has appreciated the presence of the Special Guests, the Chair and all the development partners. He gave a brief presentation on the theme of this year's WBW and the context of IYCF in Bangladesh.



Figure 1: Stakeholder's meeting on observing WBW'14



Figure 2: Dr. S K Roy is providing theme presentation during the meeting

After that distinguished participants expressed commitments for financial and organizational support to celebrate the WBW in central and periphery levels. The stakeholders also provided additional comments and suggestions about the planned activities (stakeholders list is attached in the annex 1).

Preparatory meeting in Ministry:

Several meetings have been carried out for the preparation of observing WBW. BBF, IPHN and MOHFW worked closely at this phase. Two formal meetings (11 May & 4 June, 2014) were carried out on finalizing the IEC materials with the IEC committee. All IEC materials (poster, action folder, leaflet, cover folder, souvenir, and documentary on PMs Declarations etc) and venue decoration plan were approved by the IEC committee of MOHFW. After then, a meeting was held in the Health Ministry to get all the preparation and activities reviewed on 15 July, 2014. Finally, a meeting was carried out with SSF on 04 August, 2014 to review all the preparation of inauguration ceremony.

IEC Materials Development

To assist WBW celebrants in Bangladesh with their events, we have made available a range of information materials in bangle following the materials from WABA for their use. Those are available on the website:

<http://www.bbf-bangladesh.org/wbw/world-breastfeeding-week-2014>.

Following five information materials have been produced on the occasion WBW'14. Series of meeting were carried out with IPHN & MOHFW to finalize these IEC materials and finally were approved by the ministry IEC committee:

1. Souvenir,
2. Action folder,
3. Leaflet,
4. Cover folder,
5. Poster



Figure 3: Cover page of 'Souvenir'



Figure 4: Cover page of 'Action folder'



Figure 5: Leaflet (outer side)

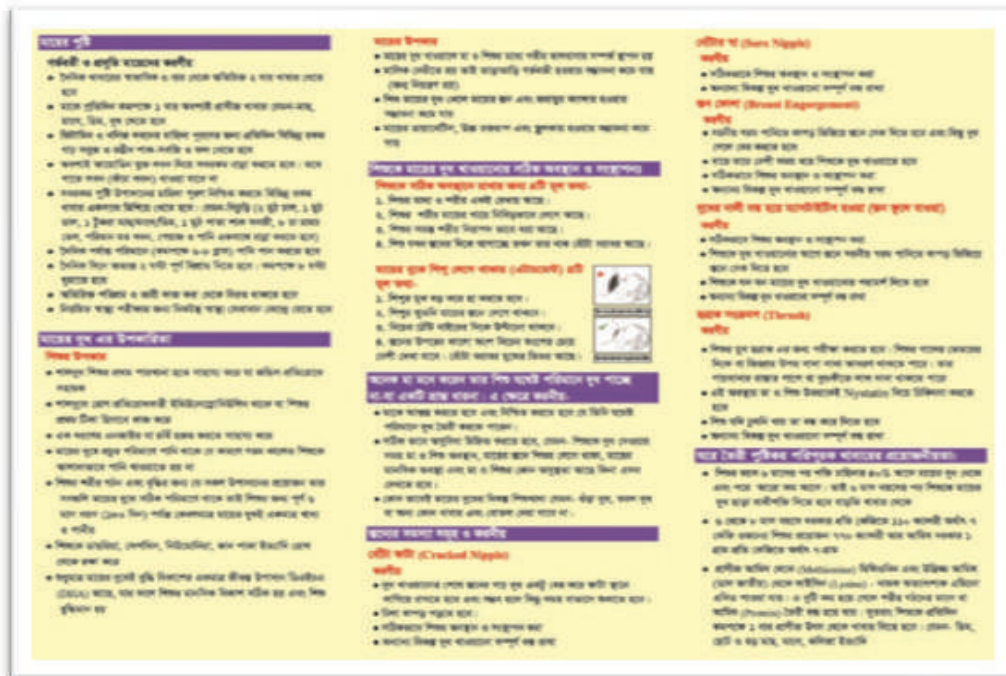


Figure 5: Leaflet (inner side)



Figure 6: Cover Folder



Figure 7: Poster

Beside these, IYCF Jobaid and BMS Act 2013 were also used as the information materials for the observance of WBW.

