



World Breastfeeding Week-2016

1-7 August

"Breastfeeding: A Key to sustainable Development"!

Report



স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়



জাতীয় পুষ্টিসেবা, জনস্বাস্থ্য পুষ্টি প্রতিষ্ঠান



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Organized by
Ministry of Health and Family Welfare
Institute of Public Health and Nutrition
&
Bangladesh Breastfeeding Foundation

1 - 7 August, 2016

Breastfeeding: A Key to sustainable Development”!

“শিশুকে মায়ের দুধ খাওয়ানো: টেকসই উন্নয়নের চাবিকাঠি!

Organized by



Ministry of Health and Family Welfare
Institute of Public Health and Nutrition
&
Bangladesh Breastfeeding Foundation

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 sustainable development in the nation. The Innocenti Declaration (1990) recognized that breastfeeding provides ideal nutrition for infants and contributes to their healthy growth and development. With the WBW 2016 campaign, WABA and its partners at global, regional and national levels aim to inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF), and to firmly anchor breastfeeding as a key component of sustainable development. Also to galvanise a variety of actions at all levels on breastfeeding and IYCF in the new era of the SDGs & engage and collaborate with a wider range of actors around promotion, protection and support of 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.

As breastfeeding is a viable cost-effective investment for the future generation for its impact on the society for attaining Sustainable Developing Goals (SDGs). Therefore, the theme of the World Breastfeeding Week in 2016 entitled as Breastfeeding: **A Key to sustainable Development**”! In Bangla “শিশুকে মায়ের দুধ খাওয়ানো: টেকসই উন্নয়নের চাবিকাঠি! ”. Asserting the importance of breastfeeding in the sustainable development.

The inauguration ceremony of WBW 2016 was held on 2nd August and Honorable Health Minister of Peoples Republic of Bangladesh inaugurated the WBW 2016 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, art Competition, and nutrition fair. Besides this Bangladesh Television and Bangladesh Betar telecast different talk show on WBW, 2016. Sharing meeting with the parliament member focusing the theme of the week.

Though we have achieved a lot, there is still need to do a lot. We are confident that this report will stimulate better informed people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF). Thus firmly anchor breastfeeding as a key component of sustainable development throughout the Bangladesh.

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

Dr. A.B.M Muzharul Islam
Director
Institute of Public Health Nutrition (IPHN)
& Line Director, National Nutrition Services (NNS)

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Acronyms

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

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

Introduction

This year marks the 25th year, the world has celebrated 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 & UNICEF , the sixth 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. For 2016 WABA asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding with the theme, Breastfeeding: A Key to sustainable Development"! "শিশুকে মায়ের দুধ খাওয়ানো:টেকসই উন্নয়নের চাবিকাঠি! means to inform people about the means new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF) and to firmly anchor breastfeeding as a key component of sustainable development.

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 2016 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 IPH 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 and promotional activities through Media on WBW and the press conference to discuss the importance of the event for 2015 were remarkable. Director IPHN and Professor 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 2016 event as the Chief Guest at the Osmani Memorial Auditorium. Esteemed guests included); Honorable State Minister, MOHFW, Syed Monjurul Islam, Secretary MOHFW; Dr Deen Mohammad Nurul Haque, Director General, Directorate of Health Services (DGHS); Mr. Mohammad Wahid Hossain NDC, Director General, Directorate General of Family Planning, (DGFP); Dr.A.B.M Muzharul Islam Director, IPHN and Line Director, NNS, and Chairperson, Board of Trustees of BBF, Professor 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) advised for breastfeeding and fed the children & keep them in close contact with mother. He stressed allowing quality time to their children otherwise they will be terrorist. He added that only breastfeeding can save their children from being derailed. If the children are kept under home helper (maid servant) and fed breast milk substitute then there may be a big gap with the children and mother. As a result children might get addicted may come out as a terrorist. Honorable Minister instructed all the concerned department to establish breastfeeding zone in every hospital ensuring system. Addressing the mother, the honorable Health Minister said “Feed your baby breast milk, only breastfeeding can make bondage between mother and baby “More strongly.” He suggested the parents to keep close eyes on their children as much as possible so as to safe guard or protect their children from the evil deeds. He said that Islam is the religion of peace. No religion can support genocide! Who works as terrorist in the name of religion, they are “Swindle”. He advise to the parents “**Love your children & keep close to them**, which result in growing them as good citizen.

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.

Theme Of WBW 2016

"BREASTFEEDING A Key to Sustainable Development!"

"শিশুকে মায়ের দুধ খাওয়ানো:টেকসই উন্নয়নের অন্যতম চাবিকাঠি"



5

Cont....

To **inform people** about the new Sustainable Development Goals (SDGs) and **how they relate to breastfeeding** and Infant and Young Child Feeding (IYCF).



To galvanise a **variety of actions at all levels** on breastfeeding and IYCF in the new era of the SDGs.



To **firmly anchor breastfeeding** as a key component of sustainable development.



To engage and collaborate **with a wider range of actors** around promotion, protection and support of breastfeeding.



