

World Breastfeeding Week'15

1 - 7 August, 2015

‘BREASTFEEDING AND WORK

LET’S MAKE IT WORK’ !

‘কাজের মাঝে শিশু করবে মায়ের দুধ পান, সবাই মিলে সবখানে করি সমাধান’।



One minute silence was observed for the national mourning day 15 August in remembrance of Father of the Nation, Bangabandhu Sheikh Mujibur Rahman .

Foreword

In Bangladesh, World Breastfeeding Week(1-7 August) has been observed by the Bangladesh Breastfeeding Foundation in collaboration with MoHFW since 1992. This year's theme for World Breast Feeding Week is- " Breastfeeding and work, Let's make it work!" which highlights the importance of breastfeeding in the working place. The Innocenti Declaration (1990) recognized that breastfeeding provides ideal nutrition for infants and contributes to their healthy growth and development. There is much that remains to be done despite 25 years of hard work, particularly on the fourth Innocenti target that calls on governments to "...enact imaginative legislation protecting the breastfeeding rights of working women and establish means for its enforcement".

With the WBW 2015 campaign, WABA and its partners at global, regional and national levels aim to empower and support all women, working in both the formal and informal sectors, to adequately combine work with child-rearing, particularly breastfeeding.

Breastfeeding is a collective right of both women and children, it falls within the right framework of women's 'reproductive rights' developed at the United Nations International Conference on Human Rights (1968) and re-endorsed over the years in several other international instruments. From a human rights perspective , this means that the state the primary duty bearer is under the obligation of enabling all women to enjoy their reproductive rights to safe maternity and optimal breastfeeding.

Breastfeeding is uniquely a right of women and they should be supported by society to breastfeed. Men and other women and young people can assist mothers and mother support groups to continue breast feeding exclusively up to six months and thereafter with home-made complimentary foods up to 2 years. 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 five years (2010, 2011, 2012, 2013 & 2014) 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 2015 'Breastfeeding and work, Let's make it work!' asserting the importance of breastfeeding in the working place of the mother. The WBW 2015 theme on working women and breastfeeding revisits the 1993 WBW campaign on the Mother-Friendly

Workplace Initiative. Much has been achieved in 22 years of global action supporting women in combining breastfeeding and work, particularly the adoption of the revised ILO Convention 183 on Maternity Protection with much stronger maternity entitlements, and more country actions on improving national laws and practices. At the workplace level, we have also seen more actions taken to set up breastfeeding or mother-friendly workplaces including awards for breastfeeding-friendly employers, as well as greater mass awareness on working women's rights to breastfeed.

The inauguration ceremony of WBW 2015 was held on 2nd August and Honorable Health Minister of Peoples Republic of Bangladesh inaugurated the WBW 2015 to encourage celebrating the WBW with active participation. His 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 Nutrition fair was 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 and nutrition fair. Besides this Bangladesh Television and Bangladesh Betar telecast different talk show on WBW, 2015.

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 in the working places practices throughout the Bangladesh.

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

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

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Acronyms

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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
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

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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

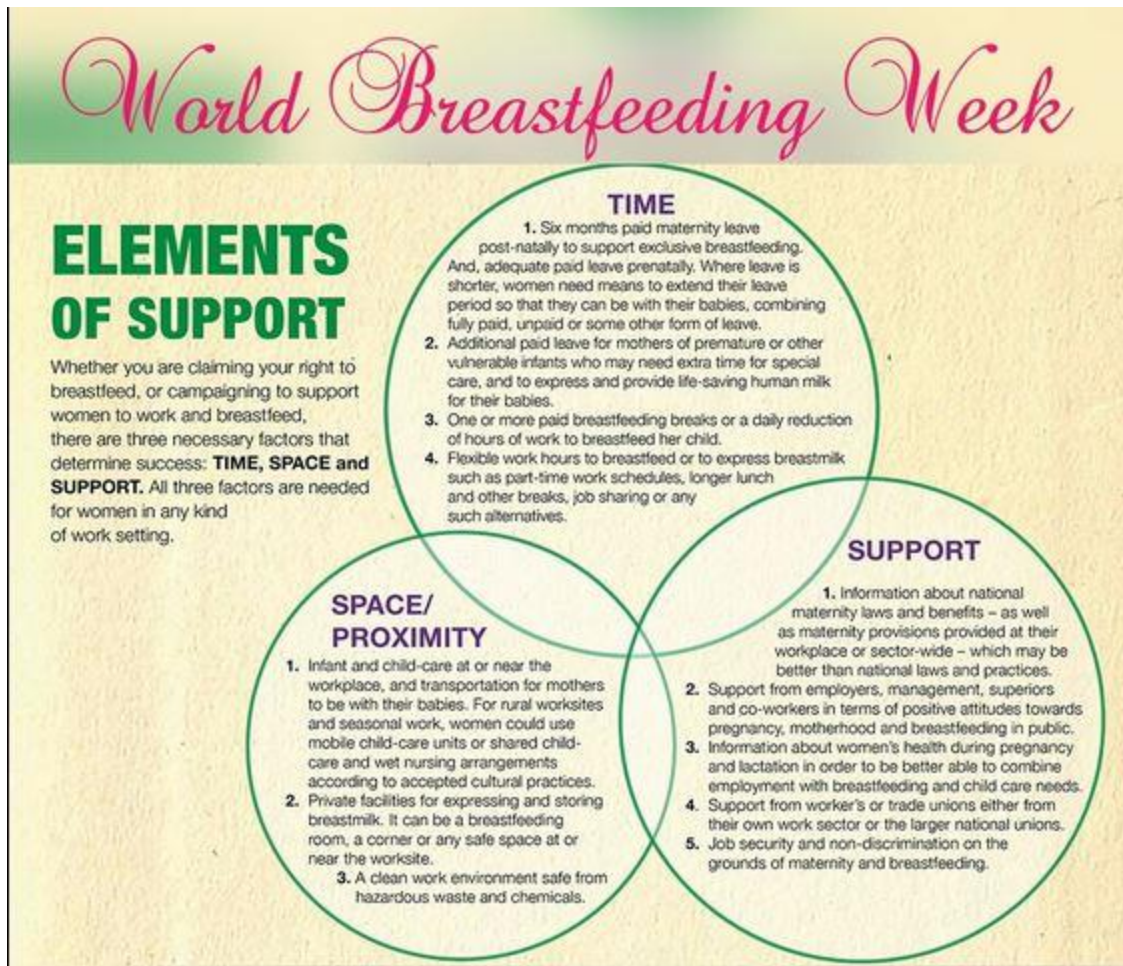
This year marks the 23rd year, the world has celebrated World Breastfeeding Week (WBW), and the fifth time the Government of Bangladesh has observed the event. WBW shines the international spotlight on infant and young child feeding issues for one week every year. Each year WBW is celebrated, the movement 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 2015 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 2015 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 in the working place, maternal leave and security in the working place during lactation period. 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. On 2nd August, Honorable Health Minister, Mohammad Nasim, Ministry of Health and Family Welfare (MOHFW), Inaugurated the World Breastfeeding Week 2014 event as the Chief Guest at the Osmani Memorial Auditorium. Esteemed guests included:); Honorable State Minister, MOHFW, Mr Zahid Maleque; Syed Monjurul Islam, 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. Kamrul Islam, Director, IPHN and Line Director, NNS, and Chairperson, Board of Trustees of BBF, Dr S.K Roy. The ceremony was chaired by Syed Monjurul Islam, Secretary MOHFW.

Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) urged for creating breastfeeding corner in offices, industries shopping mall, airports and factories to ensure that the mothers breastfeed their babies whenever they need. They should not wait for an act or regulation in this regard, for the greater interest of children so that mother would be supported to

breastfeed. The minister also urged mothers to breastfeed their children ignoring the eye catching advertisement of baby foods. He also declared for the permanent office of Bangladesh Breast Feeding Foundation and for the area which will be provided by Government of Bangladesh.

During the Inauguration ceremony, a documentary displaying the preparation activities for the event was screened, a theme song was sung By Singer Kunal with stage performance. 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.

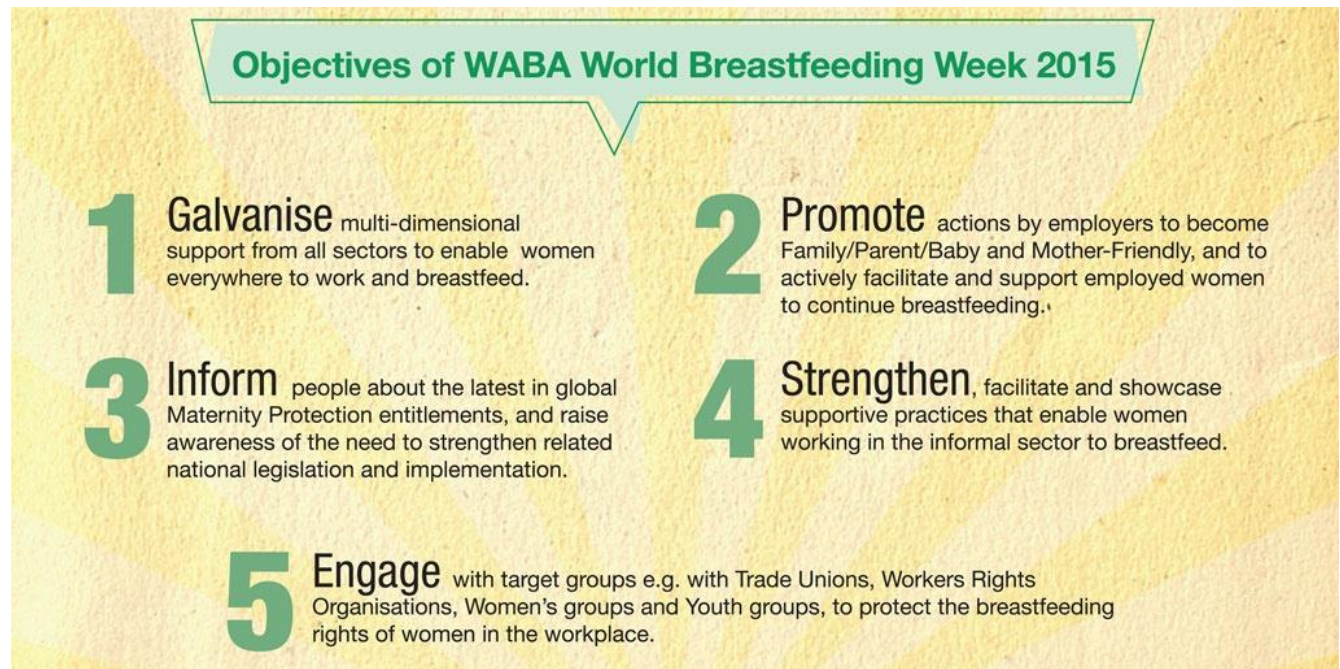


Introduction

This year Bangladesh celebrates the 23rd 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 5th time, the Government of Bangladesh nationally observed the World Breastfeeding Week (WBW) with Bangladesh Breastfeeding Foundation. For 2015 WABA asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding with the theme, **'Breastfeeding and Work, Let's Make it Work'** which is translated into our Bangla **'Kajer majhe korbe shishu mayer dudh pan, Sobay mile sobkhane kori somadhan'**.

Supporting women to integrate productive and reproductive work is a complex and multi-level task, requiring diverse strategies and engaging different partners on shared agendas. As such the goals for this years' WBW 2015 are to:



List of events for observing world breastfeeding week 2015

Stakeholder's meeting

Preparatory meeting

IEC material development

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Press conference

BTV talk show

Mobile phone message

Press supplement

Nutrition Fair

Inauguration Ceremony

Live telecast

Seminars in Medical College and Hospital

WBW observations by the NGOs

Stakeholders meeting

The Stakeholders Meeting on World Breastfeeding Week, 2015 was held on 13th July, 2015 at 11.00 am in the Conference room of Institute of Public Health Nutrition (IPHN). The Chief guest of the meeting was Roxana Quader, Additional Secretary, Public Health, WHO, MOH&FW. Dr. Habib Abdullah Sohel, Director, PHC and Dr. Mohammad Sharif, Director (MCH services) was present as special guest. The meeting was chaired by Dr. Md. Quamrul Islam, Director, IPHN & Line Director, NNS, DGHS, MOH&FW.

Dr. Md. Moudud Hossain, Program Manager, NNS welcomed all stakeholders with greetings. Then the meeting started according to the agenda. The theme presentation was made by Dr. S K Roy, Chairperson, BBF.