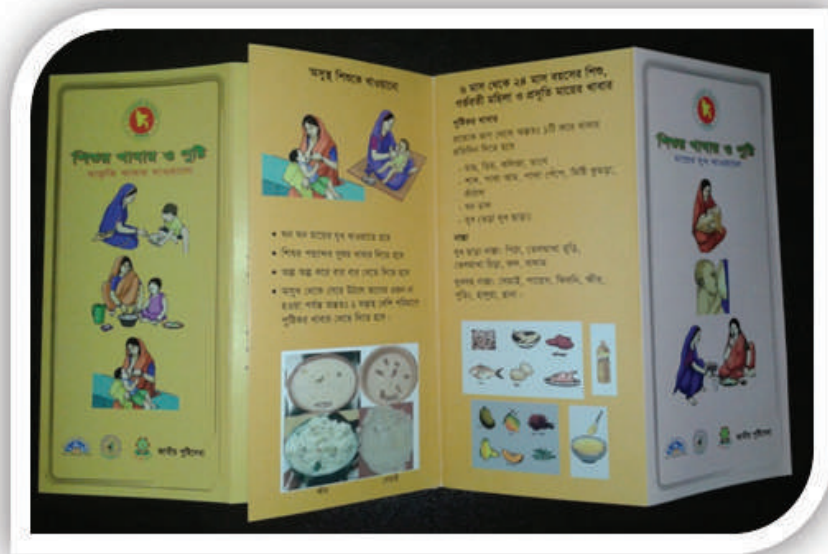
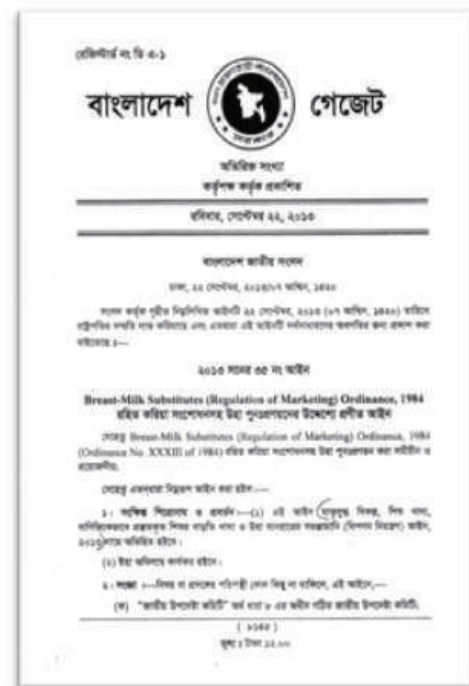


Figure 8: IYCF Job aid

All of these materials were sent to the celebrants' organizations such as NGOs, Medical colleges, Sadar hospitals, Community clinics, Upazila level hospitals, etc.



Mobile phone message

Theme of this year's WBW has been disseminated all over the country during the week (1-7 August) through mobile phone text message. We recognize the cooperation and we appreciate the effort of Bangladesh Telecommunication Regulatory Commission (BTRC) for this activity.

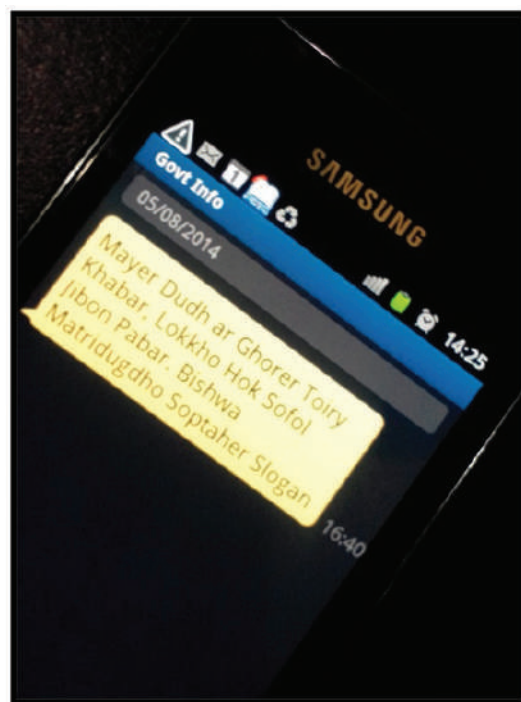


Figure 10: The slogan of WBW'14 is sent through mobile phone text message

BTV talk show

A BTV Program 'discussion show on the breastfeeding and this year's WBW'14' played on 5 August at 7.00 p.m.

Honorable Minister of MOHFW, Mohammad Nasim MP, Mr. Zahid Maleque MP, Honorable State Minister, MOHFW; M M Neazuddin, Secretary, MOHFW; Dr. Deen Mohammad Nurul Haque, Director general, DGHS; Dr. Md. Shah Nawaz, Director, IPHN & Line Director, NNS were present in the discussion. The discussion was moderated by the Chairperson, Board of Trustees of BBF, Dr. S K Roy.

Press Briefing

A press conference was held on 5th August 2014 at the conference room of Ministry of Health and family welfare. Honorable Health Minister Mohammad Nasim MP, addressed at a press briefing on the event of the formal inauguration of World Breastfeeding Week-2014. He informed that Prime Minister Sheikh Hasina will inaugurate the week formally on 6th August, 2014 at Osmani Memorial Hall at 10:30 am.



Figure 11: Honorable Health Minister is giving a Press briefing on World breastfeeding Week'14

Honorable Health Minister said that 31 percent newborn deaths can be reduced if mother breastfeed to her baby within an hour after birth. "At least 31 percent child deaths are preventable if mothers let suckle their breasts to their newborns within an hour after the birth and 13 percent child deaths under the age of five can be prevented by ensuring exclusive breastfeeding upto six months" he said. He also informed that Bangladesh has succeeded in increasing exclusive breastfeeding rates among children below six months, from 43% to 64% in 2011, which is an admirable achievement. Breastmilk has extraordinary advantages and it has an impact on child's survival and normal growth...He also informed about present IYCF situation in our country, he also informed about the gaps.