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Activities of the WBW 2016

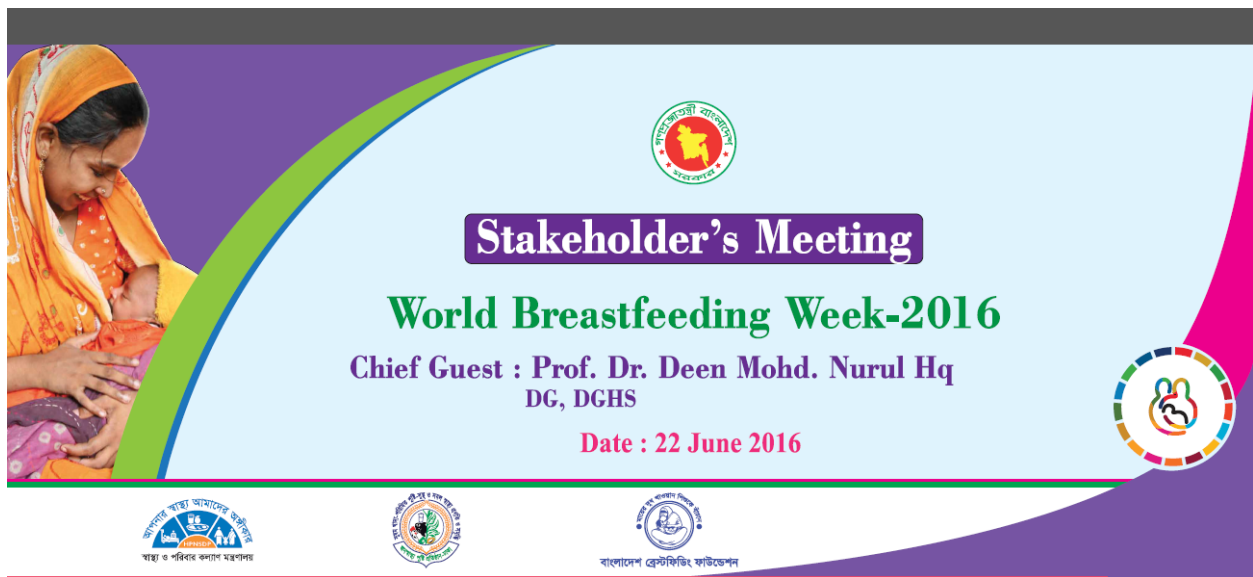
| Sl.# | Activities | Date & Place |
|------|---|--------------------|
| 1 | Preparatory meetings at MOHFW | Several meetings |
| 2 | Stakeholder's Meeting | 22 June, 2016 |
| 3 | Talk Show in Bangladesh Betar | 26 July , 2016 |
| 4 | B TV Talk show | 30 July, 2016 |
| 5 | Press Conference | 31 July, 2016 |
| 6 | Paper Supplementation <ul style="list-style-type: none"> • Daily Janakantha • Daily Ittefaq • Daily Samakal • Daily Asian Age | 2 Aug, 2016 |
| 7 | Inaugural ceremony | 2 Aug, 2016 |
| 8 | Exhibition on breastfeeding and nutrition | 2 Aug, 2016 |
| 9 | Art Competition | 5 Aug, 2016 |
| 10 | Mobile Phone SMS | 1-7 Aug, 2016 |
| 11 | Advocacy meeting/seminars/rally at sub district level | 1-30 Aug, On going |
| 12 | Advocacy Meeting with Parliamentarians | 1 Sep, 2016 |

13. Live telecast
14. Rally and Discussion meeting at Divisional Director-Health Office
15. Seminars in Medical College and Hospital
16. WBW observations by the NGOs
17. Documentary on: Art Competition
- Parliament meeting

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 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, 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 22 June 2016

2. Stakeholders meeting



The Stakeholders Meeting on World Breastfeeding Week, 2016 was held on 22nd June, 2016 at 11.00 am in the Conference room of Institute of Public Health Nutrition (IPHN). The Chief Guest of the meeting was Prof Dr. Abul Kalam Azad, Additional Director General (Administration), Directorate General of Health Services. The meeting was chaired by Dr. A.B.M. Muzharul Islam, Director, IPHN & Line Director, NNS, DGHS, MOH&FW. Dr. Habib Abdullah Sohel, Director, PHC and Dr. Momtajul Haque, Line Director, Community Clinic were present as guest. 66 participants from 39 organizations were present in the meeting.

Dr. K M Azad, Assistant Director & Deputy Program Manager, NNS, IPHN, DGHS was the announcer of the meeting.

Dr. Md. Moudud Hossain, Program Manager, NNS welcomed all stakeholders with greetings. He briefly discussed the objectives of world Breastfeeding Week' 16 and talked about the objectives of the stakeholders Meeting. He also requested all to participate and to express their views and commitments.

Then the meeting started according to the agenda.

Theme of the WBW was presented by Dr. S K Roy, Chairperson, BBF. In his presentation Dr. S K Roy shared the theme of WBW, ‘‘Breastfeeding: A key to Sustainable Development!’’, and discussed the work plan with the stakeholders for observing WBW '16. He also briefly described the action folder of WBW, 2016.

Thereafter, in the open discussion session the decisions and commitments was given by the stakeholders are listed below-

| SI # /NO | Organization | Discussion & Decision |
|-------------|--------------------|--|
| 1. | UNICEF | UNICEF gave the preliminary commitment to- i. Provide financial support for IEC Materials of WBW'16. ii. And to provide the financial support for advocacy meeting with parliamentarians and prominent leaders. UNICEF also proposed to develop an additional IEC materials with key messages from LANCET Series of Breastfeeding. |
| 2. | PHC | EPI will celebrate WBW, 16 in field level through IMCI program and Adolescent Health Program. |
| 3. | CBHC | i. Director of Community Clinic will give a directive to 13,500 Community Clinic to arrange program on WBW'16. ii. To improve the present situation of breastfeeding in Bangladesh they also suggested to emphasis on counselling mother in Antenatal Care (ANC). |
| 4. | Water Aid | i. Water Aid will celebrate WBW, 2016 in there working area through their partner organizations. ii. Water Aid will give financial support to WBW-16 |
| 5. | DGFP | DGFP will celebrate WBW'16 |
| 6. | Concern World Wide | i. Concern World Wide will give financial support of 2, 50,000 BDT for WBW-16. ii. They will also organize seminar, fair, rally and will also talk about WBW 16 in court yard meeting in their |