Dr. SK Roy is providing theme presentation during the meeting

In his presentation Dr. S K Roy Share theme of WBW, “BREASTFEEDING AND WORK LET’S MAKE IT WORK!”, and Discussed work plan with the stakeholders for the observance of WBW ’15. He also briefly described on the Declaration given by the prime minister on inaugural ceremony of WBW 2009, 2010, 2011 & 2014, and the Action folder of WBW, 2015.

After his presentation Dr. S K Roy requested Dr. Rokhsana Haider, WABA country representative of Bangladesh to talk about WABA and WBW. She said that, the theme of WBW, 1993 was on women, workplace and breastfeeding.



Stakeholder's meeting on Observing WBW'15

This year WBW, 2015 theme is 'Breastfeeding and work, Let's make it work!'. Our government is so kind that in our country we have 6 months of maternity leave. Our Main challenge is garments worker. In many cases garments worker are deprived from there maternity leave. In some cases they can get leave without salary. After the leave when she joined she may get her salary of maternity leave. But during the leave period/delivery she needs the money more than other time. Therefore government should take a look at this issue. Thereafter in the open discussion session the decisions and commitment was given by the stakeholders.

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 were carried out on finalizing the IEC materials. One of them was with IPHN in 8th July and another meeting was held with MOHFW IEC technical committee in 13th July. All IEC materials (poster, action folder, leaflet, cover folder, souvenir, festoon, bulletin etc) and venue decoration plan were approved by the IEC committee of MOHFW. After then a meeting was held in the IPHN to get all the preparation and activities reviewed on 24th July, 2015.

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-2015>.

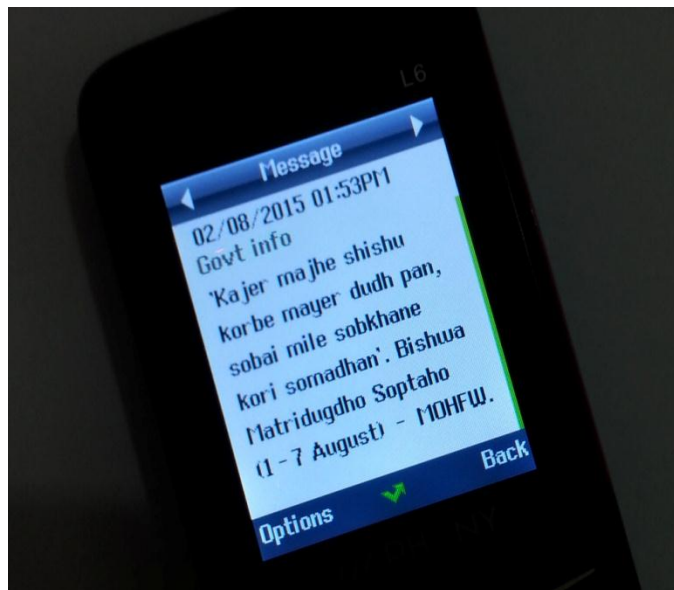
Following five information materials have been produced on the occasion WBW'15. Series of meeting were carried out with IPHN & MOHFW to finalize these IEC materials and finally were approved by the ministry IEC committee (Annex-2)

1. Cover Folder
2. Action Folder
3. Leaflet
4. Souvenir
5. Banner
 - i. Backdrop Banner
 - ii. Pusti mela Banner
6. Poster
7. Festoon

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



The slogan of WBW'15 is sent through mobile phone text message.

Press Briefing:

Press Conference with presence of Md. Jahed Maleque, MP, the Honorable state minister, Ministry of Health and Family Welfare at conference room of Ministry of Health and Family Welfare (Building no- 3, room no- 332) held at 30th July 2015, 11 am. He informed Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) will inaugurate the week formally on 2nd August, 2015 at Osmani Memorial Hall at 2.00pm. He 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".



Honorable State minister Md. Jahed Maleque, MP, state minister, MOHFW is giving press briefing on World Breastfeeding Week'15

He also informed that Bangladesh has succeeded in increasing exclusive breastfeeding rates among children below six months, from 43% to 64% in 2011 and now it is about 55%, which is an admirable achievement. Breast milk has extraordinary advantages and it has an impact on child's survival and normal growth. He also told about the goals of WBW-2015.

He also mentioned about the rate of Exclusive Breast Feeding on 2007 was 43% on 2011 was 64% and 2015 was 55%. Theme and situation analysis in Bangladesh 7 rights are included with this theme are:

- a. The facilities who will be provided
- b. Maternal leave
- c. Maternal facilities with financial aid.
- d. Maintenance of health
- e. Security in job and indiscrimination
- f. Breast feeding breaks
- g. Provision of Breast Feeding Corner



Press Conference on 30 July, 2015 at the conference room of MOHFW.

Syed Manjurul Islam, Secretary MOHFW, Dr. SK Roy, Chairman, Bangladesh Breastfeeding Foundation and Dr. Md. Kamrul Islam, Director, Institute of Public Health and Nutrition (IPHN), Md. Noor Hossain Talukder, DG, DGFP were also present in that Press Conference.

He has also asked everyone to celebrate World Breastfeeding Week 2015 successfully.

BTV talk show

BTV Talk show with presence of Honorable Health Minister Md Nasim MP, Ministry of Health and Family Welfare; Md Jahed Malik MP, State Minister ,Ministry of Health and Family Welfare; Sayed Monjurul Islam ,Secretary, Ministry of Health and Family Welfare; Dr. Md. Kamrul Islam, DG, IPHN and Line Director of NNS, Dr. S K Roy, Chairperson Bangladesh Breastfeeding Foundation held at 29th July 2015, 8.00 pm.