The minister mentioned that complementary feeding rate is still very poor (21%). About 36% children of under five years are underweight, 41% are stunted and 16% are wasted. He also mentioned that 53/1000 children die before 5 years of age.

To promote awareness on breastfeeding and homemade complementary food, different activities have been taken. Minister informed that the government has taken a weeklong programme on this occasion including rallies in every district and upazila level hospitals, discussion on breastfeeding at 12,500 community clinics across the country and special training for mothers, seminars, one hour long special class on breastfeeding at medical colleges. “Public awareness is crucial because we have seen children of the well-off families also suffer from malnutrition,” Hon’ble Minister said.



Figure 12: Press Conference on 5 August, 2014 at the conference room of MOHFW

This week (WBW) is an opportunity to create awareness among the people to inspire the mothers to feed their children with breast milk, said Health Secretary M M Neazuddin. Dr. SK Roy, Chairman, Bangladesh Breastfeeding Foundation and Dr. Md. Shah Nawaz, Director, Institute of Public Health and Nutrition (IPHN), Md. Noor Hossain Talukder, DG, DGFP were also present in that Press Conference.....

Minister was asked about long time in framing of the bylaw of the BMS act 2013, which was passed in September last year. Health Secretary MM Neazuddin said, “The bylaw will be finalized within one month.” In relation to this Dr. Shah Nawaz, Director of IPHN said that Government is preparing to take legal actions against 10 companies who violated the new law,”

At the end of the press conference, Minister asked all the media people to stop the advertisement of Breast milk substitute (BMS) in the print and electronic media. He has also asked everyone to celebrate World Breastfeeding Week 2014 successfully. Information materials, such as: Action Folder, poster, leaflet in each cover folder were shared with the journalist and present guests.

Rally

Since 1992 Bangladesh along with other countries of the world together were celebrating the World Breastfeeding Week, 1-7 August. Since 2010, according to directive of Honorable Prime Minister Sheikh Hasina (2009), Ministry of Health and family welfare, Directorate General of Health, Directorate General of Family Planning, RCHCB, Institute of public Health Nutrition and Bangladesh Breastfeeding Foundation are working together to celebrate World Breastfeeding Week, every year.

Likewise, this year World Breastfeeding Week-2014 was celebrated with several events around the countries. On 6th august, Honorable Prime Minister Sheikh Hasina inaugurated ceremony of World Breastfeeding Week-2014. On that day, a rally has been carried out in central Dhaka before the inauguration ceremony. At 8 am morning, the Rally was started from Dhaka Shishu Park and finished at in front of the National Press Club. Honorable State Minister, Mr. Zahid Maleque MP, Ministry of Health And Family Welfare, was the chief guest on that event. At last, the Rally was finished after speech of the chief guest.

Different organizations took part in that rally, such as:

- | | |
|--------------------------------------|--|
| IPHN | BNCC |
| Shikder medical college and Hospital | Popular Medical college |
| Home Economics College | Medical College for Women and Hospital |
| FAO | Nursing Institute |
| DGHS | EMINENCE |
| NIPSOM | UNDP |
| BSMMU | Engender Health |
| TMSS | ICMH |
| Plan Bangladesh | World Vision |
| CARE Bangladesh | BOT Members: BBF |
| BRAC | BBF |
| WFP | |

T-Shirts and Caps were used by the participants of Rally. The IEC Materials of the Rally were Banners, Placards and Festoons posters, etc.



Figure 13: T-Shirt and caps for the participants of Rally

There was arrangement of microphone to convey the slogan for World Breastfeeding Week-2014. The banner and T-shirts contain the Theme and logo of WBW-2014 ‘BREASTFEEDING: A winning goal for life!’, placards and festoons contain different clauses of BMS Law-2013.

The objective of the rally was to raise awareness among the people of all level about the benefits of breastfeeding like as (early initiation of breastfeeding, exclusive breastfeeding and continued breastfeeding) and introduction of homemade complementary foods along with breastfeeding. Besides, to create awareness among people about the hazardous effect of formula feeding, breast milk substitute and promoting BMS Law and punishment for the transgression against the law.



Figure 14: Sample placards for the participants of Rally

At last, the Rally was finished after speech of the chief guest at Press club. Then all the participants went to Osmani Memorial Hall to attend inauguration ceremony of World Breastfeeding Week -2014. Besides the central level, rally carried out also in the peripheral level.

Newspaper Supplement

For observing WBW, paper supplement containing messages published in four newspapers on 6 August (Figure 15). The newspapers are: The Samakal, The Daily Janakantha, The Amader Arthonoty and Bangladesh Protidin.