| | | |
|--|--------------------------|---|
| | | working area. |
| 7. | Plan International | Plan International will provide financial support for IEC Materials and paper supplements of WBW'16. |
| 8. | USAID/DFID | i. DFID will celebrate WBW,16 in their working area. ii. They will provide financial support for WBW'16. Will inform later about the amount. |
| 9. | FHI360 Shikha Project | i. They will arrange seminar for WBW'16 in their working area. ii. They will provide Financial Support for WBW'16 and will inform later about the amount. |
| 10. | BRAC | i. BRAC will give financial support for inaugural ceremony of WBW,16 ii. They will also organize the seminar, rally and advocacy in their working area. |
| 11. | Spring Bangladesh | i. Spring Bangladesh will organize the seminar and rally in there working area (39 Upazilla). ii. Will give financial support for WBW, 16 in central level including for IEC materials. |
| 12. | Max Foundation | i. They will share the message of WBW,16 in their working area ii. They will provide financial support for IEC and BCC materials for WBW, 16 as well as inaugural ceremony. |
| 13. | WHO | WHO Bangladesh will give financial support of 5000 USD for WBW, 16. |
| 14. | Save the Children | Save the Children will arrange seminar, fair and will participate in rally in their working area. They will inform later whether they could give fund for WBW, 16 or not. |
| 15. | BKMI | BKMI will give support for the printing of Action Folder. |
| 16. | World Vision Bangladesh | i. World Vision Bangladesh will celebrate WBW 2016 in there working area (64 District). ii. World Vision will provide Financial Support for WBW'16 and will inform later about the amount. |
| 17. | HKI | i. HKI will celebrate WBW 2016 in there working area. ii. HKI will provide Financial Support for WBW'16 and will inform later about the amount. |
| 18. | Care Bangladesh | i. Care Bangladesh will celebrate WBW 2016 in there working area. ii. Care Bangladesh will provide Financial Support for WBW'16 and will inform later about the amount. |
| All the stakeholders are requested to inform about financial support by 30 June. | | |

- iii. Following suggested activity came from the stakeholders:
- iv. Prof. Saria Tasnim, Head of Gyne & Obs, CWCH suggested to include okatany Massage in some referral centre of Lactation Management Corner.
- v. Focul person from DGFP suggested to establish breastfeeding corner in every Family Welfare Centre (FWC).
- vi. The Chair of the meeting Dr. A.B.M. Muzharul Islam, Director, IPHN & Line Director, NNS, DGHS, MOH&FW requested all to work together for a successful World Breastfeeding week, 2016.
- vii. At the end of the meeting Dr. Md. Moudud Hossain, Program Manager, NNS thanked all the stakeholders for making this meeting lively and successful through active participation.

IEC Materials Development

To assist WBW celebrants in Bangladesh with their events, IEC material 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-2016>.

Following five information materials have been produced on the occasion WBW'16. Series of meeting were carried out with IPHN & MOHFW to finalize these IEC materials and finally were approved by the ministry IEC committee (Annexure)

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

টেকসই উন্নয়ন লক্ষ্যমাত্রার (এসডিজি) সাথে শিশুকে মায়ের দুধ খাওয়ানোর উপকারিতা যেভাবে সংযুক্ত



Mobile phone message

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.

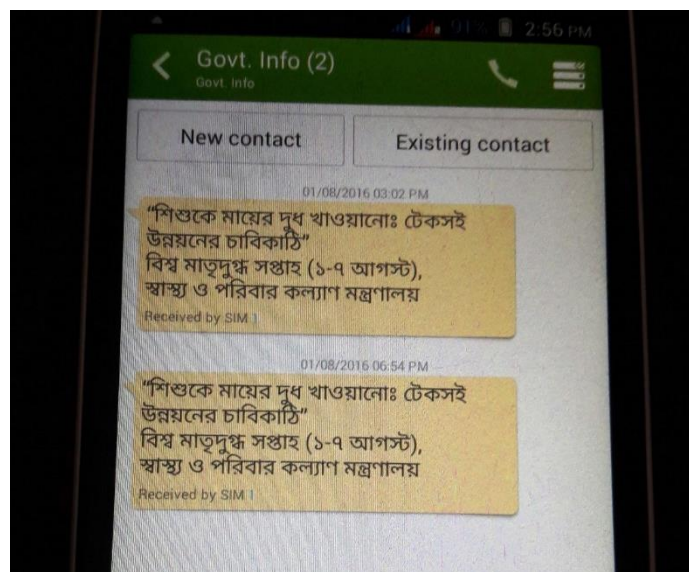


Figure 1: The slogan of WBW'15 is sent through mobile phone text message.

Press Conference:

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 31st July 2016, 2 pm. Additional Secretary (WHO & PH), Madam Roxana Qader,

In the briefing, he mentioned the objectives of this year's WBW. He mentioned about the theme of the week that each of the 17 SDGs are linked with breastfeeding and complementary feeding. Therefore, it is needed to work jointly for the protection, promotion and support of breastfeeding, then we can get forward to achieve the SDGs.

In his speech he mentioned that the exclusive breastfeeding rate is 37% globally, while the MDG target was to achieve 50% of this rate by 2016, the stand of Bangladesh, the EBF rate is 55% in 2014.

He told about the Directives of Honorable Prime Minister and the achievements so far.

He informed Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) will inaugurate the week formally on 2nd August, 2016 at Osmani Memorial Hall at 11.00 am.



Figure 1: Honorable State minister Md. Jahed Maleque, MP, state minister, MOHFW is giving press briefing on World Breastfeeding Week'16

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.



In his concluding remarks he declared the planned activities for the observation of WBW.

Syed Manjurul Islam, Secretary MOHFW, Additional Secretary (WHO & PH), Madam Roxana Qader, Prof. Dr. Deen Mohammad Nurul Huque, Director General, DGHS and Prof. Abul Kalam Azad, ADG, DGHS and Prof. Dr. SK Roy, Chairperson, BOT, Bangladesh Breastfeeding Foundation and Dr. A B M Muzharul Islam, Director, Institute of Public Health and Nutrition (IPHN), were also present in that Press Conference. Representatives from different print and electronic media were present in the event.



Press Conference on 31 July, 2016 at the conference room of MOHFW.

Representatives from different media attended the event:

1. Nurul Islam Hasib, bdnews24.com
2. Moniruzzaman Uzzal, Dhaka Tribune
3. Representative, Daily Kaler Kantha
4. Representative, Mach Rangga TV
5. Representative, Dally Sangbad
6. Representative, NTV
7. Representative, Bangla Vision
8. Representative, Dally Samakal
9. Representative, Daily Ittefaq
10. Representative, Somoy TV
11. Representative, Daily Independent
12. Representative, Bangla Tribune
13. Representative, Daily Star
14. Representative, Daily Observer
15. Representative, BTV
16. Representative, ATN BANGLA
17. Representative, Bangladesh Sangbad Sangstha (BSS)

News coverage in the newspaper on 1 August in different newspaper

bdnews24.com
Bangladesh's First Internet Newspaper

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New survey suggests breastfeeding rate rising in Bangladesh

Senior Correspondent, bdnews24.com

Published: 2016-07-31 18:48:34.0 Bdst Updated: 2016-07-31 21:26:17.0 Bdst



The director general for health services has said that their new study findings, which will be released soon, suggest that breastfeeding rate is increasing in Bangladesh.