Newspaper Supplement

For observing WBW-2015, paper supplement containing messages published in 3 newspaper on 2 august 2015. (Annex-3)

Newspaper list:

1. Daily Jonokontho
2. Jugantor
3. The Daily Ittefaq

Inauguration Ceremony

World Breast Feeding Week is celebrated every year from 1-7 August in more than 170 countries to encourage breastfeeding and improve the health of babies around the world. This year the theme of the World Breastfeeding Week 2015 is 'Breastfeeding and Work, Let's make it work'

An inaugural ceremony of the **World Breastfeeding Week**'2015 in Bangladesh was held on 2 August, 2015 at the Osmani Memorial Hall, Dhaka at 2.00 pm. Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) inaugurated the World Breast Feeding Week 2015 as the chief Guest. Honorable State Minister, Mr Zahid Maleque MP, MOHFW was present as the special guest, Deen Md Noorul Huq, Director General, Directorate General of Health Services was present as the guest of honor, Md. Noor Hossain Talukder, Director General, Directorate General of Family Planning was present as the guest of honor, Dr.Md.Kamrul Islam, Director IPHN and Line Director, NNS and , Dr. SK Roy, the Chairperson, Board of Trustees of BBF were present as speakers .



The Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare (MOHFW) and other distinguish guests are on the dias of inaugural ceremony of WBW'15.

The ceremony was chaired by Syed Manjurul Islam, Secretary MOHFW. About one thousand participants attended this ceremony. Representatives from different Ministries, Medical College, professional societies, high officials and other development partners, stakeholders, NGOs, volunteers, students and nurses were present in the audience.

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The audience of the inaugural ceremony of WBW 2015

After recitation from the Holy Books Quran, Geeta, Bible, Tripitak, one minute silence was observed for the national mourning day 15 August in remembrance of Father of the nation Bangabandhu Sheikh Mujibur Rahman.



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Welcome Speech:

Ms Roxana Quader, Additional Secretary MOHFW (PH,WHO) welcomed all the guests and participants of the ceremony. She told about the theme of this year of WBW where Honorable Prime Minister had already emphasized on this issue every year 2009, 2010, 2011 and 2014 during celebration of WBW in Bangladesh. For the promotion, protection and support of Breastfeeding WBW is celebrated since 1992 in Bangladesh. According to the direction of Honorable Prime minister from 2010 Bangladesh government celebrated WBW. MOHFW, IPHN, BBF and other NGO all are jointly celebrating WBW.

There is no alternative of Breast milk for child. Breast milk meets the essential need of the baby and reduces illness from all causes. During 1993 to 2007 the breastfeeding rate was 43%, in 2011 it was 64% and in 2014 it is 55%. Working mother has right to breast feed and for this purpose Bangladesh Government has approved 6 months maternity leave with pay. In Bangladesh about 1,71,74,000 women are working in different sectors. In general we think that maternal protection means maternal leave. But maternal protection includes privileges, maternal leave, financial support, health security, job security, indiscrimination, breastfeeding break and breast feeding corner. In working place we should provide privileges for breastfeeding corner and breast feeding break. We should be aware about breastfeeding and which one reduces IMR and disease burden. By providing promotion, protection and support of mother we can gain Sustainable Developmental Goal (2016-2030).



Ms Roxana Quader, Additional Secretary MOHFW (PH, WHO) is delivering Welcome speech.

Key-note presentation:

The key note speaker Dr. S K Roy, Chairperson, Board of Trustees of BBF, expressed his greetings and gratitude to the Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare (MOHFW) inaugurated the World Breast Feeding Week 2015 as the chief Guest and other guests.

He explained this year's WBW theme and objectives. He mentioned the following objectives,

1. Galvanize multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.
2. STEP UP actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding.
3. Inform people about the latest in Maternity Protection entitlements globally, and raise awareness about the need for strengthening related national legislation along with implementation.



Dr. S K Roy, Chairperson, Board of Trustees of BBF is delivering his key note speech

4. Showcase, facilitate and strengthen supportive practices that can enable women working in the informal sector to breastfeed.
5. Engage and partner with specific target groups e.g. with Trade Unions, Workers Rights Organizations, women's groups and Youth groups, to protect the breastfeeding rights of women in the workplace.

Speech of the Honorable guest DG, DGFP :

Honorable guest Md. Noor Hossain Talukder, Director General, Directorate General of Family Planning (DGFP) said in his speech about the theme and the objectives of this year of World Breast Feeding Week 2015, for the coordination in breastfeed and working place WBW is celebrated this year. In household or in working place we have to make ensure proper Breastfeeding. He also mentioned that Bangladesh Government has approved 6 months maternal leave with pay.



Honorable guest Md. Noor Hossain Talukder, Director General, DGFP is delivering his speech

Speech of the Honorable guest DG, DGHS :

Honorable guest Prof Dr. Deen Md Noorul Huq, DG, DGHS welcomed all guests and participants of the ceremony. He told about the theme and the objectives of WBW-2015. He told about the rights of the breastfeed in the working places. He told about the privileges, maternal leave, financial support, job security, health security, breastfeeding break and establishment of breast feeding corner in every working place in Bangladesh. He appreciated the work of BBF and assured cooperation.



Prof.Dr. Deen Md Noorul Huq, DG,DGHS,is delivering his speech as guest of honour.

Speech of the Special Guest Mr. Zahid Maleque, MP:



***Special guest Mr Zahid Maleque MP; State Minister, MOHFW, is giving speech in the Inaugural Ceremony of
WBW-15***

Special guest Mr Zahid Maleque MP; State Minister, MOHFW welcomed all guests and participants of the ceremony. He told about the facilities, scopes and privileges of the the working mother and their breastfeeding. He also mentioned about the objectives of this WBW 2015. Citing the presence of smoking corner at the country's airports, the state Minister emphasized the need for creating a breast feeding corner at the airports as well. He also suggested to setup day care center in all government and private offices and industries. He appreciated the organization of the ceremony and coordination by the chairperson of BBF.

Speech Of Chair:

Syed Manjurul Islam, Secretary MOHFW, appreciated all guests and participants of the ceremony. He told about the need of 6 months maternal leave and the other facilities of the working mother. He also told about the objectives of the World Breast Feeding Week of 2015, he mentioned about the working environment of the different sectors of our country and the working condition of the different organizations like garments sector, brick field and construction.



Syed Manjurul Islam, Secretary MOHFW is delivering speech as Chairman.

Speech of the chief guest:

Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) urged for creating breastfeeding corner in offices, industries shopping mall, airports and factories to ensure that the mothers breastfeed their babies whenever they need. They should not wait for an act or regulation in this regard, for the greater interest of children so that mother would be supported to breastfeed.



Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare (MOHFW) is delivering speech as Chief guest

The minister also urged mothers to breastfeed their children ignoring the eye catching advertisement of baby foods. He also declared for the permanent office of Bangladesh Breast Feeding Foundation and for the area which will be provided by Government of Bangladesh.