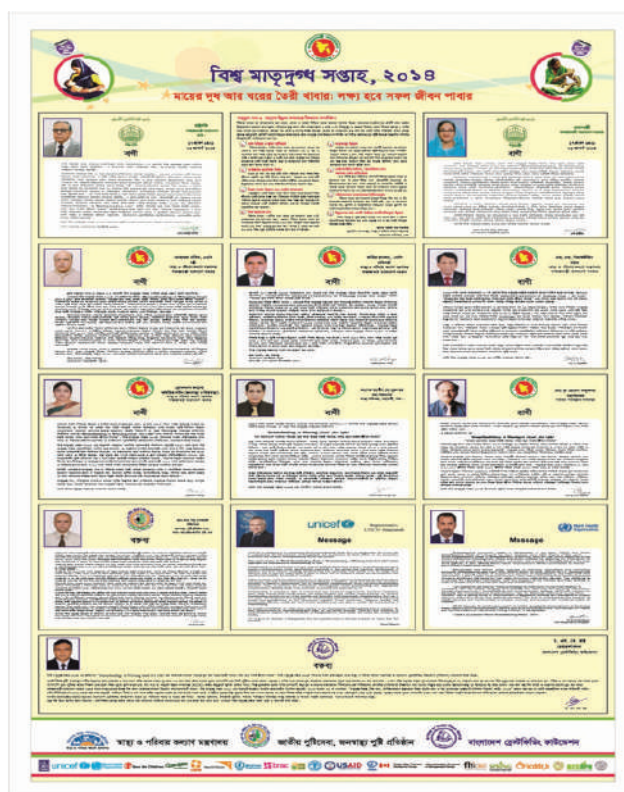


Figure 15: Newspaper Supplement published on the occasion of WBW' 2014

Inauguration ceremony

An inauguration ceremony of the world Breastfeeding week of 2014 was held on 6 August, 2014 at the Osmani Memorial Hall, Dhaka at 10.30 a.m.

The Honorable Prime Minister of the People's Republic of Bangladesh **SHEIKH HASINA** inaugurated the World Breastfeeding Week 2014 as the Chief Guest. Honorable Minister, **Mohammad Nasim MP**, Ministry of Health and Family Welfare (MOHFW); Honorable State Minister of MOHFW, **Mr. Zahid Maleque MP**; MOHFW; **Mr. Deen Mohammad Nurul Haque**, Director General, Directorate General of Health Services (DGHS); **Md. Noor Hossain Talukder**, Director General, Directorate General of Family Planning (DGFP) **Dr. Md. Shah Nawaz**, Director, IPHN & Line Director, NNS and the Chairperson, Board of Trustees of BBF, **Dr. S K Roy** were present as Special Guests. The ceremony was chaired by **M M Neazuddin**, Secretary, MOHFW.



Figure 16: Honorable Prime Minister and other distinguish guests are on the dais of inaugural ceremony of WBW'14

About one thousand participants attended this inauguration ceremony. Representatives from different Ministries, Medical colleges, professional societies, UN agencies and other development partners, stakeholders, NGOs, volunteers, students, nurses, Girls guide, Scouts, BNCC were present in the audience.





Figure 17: The audience of the inaugural ceremony of WBW'14

After recitation from the Holy Books, **Mr. Deen Mohammad Nurul Haque**, DG, DGHS delivered welcome notes. Dr. S K Roy presented the key note speech.

Mr. Deen Mohammad Nurul Haque, DG, DGHS welcomed all the guests and participants of the ceremony. He told that breastfeeding is a great weapon for the progress of economy of the country. He told that the Prime minister always inspires the breastfeeding by taking large initiatives & arranging programs which help to make our future children healthy, intelligent & meritorious.

Breastfeeding is related with each of MDGs to fight poverty and promote healthy and sustainable development in a comprehensive way by 2015. Only breastfeeding can provide and fulfill the required nutrition of the child as well as reduce the rate of diseases burden. He quoted that 20% of child's death can be reduced by breastfeeding.



Figure 18: Dr. Deen Mohammad Nurul Haque, DG, DGHS is delivering his welcome speech

He has mentioned the role our Hon'able Prime Minister for the protection, promotion & support of breastfeeding. Her presence in the inaugural ceremony of the WBW of 2009, 2010, 2011 and 2014 and the directives are most valuable for the achievement of breastfeeding and MDG 4.

He highlighted the need to establish an international IYCF center for maintaining, strengthening and continuous effort for the success of breastfeeding & homemade complementary food. It is important including BBF programs to ensure the success of breastfeeding to each and every children and mothers.

He ended his speech by quoting from the remarkable book 'Ora Keno Tokai' by the Hon'able Prime Minister where stated "we want such a social system where we can ensure the security of human lives, where each and every child will be the asset of the nation." Dr. Hoque mentioned that the first and furthestmost step of making our children as asset of the nation would be 'breastfeeding'.

The Key Note speaker, Dr. S K Roy expressed his greetings to the Honorable Prime Minister and distinguished guests and participants of the Inauguration ceremony. He praised and expressed his gratitude to the Honorable Prime Minister for her presence of in this event.

Then he explained this year's WBW theme and objectives. He mentioned the following objectives of this year's theme are:

1. To provide information about the Millenium Development Goals (MDGs), and how they relate to breastfeeding and infant and young child feeding (IYCF).
2. To showcase the progress made so far and the key gaps in breastfeeding and IYCF.
3. To call attention to the importance to STEPPING UP action to protect, promote and support breastfeeding as a key intervention in the MDGs and in the post 2015 era.
4. To stimulate interest among young people of both genders to see the relevance of breastfeeding in today's changing world.