(bangla/index.php)

Dhaka, Thursday, September 08, 2016

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o be president** |

Breastfeeding Week begins tomorrow

WORLD BREASTFEEDING WEEK 2016

BREASTFEEDING
A KEY TO SUSTAINABLE DEVELOPMENT

DHAKA, July 31, 2016 (BSS) - The World Breastfeeding Week (WBW) will be observed in the country as elsewhere in the world from tomorrow to create public awareness about the beneficial aspects of breastfeeding.

The World Alliance for Breastfeeding Action (WABA) this year will celebrate the week for global action to support women to combine breastfeeding and work with theme 'Breastfeeding: A key to Sustainable Development'.

State Minister for Health and Family Welfare Zahid Maleque today said that 31 percent newborn deaths can be reduced if mothers breastfeed their babies within an hour after birth.

"At least 31 percent child deaths are preventable if mothers let their newborns suckle their breasts within an hour after the birth and 13 percent child deaths under the age of five can be prevented if exclusively breastfeeding can be ensured," he said.

The state minister was addressing a press briefing at the health ministry.

He said, "Bangladesh has succeeded in increasing exclusive breastfeeding rate among children below six months, which is an admirable

বাংলা ট্রিবিউন

মায়ের দুধ পানে নবজাতক মৃত্যু হার কমবে ৩১ ভাগ

জাকিয়া আহমেদ | ০৭:১৪, আগস্ট ০১, ২০১৬

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বিশ্বখ্যাত স্বাস্থ্য বিষয়ক জার্নাল
ল্যানসেট-এ দুই কিস্তিতে প্রকাশিত
মাতৃদুগ্ধ বিষয়ক এক গবেষণা
প্রবন্ধে সম্প্রতি বলা হয়েছে, অন্তত
৮ লাখ শিশুমৃত্যু প্রতিরোধ করতে
পারে মায়ের বুকের দুধাওই
প্রতিবেদনে আরও বলা হয়, যথাযথ
সরকারি নীতির অভাব, গোষ্ঠীগত
সামাজিক সহায়তার অভাব এবং
সর্বোপরি গুড়ো দুধের আগ্রাসী
বাণিজ্যের কারণেই শিশুদের
স্তন্যপান ব্যাহত হচ্ছে। অপরদিকে
বিশেষজ্ঞরা বলছেন, যেসব শিশু



বেশি দিন মাতৃদুগ্ধ পান করে তাদের বুদ্ধিমত্তা বেশি হয়, সংক্রামক রোগে ভোগার সম্ভাবনা ও মৃত্যুর ঝুঁকিও কম থাকে। এ ছাড়াও পরবর্তী সময়ে ডায়াবেটিস ও ওবেসিটিতে আক্রান্ত হওয়ার ঝুঁকিও কমে যায়। অন্যদিকে মায়ের সন্তান জন্মদানের জন্য স্থান সঙ্কুলান হওয়া, স্তন ও ডিম্বাশয়ের ক্যান্সার, টাইপ টু ডায়াবেটিসের ঝুঁকি কমানোসহ নানা স্বাস্থ্যগত উপকারিতা রয়েছে স্তন্যদানে।

শিশুকে বুকের দুধ খাওয়ানো মাতৃত্বের অহংকার

বিশ্ববিদ্যালয় প্রতিবেদক

প্রকাশিত: ০৮:২৪ পিএম, ০৪ আগস্ট ২০১৬, শুক্রবার

স্বাস্থ্য অধিদফতরের মহা পরিচালক ডা. জীন মুহাম্মদ নূরুল হক বলেছেন, মায়ের দুধ খাওয়া শিশুর অধিকার। আর শিশুকে দুধ খাওয়ানো মাতৃত্বের অহংকার।

শুক্রবার ঢাকা বিশ্ববিদ্যালয়ের চারুকলায় বিশ্ব মাতৃদুগ্ধ সপ্তাহ (১-৭ আগস্ট) উপলক্ষে শিশু-কিশোর চিত্রাংকন প্রতিযোগিতার পুরস্কার বিতরণ অনুষ্ঠানে তিনি এ কথা বলেন।

স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয় ও বাংলাদেশ ব্রেস্টিফিডিং ফাউন্ডেশনের আয়োজনে 'শিশুকে মায়ের দুধ খাওয়ানো : টেকসই উন্নয়নের চাবিকাঠি' শীর্ষক এ চিত্রাংকন প্রতিযোগিতার আয়োজন করা হয়।

অনুষ্ঠানে আরো বক্তব্য রাখেন, বাংলাদেশ ব্রেস্টিফিডিং ফাউন্ডেশনের চেয়ারম্যান এস কে রায় এবং স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়ের যুগ্ম সচিব আব্দুল মালেক।

ডা. জীন মুহাম্মদ নূরুল হক বলেন, সকল মায়ের উচিত শিশুকে দুধ খাওয়ানো। কারণ এর দ্বারা মা ও শিশুর মধ্যকার সম্পর্ক গাঢ়



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Breastfeeding Week begins today

BSS

Breastfeeding Week begins today

The World Breastfeeding Week is being observed in the country as elsewhere in the world from today to create public awareness about the beneficial aspects of breastfeeding, reports BSS. The World Alliance for Breastfeeding Action (WABA) this year will celebrate the week for global action to support women to combine breastfeeding and work with theme 'Breastfeeding: A key to Sustainable Development'. State Minister for Health and Family Welfare Zahid Maleque at a press briefing at the health ministry yesterday said 31 percent newborn deaths can be reduced if mothers breastfeed their babies within an hour after birth. World Breastfeeding Week is celebrated every year from 1 to 7 August in more than 170 countries to encourage breastfeeding and improve the health of babies around the world. President M Abdul Hamid and Prime Minister Sheikh Hasina, in separate messages, yesterday wished success of the week and hoped that the initiative would help build a healthy and intelligent society. According to WABA, whether a woman is working in the formal, non-formal or home setting, she needs to feel sufficiently empowered to claim the right to breastfeed on behalf of both herself and her baby.