Vote of thanks:

At the end of the ceremony ‘the vote of thanks’ was given by Dr. Md. Kamrul Islam Director of Institute of Public Health and Nutrition and Line Director, National Nutrition Services. He thanked everyone for participation in the inaugural ceremony of World Breastfeeding Week- 2015. He hoped Bangladesh will achieve the MDG by ensuring the improvement of the condition of every mother and her child’s health by working together. The ceremony was ended followed by the visit of Health Minister to fourteen Health and Nutrition stalls in fair.



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Dr. Kamrul Islam ,Director, IPHN and Line Director, NNS is delivering Vote of Thanks.

Health and Nutrition Fair

A “Health and Nutrition Fair” was held on 2ND August at Osmani Memorial Hall. There were thirteen stalls of different organization. Following organizations were participated:

1. Institute of Public Health and Nutrition (IPHN)
2. Bangladesh Breastfeeding Foundation (BBF)
3. Institute of Child and Mother Health
4. BRAC
5. Care Bangladesh
6. Save The Children
7. World Vision
8. SPRING
9. Dhaka Ahsania Mission
10. Swanirvar Bangladesh.
11. BCSNPN
12. Nari Maitree
13. Eminence



Stalls of Health and Nutrition

Fair was started from 2:00pm. Each organization decorated their stall to create awareness on breastfeeding at the working place. They also displayed some IEC materials. Bangladesh Breastfeeding Foundation displayed and distributed books and leaflets on breastfeeding and complementary feeding.



Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) is visiting the stalls of Health and Nutrition Fair.

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. Bangladesh Breastfeeding Foundation also organized a Lactation Management Corner.

Media coverage

The inauguration ceremony was broadcast live by the Bangladesh television ,C Boishakhi TV, NTV, Desh TV, My TV, Channel 9 and Masranga. Besides, the news of the ceremony covered by almost all print and electronic media.

WBW'15 observation by the Medical College Hospitals

The World Breastfeeding Week 2015 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 18th August, 2014 at 12.00 noon. The seminar was chaired by Professor Md. Ekhlashur Rahman, Head, Department of paediatrics, Dhaka Medical College Hospital and Panel of Expert: Professor Ferdousi Islam, Head, Department of Gynaecology and Obstetrics, Dhaka Medical College Hospital, Prof Md Abid Hossain Molla, Prof and Head of Neonatology, Dhaka Medical College Hospital, Prof Sayeeda Anwar, Prof of Paediatric Nephrology, DMCH, Prof. Monisha Banarjee, Prof Neonatology, Dhaka Medical College Hospital. Chief guest of the seminar was Prof. Ismail Khan, Principal, Dhaka Medical College. Special guests were, Dr. Brig. Gen. Md. Mizanur Rahman, Director, Dhaka Medical College Hospital, Dr. Md. Shafiqul Alam Chowdhury, Vice –Principal, Dhaka Medical College Hospital and Dr. S K Roy, Chairman, Bangladesh Breast Feeding Foundation. Almost 200 doctors, nurses and medical staffs were present in the seminar. The speakers gave importance on benefit

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of breastfeeding, complementary feeding, importance of lactation management corner, maternal protection, BMS act and WBW-2015 theme message with Doctors and Nurse.

Comilla Medical College:

Some photos are collected from Comilla medical college but did not send any report.



Seminar in Comilla Medical College Hospital

Rajshahi medical college:

Some photos are collected from Rajshahi medical college but did not send any report



Rally and Seminar in the Rajshahi Medical College

Khulna Medical College:

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Some photos are collected from Khulna medical college but did not send any report.



Seminar in Khulna Medical College

WBW Observation by the NGOs:

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

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) 2015 "Breastfeeding and Work. Let's make it work!"

Every year Bangladesh Government celebrates World Breastfeeding Week (August 1-7) to raise awareness among people about the importance and the necessity of Breastfeeding. Alike every year, BRAC participated on this event both nationally and locally. On 2 August (Sunday) inaugural ceremony was held in Osmani Smriti Milanayoton where BRAC's staffs actively participated with a stall to focus on BRAC's nutrition activities as well as maternity protection of BRAC female staffs.

Based on this special event, BRAC had taken some special initiatives to promote awareness in the community especially among the local level employer group to support working women to combine breastfeeding and work. Whether a woman is working in the formal, non-formal or home setting, it is necessary that she is empowered in claiming her and her baby's right to breastfeed. BRAC has organized Community Mobilization sessions in 140 Sub districts where a total of 2,760 participants were present from different informal sectors. Majority of them were informal sector employers e.g. rice mill owner, small entrepreneurs, head of local NGOs, head of educational institution, owner of clinic or diagnostic centers etc. UH&FPOs were present there as resource person. All the participants were sensitized for enabling women everywhere to work and breastfeed safely and adequately. Employers were asked to promote actions to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding their children.



WBW observation in the community sites of Brac.

Week Long Newspaper Advertisement

For observing WBW, paper supplement containing messages published in four newspapers on 3rd August (Figure 15). The newspapers are: The Daily Sangram, The Daily Observer, Prothom Alo, Alokito Bangladesh, The Daily Janakantha, The New Nation, Jai Jai Din, Vorer Dak, The Daily Sangbad, Sokaler Khobor, Kaler Kantho, The Daily Hazarika and Bangladesh Protidin.



Newspaper Advertisement

Sponsors for the observance of WBW-2015

Bangladesh Breastfeeding Foundation and Institute of Public Health and Nutrition gratefully acknowledges the financial support from the following organization for the observance of World Breastfeeding Week-2015:

List of Sponsors for the observance of the WBW'15

UNICEF
BRAC
Concern Worldwide
Care Bangladesh
World Vision
Save The Children
BKMI, USAID
CSA For Sun
Fhi 360
SPRING Bangladesh
UNDP
Max Foundation
Nutrition Foundation Bangladesh
BCSNPN
Nutrition Society of Bangladesh
FAO
WHO

Annexure 1

List of Participants with their details who attended the Inauguration ceremony of WBW 2015:

1. Ministry of Education
2. Ministry of Finance
3. Ministry of Commerce
4. Ministry of Health and Family Welfare
5. Ministry of Local Government and Rural Development & Co-operatives
6. Ministry of Housing and Public Works
7. Ministry of Environment and Forest
8. Ministry of Education
9. Ministry of Law, Justice and Parliamentary Affairs
10. Ministry of Education
11. Ministry of Women and Children Affairs
12. Ministry of Home Affairs
13. IPH
14. IPHN
15. BBF
16. DGHS
17. Community Clinic
18. EPI
19. CARE Bangladesh
20. DAM
21. NIPSOM
22. DGFP
23. BNNC
24. PKSf

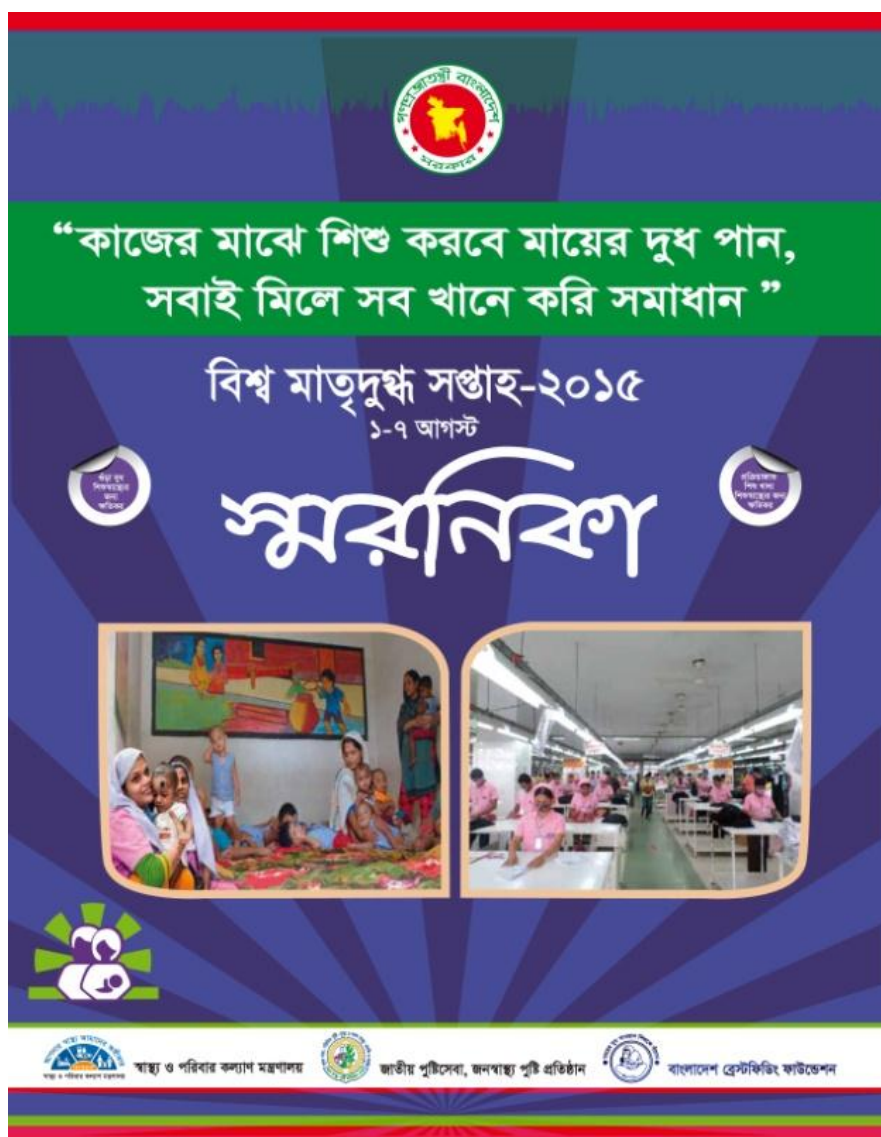
25. BKMI and BCCP
26. Engender Health
27. Eminence
28. RTM
29. BAPA
30. BAPSA
31. Nari Moitree
32. CWFD
33. Radda MCH-FP Centre
34. Swanirvar Bangladesh
35. UTPS
36. BAMANEH
37. BPMPA
38. BMA
39. OGSB
40. ICMH
41. Max Foundation
42. KMSS
43. CIDA
44. DNCC
45. UNICEF
46. WHO
47. UNDP
48. UNFPA
49. Save the Children
50. Plan International Bangladesh
51. SHIKHA Project, FHI 360
52. THAN
53. SPRING/Bangladesh
54. FAO
55. WFP
56. Icddr,b
57. BRAC
58. NSU
59. Primeasia University
60. NHSDP
61. MI
62. Caritas Bangladesh
63. HKI
64. YWCA
65. CWCH
66. IPHN & NNS
67. MCHTI
68. FMSTC

- 69. DGFP
- 70. NIPORT
- 71. PPD
- 72. World Vision Bangladesh
- 73. Dhaka Ahsania Mission

List of Participants of different Medical College Hospitals:

- 1. BIRDEM
- 2. Ibn Sina Medical College
- 3. Popular Medical College
- 4. BSMMU
- 5. Marks Medical College
- 6. Holy Family Red Crescent Medical College Hospital
- 7. ICHRI
- 8. Sir Salimullah Medical College
- 9. Shahid Sorowardi Medical College and Hospital



Annexure-2




Cover page of ‘Souvenir’

কর্মস্থলে মাতৃত্বকালীন সুরক্ষা হতে কি কি লাভ হয় :

১. মা ও শিশু উভয়ের সুখাস্থা, সুখ, বিশ্রাম নিশ্চিত করে।
২. মা চাকুরীতে নিরাপত্তা, নগদ টাকা ও চিকিৎসা সুবিধা ইত্যাদি পাওয়ার ফলে পরিবার লাভবান হয়। শুধু তাই নয়, শিশু কাছে থাকলে মায়ের মনে শান্তি থাকবে।
৩. মাতৃত্বকালীন ছুটিতে মা ও বাবা উভয়ে সমান পালনে সমান দায়িত্ব পালন করবে।
৪. শিশুরা খুব কম রোগে আক্রান্ত হয়, এবং শিশুর অসুস্থতা ও মৃত্যুহার কমে ফলে পরিবার ও দেশ উভয়ের চিকিৎসা খরচ বেঁচে যায়।
৫. নিয়োগদাতা সন্তুষ্ট ও কর্মজীবন পেয়ে লাভবান হন, কারণ মা কম অনুপস্থিত থাকেন, বেশি অনুপস্থিত থাকেন এবং চাকুরী ছাড়েন না। এছাড়া গবেষণায় দেখা গিয়েছে “কর্মক্ষেত্রে মাতৃদুগ্ধ দানের ব্যবস্থা থাকলে বিনিয়োগের ৩ গুণ লাভ হয়”।
৬. কর্মজীবী মহিলাদের জন্য মাতৃত্বকালীন সুরক্ষা এবং মাতৃত্বকালীন অধিকার প্রতিষ্ঠিত করার মাধ্যমে সম অধিকার, মানব সম্পদের উন্নতি, সম্পদ এবং সমাজের কল্যাণ বৃদ্ধি পাবে।










বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৫


১-৭ আগস্ট

“কাজের মাঝে শিশু করবে মায়ের দুধ পান, সবাই মিলে সব খানে করি সমাধান”







Cover Page of Action Folder

১৮ শেখা, ১৪২২
২ আগস্ট, ২০১৫

অনুষ্ঠানসূচী

২.০০	ঃ	গণসম্মিলন শ্রুতি বিলম্বিতকাল
২.১০	ঃ	সম্মিলিত অতিথিদের আসন গ্রহণ
২.১৫	ঃ	মাননীয় প্রধান অতিথির আদেশ
২.২০	ঃ	পরিচয় বেরিয়ে আসবে ভাষণ, বীড়া, বাইবেল ও ত্রিগুণক পঠ
২.৩০	ঃ	স্বাগত ভাষণ : প্রোগ্রামার কামের, অতিরিক্ত সচিব (জনস্বাস্থ্য ও বিশ্বাস) স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়
২.৪০	ঃ	প্রতিবেদন উপস্থাপন : ড. এম. কে. হার, প্রোগ্রামার, বাংলাদেশ প্রেসিডেন্সি কাউন্সিল
২.৫০	ঃ	বিশ্ব মাতৃদুগ্ধ সপ্তাহের প্রতিবেদন বিতরণ, পরিবেশনা
৩.০০	ঃ	সম্মিলিত অতিথির ভাষণ : জনাব মোঃ নূর হোসেন ভাস্কর, মহাপরিচালক, পরিবার কল্যাণ মন্ত্রণালয়
৩.১৫	ঃ	বিশেষ অতিথির ভাষণ : জনাব জামিল মাসেক এমপি, মাননীয় মন্ত্রী, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়
৩.৩০	ঃ	এবং অতিথির ভাষণ : জনাব মোহাম্মদ নাসির, মাননীয় মন্ত্রী, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়
৩.৪৫	ঃ	সমাপ্তি ভাষণ : জনাব মোহাম্মদ ইদ্রিস, সচিব, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়
৩.৫৫	ঃ	দোয়া পাঠন
৪.০৫	ঃ	মেলা পরিদর্শন

সুধী,

আগামী ২ আগস্ট ২০১৫, রবিবার, দুপুর ০২.০০ টায় 'গণসম্মিলন শ্রুতি বিলম্বিতকাল' বিশ্ব মাতৃদুগ্ধ সপ্তাহ ২০১৫ উদযাপন উপলক্ষে উদ্দেশ্যী অনুষ্ঠানের আয়োজন করা হয়েছে।


জনাব মোহাম্মদ নাসির এমপি, মাননীয় মন্ত্রী, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়, পদ্মজোতস্নী বাংলাদেশ সরকার, উক্ত অনুষ্ঠানে প্রধান অতিথি হিসেবে উপস্থিত থাকতে সমস্ত সম্মতি আশন করেছেন।

জনাব জামিল মাসেক এমপি, মাননীয় প্রতিমন্ত্রী, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়, এ অনুষ্ঠানে বিশেষ অতিথি হিসেবে উপস্থিত থাকবেন।

সৈয়দ মোহাম্মদ ইদ্রিস, সচিব, স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়, উক্ত অনুষ্ঠানে সমাপ্তি ভাষণ করবেন।

উক্ত অনুষ্ঠানে আপনার সন্তান উপস্থিতি কামনা করছি।


প্রোগ্রামার কামের
অতিরিক্ত সচিব (জনস্বাস্থ্য ও বিশ্বাস)
স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়




বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৫

১-৭ আগস্ট, ২০১৫


“কাজের মাঝে শিশু করবে মায়ের দুধ পান,
সবাই মিলে সব খানে করি সমাধান”



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



বাংলাদেশ প্রেসিডেন্সি কাউন্সিল



স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়


Invitation Letter of WBW'15




“কাজের মাঝে শিশু করবে মায়ের দুধ পান,
সবাই মিলে সব খানে করি সমাধান”


বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৫

১-৭ আগস্ট







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













বাংলাদেশ প্রেসিডেন্সি কাউন্সিল (বিবিএস)