He mention that sufficient infant feeding and nutrition is a major key to reduce child mortality rate (reduce almost 23% child mortality rate). But still now there is no organizational effort to increase knowledge and skill about this field through global research, training and support. Though it is accepted by all that sufficient feeding and nutrition is the best way to save the life of a child, globally there is no institution to provide necessary training, research and exchange of knowledge to increase knowledge and skill about this field.



Figure 19: Dr. S K Roy, Chairperson, Board of trustees of BBF is delivering his key note speech

He expressed the need for the establishment of International Centre for IYCF and Maternal Nutrition by the Bangladesh Government with the successes achieved and to overcome the challenges in the field of child feeding and nutrition. This centre can create opportunities among the researchers of Bangladesh and from the other countries of the world, the trainee and experts can exchange information and would be able to gain knowledge which will help to protect the life of all children of the world. Therefore he requested to our Prime Minister to realize this vital need of this centre as a need for the world.

Special Guest, **Md. Noor Hossain Talukder**, Director General, Directorate General of Family Planning (DGFP) said in his speech that an infant get developed physically and mentally and get stronger day by day by breastfeed. Today's child is future leader of our country who can contribute to the nation. He mentioned the importance of breastfeeding for the baby, mother, family and nation. He said the breastfeeding not only ensure child's good health but also help to ensure the countries prosperity and progress through the appropriate mental and physical development of the children.



Figure 20: Md. Noor Hossain Talukder, Director General, DGFP is delivering his speech as a Special Guest



Figure 21: Honorable State Minister of MOHFW, Mr. Zahid Maleque is delivering his speech as a Special Guest

Honorable State Minister of MOHFW, **Mr. Zahid Maleque MP**, delivered his speech as a special guest. In his speech, he has stated about the achievements of Bangladesh in the field of maternal and child nutrition, such as reduced child mortality, maternal mortality, reduced rate of polio & other infectious disease, given allowance for maternity leave and other, delivery of health services at the door step level of population through community clinic. He emphasized on the importance of mother's milk by saying that there is no alternatives mother's milk. Now-a-days mothers are being more aware on this issue.



Figure 22: Honorable Minister of MOHFW, Mohammad Nasim is delivering his speech as a Special Guest

He mentioned that Bangladesh need to increase the services of antenatal care from 30% to 50% and safe delivery services at the community clinics. Moreover, many places do not have extra room for breastfeeding. Therefore, establishment of breastfeeding corner are necessary. MOHFW along with other ministries are providing coordinated efforts for the programs on child health. He requested to all professionals, health workers and especially young generation to gain knowledge on breastfeeding and to work actively for the promotion of breastfeeding.

Honorable Minister, **Mohammad Nasim MP**, Ministry of Health and Family Welfare (MOHFW) said that, four times presence of the Prime Minister's in WBW has enhanced the priority of breastfeeding to child nationally & internationally and also inspired the promotion of breastfeeding. Every year more than 150 countries observe the WBW. From the year 2009, honorable PM decided to observe the WBW nationally. Health care service delivery of Bangladesh reached in a complete and optimum position by her leadership. Bangladesh has the tradition to breastfeed baby. Mother's milk is very precious which is the blessing or gift of Allah for the baby as well as for mother. Today's children are future leaders of the nation. Breastfeeding can be the uppermost priority for building child's health or future nation. He urged everyone to put coordinated efforts for the promotion and communication on breastfeeding. During his speech, he said that breast milk substitutes, powder milks being advertized on the television are toxic for humans. He encouraged the public to boycott these products and to promote breastmilk and home-made complementary food.

The chair of the ceremony, **Mr. M M Neazuddin**, Secretary, MOHFW said that by the leadership of PM, a lot of development has occurred in health sector. Maternal death and child death has reduced and we are going to achieve the MDG's goal in near future. More than half of the families children who suffers from malnutrition they are from well –to- do families. The reason behind malnutrition is not only poverty but also unawareness. If we can aware people about breastfeeding we can make such/many improvement in our health sector so that we don't have to face any kind of economic loss. In present the rate of breastfeeding by mothers is 64%, it is the only sector where we don't have to spend money. If we all the governmental bodies and take necessary initiatives to make people aware and take our own responsibilities to spread out the importance of breastfeeding , only that time we can establish 100% breastfeeding rate.



Figure 23: Chair of the ceremony, M M Neazuddin, Secretary, MOHFW is delivering his speech

Dr. Md. Shah Nawaz, Director, IPHN & Line Director, NNS thanked Hon'able Prime Minister Sheikh Hasina and all the Government bodies who were present in the inauguration ceremony of WBW, 2014. He also thanked all the NGOs and Developing partners who supported us in all way. He specially thanked the Chairperson Dr. S. K. Roy and all the staffs of Bangladesh Breastfeeding Foundation. He also expressed his gratitude to the participants sitting audience, without whose contribution, programme would not be successful. He also thanked all the persons of MOHFW, DGHS, DGFP and IPHN who worked hard for last three months for such a significant national events successful.



Figure 24: Dr. Md. Shah Nawaz, Director, IPHN & Line Director, NNS is delivering Vote of Thanks

Before the speech delivery by the Prime Minister, a four minutes documentary displayed during the occasion. This documentary was developed based on the implementation of the directives of Prime Minister given during the inaugural ceremony of WBW of 2009, 2010 and 2011 and displays during the occasion.