BTV talk show

A Talk show in Bangladesh Television (BTV) was held at 30th July 2016, at 8.00 pm for the observance of WBW'16. Honorable State Minister, Md. Jahed Maleque, MP, Ministry of Health and Family Welfare; Sayed Monjurul Islam, Secretary, Ministry of Health and Family Welfare; Prof. Abul Kalam Azad, ADG, DGHS, Dr. A B M Muzharul Islam, Director, IPHN and Line Director of NNS attended the talk show. Dr. S K Roy, Chairperson, Board of Trustees, Bangladesh Breastfeeding Foundation was present as the moderator of the talk show. The talk show was telecasted later on during August.

Press supplement:

For observing BWB-2016, paper supplement containing messages published in 4 newspaper on 2 august 2016 (Annex-)

1. Jono khonto
2. Ittefaq
3. Prothom Alo
4. Asian News



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Inauguration Ceremony

World Breastfeeding week is celebrated every year during 1-7 August in more than 150 countries to encourage breastfeeding for improve the child health and nutrition across the world. The theme of the World Breastfeeding Week in 2016 was Breastfeeding: A Key to sustainable Development”! In ইধহমষধ “শিশুকে মায়ের দুধ খাওয়ানো: টেকসই উন্নয়নের চাবিকাঠি! ”

The glorious inaugural ceremony of the **World Breastfeeding Week-2016** in Bangladesh was held on 2nd August, 2016 at the Osmani Memorial Hall, Dhaka at 11.00 am.

The Honorable Minister, Ministry of Health and Family Welfare Mr. Mohammad Nasim MP, inaugurated the World Breast Feeding Week 2016 as the Chief Guest. While prof. Dr. Deen Mohammad Noorul Huq, the Director General, Directorate General of Health Services, Mr. Mohammad Wahid Hossain NDC, Director General, Directorate General of Family Planning, were present as the Guests of Honor, Ms. Roxana Quader, the Additional Secretary (PH,WHO) MOHFW welcomed the audiences while Dr. ABM Muzharul Islam the Director Institute of Public Health Nutrition (IPHN) and Line Director, NNS and, Professor Dr. SK Roy, the Chairperson, & Board of Trustees of BBF were present as speakers.

The ceremony was chaired by Syed Manjurul Islam, Secretary Ministry of Health & Family Welfare. About one thousand participants attended this ceremony. Representatives from different ministries, medical colleges, professional societies, high officials and other development partners, stakeholders, NGOs, volunteers, students and nurses were present at that inaugural session.

Every participants received IEC material (Cover Folder, Action folder, Poster, Souvinur, leaflet, copy of BMS ACT 2013, etc) & refreshment.



The Honorable Minister, Ministry of Health and Family Welfare (MOHFW) Mohammad Nasim, MP and other distinguish guests are seen on the dais at the inaugural ceremony.



A Section of audience of the inaugural ceremony of WBW'2016

The ceremony started with recitation from the Holy Quran, Geeta, Bible and Tripitak.

Welcome Speech:

Welcoming all the guests, participants at the ceremony, Ms. Roxana Quader, the Additional Secretary MOHFW (PH, WHO) red out the theme of WBW 2016. She mentioned that the Honorable Prime Minister had already been emphasizing on this issue every year since 2009, 2010, 2011 and 2014 during the WBW celebration in Bangladesh. She mentioned that breastfeeding is child's rights. There is no alternative of breast milk for child which meets the essential need of the children and prevent them from various disease and it prevents U5 year death. The overall current situation of breastfeeding has improved in Bangladesh. The present Government firmly beliefs on women empowerment and thus she commented their right to breastfeed their children for six months with an official paid maternity leave. She also added that

Steps has been taken for setting up lactation management center for working mother for breastfeeding at respective working places at both Govt. and non-Govt. Organization though she.

expressed her due concern for lacking of this facility at the NGO level In the working places we should facilitate establishing breastfeeding corner and breastfeeding break. Moreover she added that “We should be aware about breastfeeding which reduces IMR and disease burden. For the



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

promotion, protection and support of breastfeeding we have to work together through a coordinated approach of Inter-ministerial multi sectorial collaboration. Finally she thanked to the ministry of Health and Family Welfare, Institute of public Health (IPHN) and Bangladesh Breastfeeding Foundation (BBF) and relevant organizations for taking up breastfeeding and child nutrition. She also thanked to all the donors and development partners and wished every success of World Breastfeeding Week- 2016.

Key-note presentation:

In the key note speech Professor Dr. S K Roy, Chairperson, Board of Trustees of BBF, expressed his gratitude to the Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare (MOHFW) for inaugurating the World Breastfeeding week 2016 as the Chief Guest, and also to other special guests.

He mentioned that more than 150 countries celebrate the World breastfeeding Week 2016 in the month of August. He shared honorable Prime Minister directives on world breastfeeding week 2009, 2010, 2011 and 2014. Prof. Dr. Roy correctly mentioned that sustainable development goal 17 indicators is essential for breast milk and all the 17 essential indicators of SDG have been included in WBW' s theme of 2016.



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

Prof. Dr. Roy also mentioned the SDG indicators in details to establish its relationship between sustainable with breastfeeding.