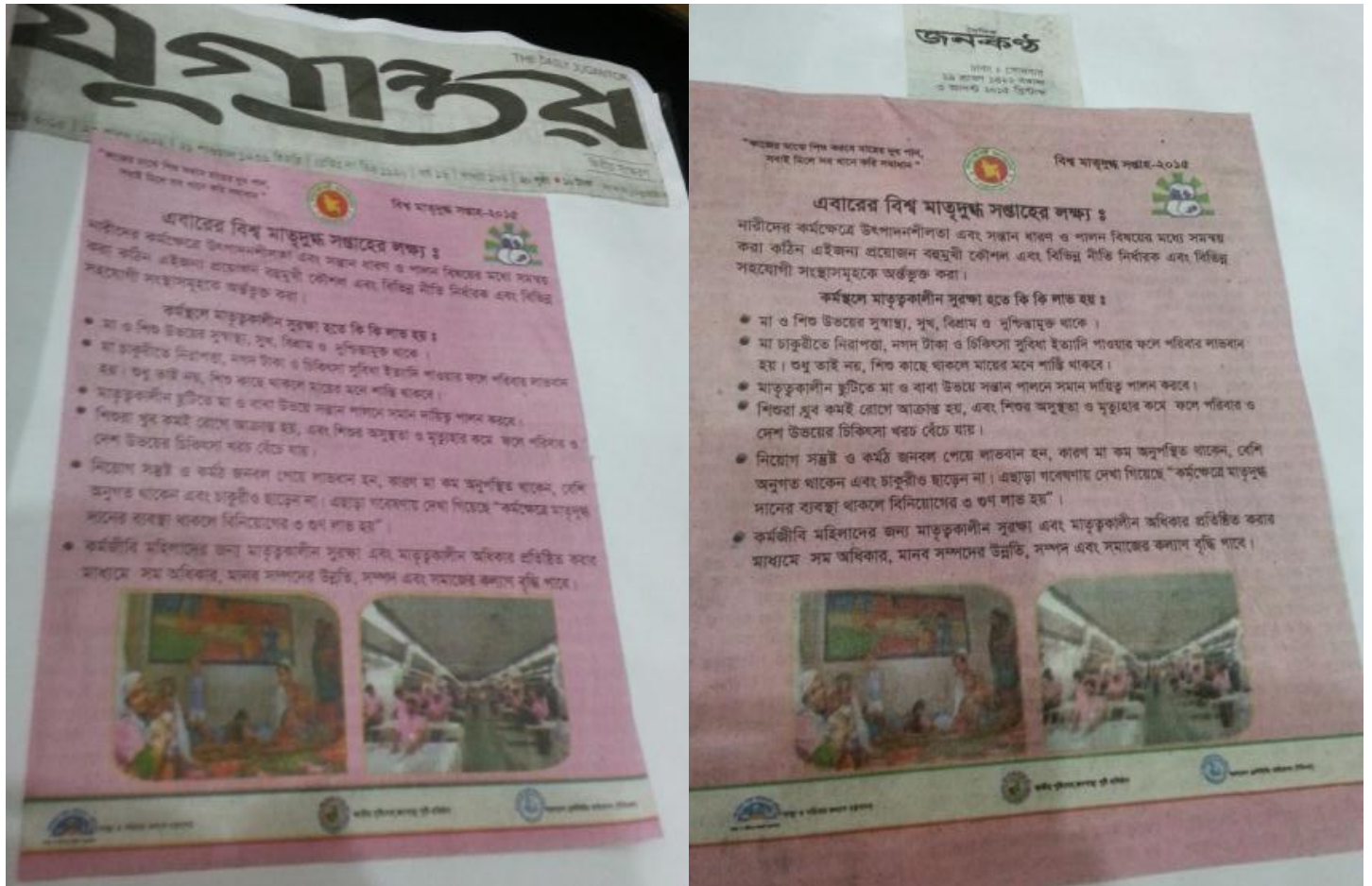
স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়

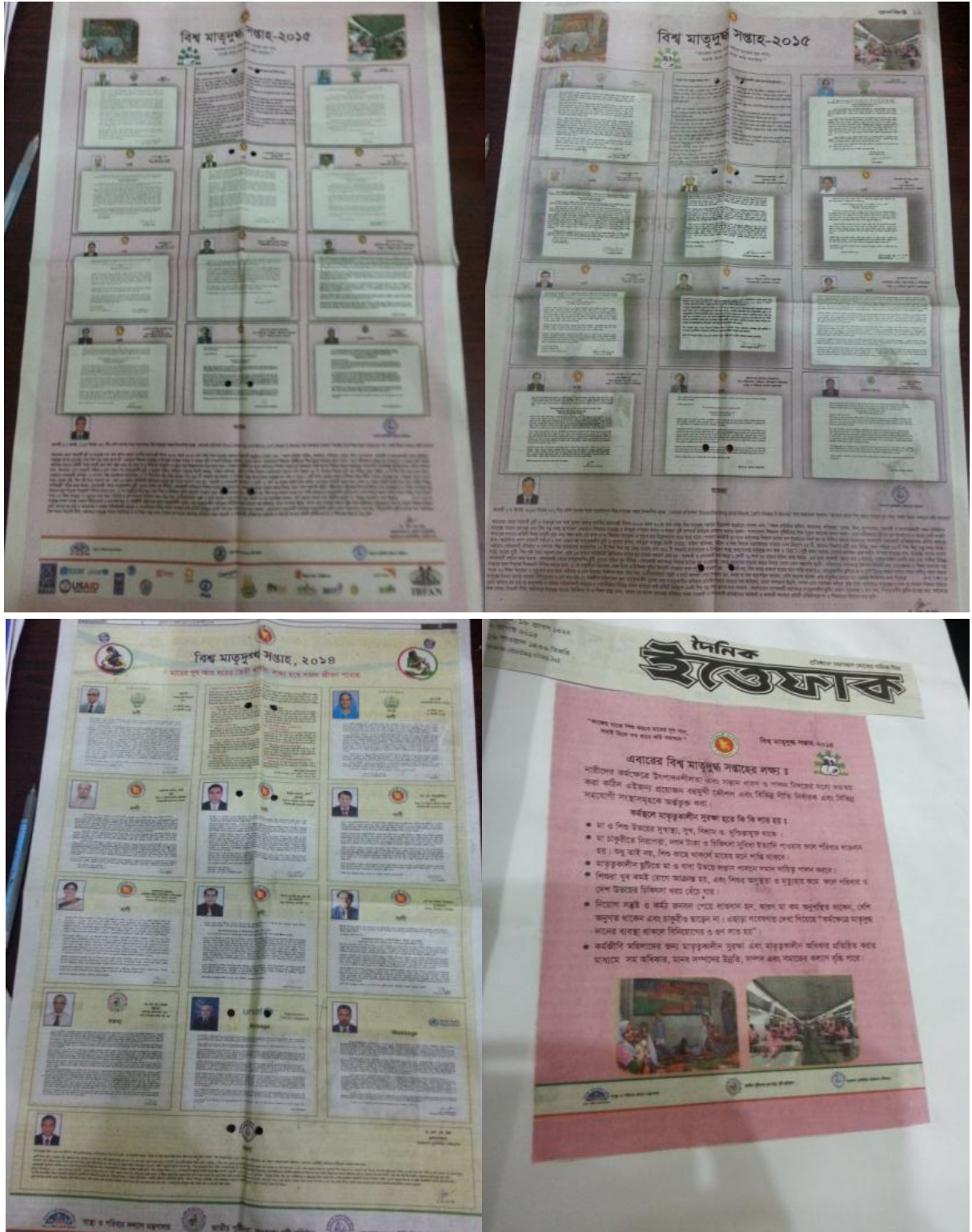


Poster

Annexure-3





Newspaper supplementation