After then, the Honorable Prime Minister, **Shiekh Hasina** unveiled the Bangla Complementary Feeding Recipe Book, which was developed by BBF in partnership with FAO, the Ministry of Food and the National Food Policy Capacity Strengthening Program (NFPCSP). Appropriate complementary feeding is integral to healthy child development. 62% of children in Bangladesh receive complementary food at six months of age however, the quality and quantity is poor; and, only 21% of children in Bangladesh are fed at least four food groups at the required frequency.

The recipe book was developed to provide a key tool to the personnel in the infant and young child feeding field to lift complementary feeding practices. The 35 recipes provided in the manual were scientifically developed with a focus on meeting the changing nutritional needs of three age groups: 6-8, 9-11 and 12-23 month old infants. The 35 recipes showcased in this book were prepared and standardized using locally available ingredients.



Figure 25: Honorable Prime Minister, Shiekh Hasina and other guest in the dais unveiled the first Bangla Complementary Feeding Recipe Book in Bangladesh

The Prime Minister made the directive while inaugurating the World Breastfeeding Week 2014 (August 1-7).

Honorable Prime Minister expressed, ‘the Holy Quran tells to breastfeed the new born babies up to two years. “There is no alternative to breastmilk for normal growth of a child. Breast-milk is the only balanced and safe food for a child up to six months, it enhances the mental strength of babies, creates a nice relationship between mothers and children and creates their unique personality” she quoted.

The Honorable Prime Minister emphasizes that every newborn should be given breast milk within one hour of his birth and only breastfeeding during the first six months while breastfeeding along with homemade complementary foods up to two years is ideal for a baby. In this context, the Prime Minister directed all concerned to ensure that such food for the babies are nutrition enriched and hygienic.

The Prime Minister (PM) directed the ministry to take steps for establishing breastfeeding corners at all government and private offices as well as in buses and railway stations, launch terminals, shopping malls and other public places so that the mothers can breastfeed their babies at ease and comfort. The PM said the construction of child hospital each in Rajshahi, Barisal and Sylhet is in progress. She announced that a Shishu hospital will be established in every division and a specialized child ward with all modern treatment facilities would be opened in every district hospital.

Hon’able PM stressed on the need for establishing more Shishu hospitals in the capital considering the growing demand for treatment, and urged every family member to take proper care of lactating and expectant mothers. She said two more child hospitals would be constructed in the Dhaka capital, one in the east part and other in the west part.



Figure 26: The Prime Minister, Sheikh Hasina is making directives while inaugurating the World Breastfeeding Week 2014

She announced to recruit 10,000 nurses immediately to strengthen the quality of health service delivery. She also told that 6022 doctors have been recruited and posted by this time and they have joined in service. She asked the health professionals to provide best support and encouragement to mothers for breastfeeding saying breastfeeding is a right of infants. She also urged all concerned for rigorous execution of the Breastfeeding Substitute (Marketing Control) Act, 2013. She mentioned the country imports powder milk of around tk 40 billion every year and most of them are used as infant food. “Through breastfeeding along with appropriate homemade complementary foods, will save the huge foreign currency every year,” she said.

Expressing her satisfaction over people’s awareness on breastfeeding, the PM said the number of breastfeeding mothers has increased to 64 percent over the last five years from 47 percent. For this achievement, she has looked back and mentioned the following as the factors for this achievement. Hon’able Sheikh Hasina said, her government in 2009 had asked for observing the Breastfeeding Week officially. Since then, the breastfeeding week is being observed across the country, making people aware about the issue. Furthermore, Bangladesh Government has taken initiative to strengthen Bangladesh Breastfeeding Foundation.

The ceremony was ended followed by the visit of PM to the Health and Nutrition Fair.

Health and Nutrition Fair

A “Health and Nutrition Fair” was held on 6th August at Osmani Memorial Hall. There were eleven stalls of different organization. Following organizations were participated:

1. Institute of Public Health (IPHN)
2. Bangladesh Breastfeeding Foundation (BBF)
3. Institute of Child and mother Health (ICMH)
4. Centre for Women and Child and Health (CWCH)
5. World Vision Bangladesh
6. UPPRP project of UNDP
7. BCSNPN
8. Shikha Project of FHI360
9. TMSS
10. BRAC
11. Eminence

Fair was started from 8:00am. Each organization decorated their stall to create awareness on breastfeeding and homemade complementary feeding. IPHN displayed seven food groups for the children. They also displayed some IEC materials. Bangladesh Breastfeeding Foundation displayed and distributed books and leaflets on breastfeeding and complementary feeding. Leaflet, action folders, souvenir of world breastfeeding week were also distributed among the visitors. ICMH, World Vision Bangladesh, UNDP displayed homemade healthy complementary food with serving size. FHI 360, Brac, CWCH, Eminence, BCSNPN, TMSS displayed IEC materials and presented their IYCF related activities through Video. their IYCF related activities through Video.





Figure 27: Stalls of Health and Nutrition Fair

Media coverage

The inauguration ceremony was broadcast live by the Bangladesh television and Boishakhi TV. Besides, the news of the ceremony covered by almost all print and electronic media.