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|--|--|--|
| 1. No poverty | 2. Zero hunger | 3. Good health and Well-being |
| 4. Quality Education | 5. Gender Equality | 6. Clean water and Sanitation |
| 7. Affordable and Clean Energy | 8. Decent Work And Economic Energy | 9. Industry, Innovation And infrastructure |
| 10. Reduced Inequalities | 11. Sustainable Cities and Communities | 12. Responsible Consumption and Production |
| 13. Climate Action | 14. Life Below Water | 15. Life On Land |
| 16. Peace And Justice Strong Institution | 17. Partnerships For The Goals | |

Professor Roy also highlighted the objectives of World Breastfeeding Week 2016 too along with the current and past breastfeeding rate's in Bangladesh in referring to BDHS 2014 and pointed out very essential and valuable information of breastfeeding, its benefits, contrary to the negative consequences of breast milk substitutes. He reminded that powder milk may contain microorganism like “Crono bactar Sakajaki, Salmonela & E-coli etc. He re-emphasized Prime Minister’s directives of 2009 again before he thanked finally all the audience on behalf of Bangladesh Breastfeeding Foundation.

Speech of the Honorable Guest DG,FP:

The honorable guest Mohammad Wahid Hossain, NDC, Director General, Directorate General of Family Planning (DGFP) said in his speech about the theme and the objectives of this year of World Breastfeeding Week 2016. Referencing WHO children should fed with “Colostrum” within one hour of birth, exclusive breastfeeding up to six month, and next two years to ensure proper homemade complementary feeding and balanced food properly along with breastfeeding. There is no alternative of breast milk for children. Mother’s milk is the best, it develops child’s

brain, prevent illness and received all essential nutrients. On the contrary if the child is given breast milk substitute, and or bottle feeding it may even cause child death. As per WHO, breast milk substitute or market food contain “Antrabector Sakajaki and salmonella bacteria which occur child’s malnutrition related death 14 times, diarrhea 10 times, pneumonia 15 times.



Honorable Guest Mohammad Wahid Hossain, NDC, Director General, Directorate General of Family Planning (DGFP) is delivering his speech

He added further that more children suffer from diabetes, cardiac disease, cancer who are not breastfeed. Beside these if the mother who didn’t breast fed children increases risks of breast cancer, ovarian cancer in mothers including obesity & or heart diseases.

He shared the active role of the ministry of Health & Family Welfare for population control, reducing infant mortality, and early marriage rates. Finally, he thanked all the audience for joining the inauguration ceremony duly.

Speech of the Honorable Guest DGHS:

The honorable guest DG, DGHS, Prof Dr. Deen Mohammad Noorul Huq, welcoming all guests



and participants of the ceremony explained the theme and the objectives of the WBW-2016. He added that this year world breastfeeding week focuses on 17 sustainable devel

Honorable guest Professor Dr. Deen Mohd. Noorul Huq, Director General, Directorate General of Health Services is delivering his speech

opment goals (SDGs) that Government across the world agreed to achieve by 2030 .The SDGs cover Millennium Development Goals(MDGs) issues on ecology, economy and equity. The new SDGs aspire to tackle root causes of poverty and offer a wider vision of development for every community/ stakeholders in the country. World breastfeeding week 2016 marks a new start for Bangladesh to work hard in hand to hand together achieving sustainable development through the protection, promotion and support of breastfeeding

He also explained how objectives of WABA/World Breastfeeding Week 2016 works;

- To inform people about new Sustainable Development Goals (SDGs) and how their achievement can be facilitated by improved breastfeeding and infant and young child feeding.

- To firmly anchor breastfeeding as a key component of sustainable development.

- To galvanize a variety of actions at all levels on breastfeeding & IYCF in the new area of SDGs.

- To engage and collaborative with a wider range of actors around the promotion, protection and support of breastfeeding.

The DG also mentioned that the current breastfeeding rate in the country is 55 percent which remains a big success, though it was 64 percent in 2011. We need to explore the reason, yet. There is no alternative of breast milk for child nutrition. He also advised the parents to take initiative by themselves for ensuring breast milk for their Children.

He correctly pointed out the findings of a recent publication the Lancet (2015) that the people who were breastfed in the early hood had higher income than those who were not.

Further he added promotion, protection and support of breastfeeding the honorable Prime Minister had emphasized inauguration session of World Breastfeeding Week in 2009, 2010, 2011, and 2014 and gave different directives. The Ministry of Health and Family Welfare there by providing good health care services and increasing the awareness on proper breastfeeding, and complementary feeding including mothers nutrition. Children who are exclusive breastfed saves millions of money as treatment cost as well as exported for feeding substitute milk. Currently under the revitalization of Baby Friendly Hospital initiative (BFHI) a total of 592 breastfeeding corner has been established where in the country the service holding mother breastfed their children knowing correct position and attachment and go for breastfeeding their

infants. Finally, he foresees that one day this country will be one of the best Baby Friendly country established a healthy and wealthy nation.

Speech of the Chief Guest:

Welcoming the audience at first, the Honorable Minister, Ministry of Health and Family Welfare Mohammad Nasim MP, advised for breastfeeding and fed the children & keep them in close contact with mother. He stressed allowing quality time to their children otherwise they will be terrorist. He added that only breastfeeding can save their children from being derailed. If the children are kept under home helper (maid servant) and fed breast milk substitute then there may be a big gap with the children and mother. As a result children might get addicted may come out as a terrorist.

Honorable Minister instructed all the concerned department to establish breastfeeding zone in every hospital ensuring system. Addressing the mother, the honorable Health Minister said “Feed your baby breast milk, only breastfeeding can make bondage between mother and baby “More strongly.”

He suggested the parents to keep close eyes on their children as much as possible so as to safe guard or protect their children from the evil deeds.

He said that Islam is the religion of peace. No religion can support genocide! Who works as terrorist in the name of religion, they are “Swindle”. He advise to the parents “**Love your children & keep close to them**, which result in growing them as good citizen.



The Chief Guest Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare is delivering his speech



Honorable Secretary Mr. Syed Monzurul Islam Directorate of Health & Family Planning is delivering his speech as Chairperson

Speech of the Chair:

Appreciating the presence of all the guest/participants the Secretary, Ministry of Health and Family Welfare Mr. Syed Monjurul Islam welcome them all at the ceremony. Alike all the presented speakers he also shared the benefits of the breast milk and the harmful consequences of the breast milk substitute. Referencing the WHO he mentioned that breast milk substitutes (Powder milk) carry micro-organism which increase the malnutrition related death by 14 times, diarrhoea by 10 times, & pneumonia by 15 times, respectively. He also identified some disease like diabetes, heart disease, and cancer which also remains consequences of feeding of powder milk (Breast milk substitute) to the children. To overcome these problems he advised that the Government, NGOs, private sector international, national, and Professional organization, media and civil- societies should come forward to work together. To reduce infant (IMR) and maternal mortality rate (MMR), early marriage should be stopped and promotion, protection & support of breastfeeding and proper complementary feeding must be followed. Finally he wished good health for all and thanked for attending the inauguration ceremony.

Vote of thanks:

At the end of the ceremony ‘the vote of thanks’ was given by Dr. ABM Muzharul 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-2016. He thanked Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare is giving quality time for inauguration of the World Breastfeeding Week 2016 and delivering his valuable speech as Chief Guest. He also expressed his gratitude for giving the new directions. He thanked Syed Monzurul Islam Secretary, Ministry of Health & Family Welfare for chairing the session and delivering his valuable speech. He thanked Ms Roxana Quader, Additional Secretary MOHFW (PH, WHO) is delivering Welcome speech which was very informative and the informations were valuable. Finally he thanked all the development partners, such as; World Alliance for Breastfeeding Action (WABA), UNICEF, World Health Organization, USAID, Save the Children,



Dr. ABM Muzharul Islam Director, Institute of Public health & Line Director NNS delivering vote of thanks

CONCERN World Wide, BRAC, Water AID, CARE Bangladesh, BKMI Helen Keller International, SPRING & Children’s Health Insurance Program(CHIP), SUCHCHANA, FHi360, World Vision, CSA for SUN, BCSNPN, MAX Foundation, Nutrition Society of Bangladesh (NSB), SHORNOKISHORI Nutrition Foundation of Bangladesh (NFB),IBFAN the representative of both print and electronic Media .

The ceremony was ended followed by the visit of Honorable Health Minister to fourteen Health and Nutrition stalls in fair.

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(CWCH)
4. BRAC
5. Care Bangladesh
6. Family Planning Association of Bangladesh (FPAB)
7. SPRING Bangladesh
8. BCSNPN,
9. Eminence,
10. Max Foundation
11. Nari Maitree
12. Shornokishoree Network Foundation (SKNF),



13. Eminence

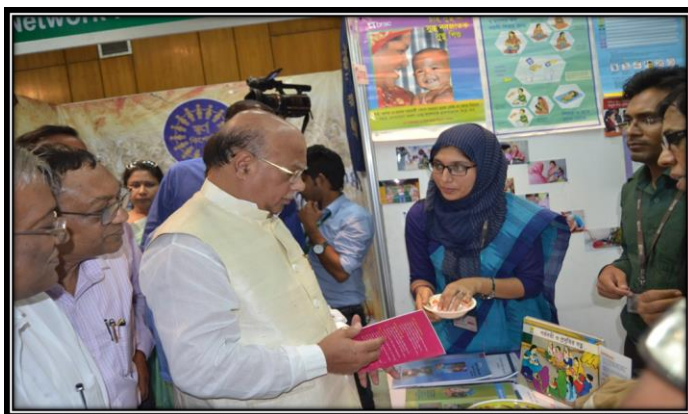




Mr. Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare) is visiting the stalls of Health and Nutrition Fair (IPHN)



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



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



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

All the organizations displayed their IEC materials, nutritious homemade food, footage of their activities etc. BBF displayed their IEC materials, showed television spot on importance of breastfeeding, demerits of BMS products, Adolescent Nutrition, Importance of Complementary feeding and spot on Breast Milk Substitute Act 2013. After the inauguration ceremony Honorable minister, Ministry of Health & Family Welfare and other dignitaries visited the fair.

Media coverage

Electronic media

The inauguration ceremony was broadcasted live by the Bangladesh television, Boishakhi TV, NTV, Desh TV, My TV, Channel 9 and Masranga.

Print media

Daily Ittefaq
Noya Diginto
Amader Shomoy
Shomokal
Jago News 24.com

Besides, the news of the ceremony covered by almost all print and electronic media namely

- Daily Ittefak
- Shomokal
- Amader Shomoy
- Noya Digonto
- Bortoman,
- Alokito Bangladesh
- Bangladesh Protidin

মাতৃদুগ্ধ সন্তান ও মায়ের সম্পর্ক নিবিড় করে

—স্বাস্থ্যমন্ত্রী

■ ইন্তেফাক রিপোর্ট

মাতৃদুগ্ধ সন্তান ও মায়ের সাথে নিবিড় সম্পর্ক তৈরি করে। যা সন্তানকে সঠিকভাবে লালন-পালন করে সূনাগরিক হতে সাহায্য করে। সন্তানের সাথে যদি বাবা-মার সম্পর্ক ছিন্ন থাকে তবে জঙ্গি হওয়ার আশঙ্কা থাকে বলে মতব্য করেন স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয় মোহাম্মদ নাসিম এমপি। তিনি বলেন, সন্তান জঙ্গি হলে সেই জঙ্গিকে লালন না করে গাছ লাগান গাছের পরিচর্যা করুন।

গতকাল মঙ্গলবার রাজধানীর ওসমানী স্মৃতি মিলনায়তনে বিশ্ব মাতৃদুগ্ধ সপ্তাহের উদ্বোধনী অনুষ্ঠানে প্রধান অতিথির বক্তব্যে তিনি এ কথা বলেন। এবছর 'শিশুকে মাতৃদুগ্ধ পান করানো টেকসই উন্নয়নের চারি কাঠি' প্রতিপাদ্য করে স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রণালয়, জনস্বাস্থ্য পুষ্টি

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বিশ্ব মাতৃদুগ্ধ সপ্তাহ উদ্বোধনী অনুষ্ঠানে প্রধান অতিথি মোহাম্মদ নাসিম এমপি।