Figure 28: Snapshots of the coverage by Print media

WBW'14 observation by the Medical College Hospitals

The World Breastfeeding Week 2014 is being celebrated by the all Government medical college hospitals through seminar, and an hour long session on the importance of breastfeeding. Information materials like posters, folders and leaflets are being sent to the medical college hospitals from the BBF office. IPHN is providing a financial support to the 7 divisional level hospitals, nursing colleges, 64 district hospitals and 499 Upazila health complexes. Upon completion of the celebration, they are asked to send reports to the central level.

Dhaka Medical College Hospitals (DMCH):

A seminar on World Breast Feeding Week, 2014 held in clinical conference room of Dhaka Medical College Hospital on 13th August, 2014 at 12.00 noon. The seminar was chaired by Professor Md. Ekhlashur Rahman, Head, Department of paediatrics, Dhaka Medical College Hospital and co-chairperson was Professor Ferdousi Islam, Head, Department of Gynaecology and Obstetrics, Dhaka Medical College Hospital. Chief guest of the seminar was national Professor M R Khan. Special guests were Dr. S K Roy, Brig. Gen. Mustafijur Rahman, Director, Dhaka Medical College Hospital, Prof. Ismail Khan, Principal, Dhaka Medical College, Prof. Nazmunnahar, Director General, BIRDEM and Prof. MQK Talukder, Advisor, Breast Feeding Foundation. Key note speech was presented by Dr. Maliha Alam, Registrar, pediatrics, Dhaka Medical College Hospital. Specialists' panel members were Metron Jahanara Begum, Prof. Sayeeda Anwar, Prof. L E Fatmi, Prof. Abid Hossain Mollah and Prof. Sufia Khatun. Dr. Iffat Ara Shamsad gave the welcome speech and Dr. Amirul Morshed Khosru vote of thanks at the end of the programme. Almost 300 doctors, nurses and medical staffs were present in the seminar.

The speakers gave importance on awareness of mass population including medical staffs regarding breast feeding and complementary feedings. They also emphasized on implementation of BMS law.



Figure 29: Dignitaries are on the dias during the seminar at DMCH



Figure 30: Dignitaries are on the dais in DMCH

Shaheed Suhrawardy Medical College:

“World Breast Feeding Week -2014” was celebrated on 20 August, 2014 in Shaheed Suhrawardy Medical College conference room. Programme was organized by Dept. of paediatrics and Gynae and Obstetrics. Doctors, Nurses, and Students were cordially participated in the programme. The programme was presided by Prof Syeda Afroza, Head and Prof of Paediatrics dept. The chief guest was Prof. Soofia Khatoon, Secretary General , BBF. Key note presentation was delivered by Prof. Syeda Afroza on Breast feeding-importance, advantages, attachment and position. Prof. Farhana Dewan, Prof of Gynae and Obstetrics presented a speech on Maternal nutrition during pregnancy. BMS code was highlighted by Prof. Rofiquel Islam. Senior Doctors and Nurses share their experiences on IYCF. The programme was ended by light refreshment.

Comilla Medical College Hospital:



Figure 31: A class on the importance of breastfeeding with the Pead, Obs/Gyn students of Comilla Medical College

Following suggestions came out of the seminars of medical college hospitals:

1. Need to setup crèche at the work places and GOB should take some initiatives to give loan in small amount of interest to setup the crèche.
2. Organize some TV program against the BMS ad telecasting in media.
3. Need to revitalize the Lactation Management Centre of the hospitals and need to ensure trained counselor for breastfeeding
4. Ensure initiation of breastfeeding from the delivery room by trained health worker
5. Maternity leave should be ensured in the private sectors.
6. BMS law enforcement and monitoring system should be strong
7. There is no proper IYCF monitoring system in the hospital therefore these activities should be strongly monitored.



Figure 32: Seminar in Sir Salimullah Medical College (SSMCH)

8. Young generation should involve and need to organize the seminars at schools and colleges
9. Need to be aware about the Ready-to-use therapeutic feeding (RUTF) and ready-to-use supplementary feeding (RUSF)

WBW Observation by the NGOs:

Different NGOs are also observing the WBW through different activities in their field sites.

TCM project (Tackling Childhood Malnutrition) of Save the Children organized the different events of WBW14 colorfully in Nakla (Sherpur), Muladi (Barisal), Satkania (Chittagong) and Kulaura (Moulvibazar) upazillas during 1-12 August 2014.

The following were the activities in all 4 upazillas during the week:

1. Rally for awareness raising and promoting breastfeeding
2. Discussion meeting at Upazilla Health Complex
3. Mothers gathering, cultural show and quiz competition
4. Special breastfeeding counseling from IMCI & Nutrition Corner and Community Clinics
5. Campaign on breastfeeding and IYCF using loudspeakers (Mike) throughout the whole upazilla for the 3-5 days
6. Onscreen transmission of events and messages through local cable TV providers

All the activities were done under the leadership of the respective UH&FPO and UFPO. The honorable MP of Moulvibazar-2 Mr Md. Abdul Matin was the chief guest in the Discussion meeting held in Kulaura Upazilla Health Complex.



Figure 33: Campaign on WBW'14



Figure 34: Discussion Meeting at Nakla



Figure 35: Rally in Satkanai

Celebrating World Breastfeeding Week in BRAC working areas

The World Alliance for Breastfeeding Action (WABA) pleasingly announced the slogan and theme for WBW(world Breastfeeding week) 2014 “BREASTFEEDING: A winning goal for life! Every year Bangladesh Government celebrate World Breastfeeding Week (August1-7) to raise awareness among people about the importance and the necessity of Breastfeeding.



Figure 36: Participation in the Nutrition fair of the Inauguration ceremony

A fair was held in Osmani Smriti Milonayoton on August 6, 2014 where BRAC'S Health Nutrition and Population Programme (HNPP) participated with a stall to focus on major activities for IYCF. BRAC's HNPP displayed training Modules, Manuals, Job aids, Stickers, Hand Washing Station, and BCC Materials to the audiences assembled at the center.

Based on this special event, BRAC had taken some special initiatives to promote awareness of the importance of breastfeeding and educate mothers about how breastfeeding can help to improve nutrition and promote the general well-being of both mother and child. In this regard, BRAC has organized Community Mobilization sessions in its 140 Sub districts to convey the messages of Breastfeeding with 3000 mothers successfully in the community. In collaboration with MoH&FW, BRAC has provided 4,879 orientation sessions with 3,775 community people, 29,153 pregnant women and 23,926 mothers who have children less than 2 years of age through Community Clinic (CC), Family Welfare Center (FWC) and rural dispensaries at the district and sub districts level. BRAC has also participated in the rallies organized by the Civil Surgeon Office at the district level and UH&FPO at the sub districts level to remind families about the importance of exclusive breastfeeding during the first six months of life and continued breastfeeding up to 2 years.



Figure 37: WBW observation in the community sites of BRAC

Civil Society Alliance for Scaling Up Nutrition, Bangladesh (CSA for SUN) observed “World Breastfeeding Event” in line with World Alliance for Breastfeeding Action (WABA) on 20th August 2014 at Spectra Convention Centre. Ms. Sultana Kamal, Executive Director of Ain o Salish Kendra and Former Adviser to the Caretaker Government of Bangladesh opened the ceremony. Honorable Cultural Minister Asaduzzaman Noor MP graced the event as Chief Guest of the "Ceremony of the Day." “Breast milk is a child’s human right. Taking away the child from her mother’s breast and depriving her of the mother’s milk is a gross violation of the child’s human rights,” said Ms. Sultana Kamal. “In Bangladesh, the current issue is that people are aware of the benefits of breastfeeding, but still they are not taking any action. There is a lack of initiative,” said Asaduzzaman Noor MP, Honorable Minister, Ministry of Cultural Affairs. “We need to change this negative habit in our culture. Furthermore, working women are provided with maternity leave from their workplace, but housewives must also be given a form of maternity leave by being relieved from their chores in the household after they give birth, so that they can breastfeed. Our ministry commits to spread awareness on the importance of breastfeeding in any way we can.”



Figure 38: World Breastfeeding Events observed by CSA for SUN



Figure 39: WBW observed in the field sites of Concern Worldwide

Week long newspaper advertisement

On the occasion of WBW, weeklong news (from 4-10 August, 2014) have been published in two daily newspapers titled ‘the daily Kaler Kantha’ and ‘the daily Ittefaq’ for the promotion of breastfeeding. The news published in the newspaper was mainly on the importance of breast milk and about the new breast milk substitute act, 2013.



Figure 40: Week long advertisement in the newspaper

Annexure

Annex 1: List of participants with their details who attended the Stakeholder's meeting for observing WBW'2014

Sl.#	Name of the Organizations
1	ACF
2	Alive & Thrive
3	banglanews24.com
4	BAPA
5	BBF
6	bdnews24.com
7	BIHS
8	BKMI
9	BNF
10	BPMPA
11	BPS
12	BRAC
13	BTV
14	CARE
15	Concern
16	CWCH
17	Delta Medical Collage
18	DGFP
19	DGHS
20	DMCH
21	EMINENCE
22	FAO
23	FHI360
24	Green Life Medical College, Dhaka
25	HKI
26	ICMH
27	IPH
28	IPHN
29	Nari Nibash
30	NHSDP
31	NIPORT

32	NNS
33	NSB
34	OGSB
35	Plan International Bangladesh
36	Popular Medical College & Hospital
37	Save the Children
38	TMSS
39	UNICEF
40	UNDP
41	World Vision Bangladesh
42	Z.H. Sikder Women's Medical College & Hospital



Breastfeeding can reduce infant deaths

JESSORE: Four million children die every year from preventable causes and deaths can be greatly reduced if mothers breastfeed their babies for longer periods. A new report from the World Health Organization (WHO) and UNICEF says that breastfeeding is the best way to protect infants from infection and disease. The report also says that breastfeeding can help to reduce the risk of obesity and diabetes in later life. The report is based on a review of 150 studies and is the most comprehensive to date. It says that breastfeeding for at least six months can reduce the risk of infant death by 14% and the risk of childhood obesity by 13%. The report also says that breastfeeding can help to reduce the risk of infection and disease in later life. The report is a call to action for governments and health organizations to promote breastfeeding and to provide support to mothers who are breastfeeding their babies.