সন্তানকে বুকের দুধ না খাওয়ালে জঙ্গি হতে পারে

—স্বাস্থ্যমন্ত্রী

শিশুর প্রতিবেদক ■

স্বাস্থ্য ও পরিবারকল্যাণমন্ত্রী মোহাম্মদ নাসিম বলেছেন, সন্তানকে বুকের দুধ খাওয়ালে, কাজে রাখলে তার বেশি বেশি সময় সেরেজার থাকবে। বিশ্বমাতৃদুগ্ধ সপ্তাহ শুরু হওয়ায় মাতৃদুগ্ধ খাওয়ানো জরুরি। একমাত্র বুকের দুধই সন্তানের সঙ্গে মায়ের সম্পর্ক নিবিড় করে। সন্তানকে বুকের দুধ খাওয়ালেই কাছে রাখতে হবে। এটি না করে সন্তানকে বিদেশি খাবার দিয়ে, মায়ের বুকের দুধ থেকে দূরে রাখলে মৃত্যু হতে পারে। গতকাল মঙ্গলবার ওসমানী স্মৃতি মিলনায়তনে বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৬-এর উদ্বোধনী অনুষ্ঠানে প্রধান অতিথির বক্তব্যে তিনি এভাবে কথা বলেন।

শিশুকে মায়ের দুধ খাওয়ানো : টেকসই উন্নয়নের চারি কাঠি— এ প্রোগ্রাম নামে রেখে বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৬ পরিচালিত হচ্ছে। বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৬ চলবে আগামী ৬ আগস্ট পর্যন্ত।

স্বাস্থ্য ও পরিবারকল্যাণ মন্ত্রণালয়ের সচিব সৈয়দ মনজুরুল ইসলামের সভাপতিত্বে অনুষ্ঠানে স্বাস্থ্য বক্তব্য রাখেন মন্ত্রণালয়ের সচিব সৈয়দ মোহাম্মদ আলী।

স্বাস্থ্য ও পরিবারকল্যাণ মন্ত্রণালয় সচিব সৈয়দ মোহাম্মদ আলী।

সমকাল

বুধবার ৩ আগস্ট ২০১৬

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জঙ্গিদের বিরুদ্ধে জনগণ একা গড়ে তুলেছে

—স্বাস্থ্যমন্ত্রী

জঙ্গিদের বিরুদ্ধে জনগণ একা গড়ে তুলেছে। স্বাস্থ্যমন্ত্রী মোহাম্মদ নাসিম এমপি বলেছেন, সন্তানকে বুকের দুধ খাওয়ালে, কাজে রাখলে তার বেশি বেশি সময় সেরেজার থাকবে। বিশ্বমাতৃদুগ্ধ সপ্তাহ শুরু হওয়ায় মাতৃদুগ্ধ খাওয়ানো জরুরি। একমাত্র বুকের দুধই সন্তানের সঙ্গে মায়ের সম্পর্ক নিবিড় করে। সন্তানকে বুকের দুধ খাওয়ালেই কাছে রাখতে হবে। এটি না করে সন্তানকে বিদেশি খাবার দিয়ে, মায়ের বুকের দুধ থেকে দূরে রাখলে মৃত্যু হতে পারে। গতকাল মঙ্গলবার ওসমানী স্মৃতি মিলনায়তনে বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৬-এর উদ্বোধনী অনুষ্ঠানে প্রধান অতিথির বক্তব্যে তিনি এ কথা বলেন।

নয়া দিগন্ত

বুধবার

ঢাকা, ১৯ আগস্ট ১৪৩৬

২৮ শ্রাবণ ১৪৩৬

ও মাস ২০১৬

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মায়ের সাথে দূরত্ব তৈরি হলে সন্তানের মাদকাসক্ত ও জঙ্গি হয়

—মোহাম্মদ নাসিম

বিশ্ব প্রতিবেদক ■

স্বাস্থ্য ও পরিবার কল্যাণ মন্ত্রী মোহাম্মদ নাসিম বলেছেন, মায়ের সাথে দূরত্ব তৈরি হলে সন্তানকে মাদকাসক্ত ও জঙ্গি হতে পারে। বিশ্বমাতৃদুগ্ধ সপ্তাহের শুরুতে মাতৃদুগ্ধ খাওয়ানো জরুরি। একমাত্র বুকের দুধই সন্তানের সঙ্গে মায়ের সম্পর্ক নিবিড় করে। সন্তানকে বুকের দুধ খাওয়ালেই কাছে রাখতে হবে। এটি না করে সন্তানকে বিদেশি খাবার দিয়ে, মায়ের বুকের দুধ থেকে দূরে রাখলে মৃত্যু হতে পারে। গতকাল মঙ্গলবার ওসমানী স্মৃতি মিলনায়তনে বিশ্ব মাতৃদুগ্ধ সপ্তাহ-২০১৬-এর উদ্বোধনী অনুষ্ঠানে প্রধান অতিথির বক্তব্যে তিনি এ কথা বলেন।

Art Competition



Venue: Faculty of Fine Arts, Dhaka University **Date:** 05 August 2016, 3: 00 Pm

As a part of observing the breastfeeding week 2016 “Art competition” as one of the interesting events was organized by the Bangladesh Breastfeeding Foundation on 5th August 2016 at 3:00 pm at the faculty of Fine Arts , Dhaka University. A total of 150 School Children from 12 different schools and various art coaching centers participated in that Competition. The duration of the competition was one hour and thirty minutes



Professor Dr. Deen Md Noorul Huq, Director General, Directorate of Health, Professor, Dr. SK Roy Chairperson BOT, Bangladesh Breastfeeding Foundation, Mr. Mohammed Abdul Malek, joint Secretary, Ministry of Health & Family Welfare, Dr. ABM Muzharul Islam the Director of IPHN and Line Director NNS,

The following were the topics of Art Completion according to various Schooling years.

| Group -----→ | A | B | C |
|-----------------|---------------------|----------------------|-------------------------------------|
| Education level | Class I to Class II | Class III to Class V | Class IV to VI |
| Subject | My Mother | My Mother My World | Harmful effect of Powder Milk (BMS) |



Dr. ABM Muzharul Islam, the Director, Institute of Public Health Nutrition, the Line Director, National Nutrition Service were observing the drawing/paintings by the contestant!

Assistant Professor Dulal Chandra Gain, Drawing & Art department, faculty of Fine Arts DU, supervised and gave direction to the contestant.



Contestant from Group A for play group to class II.

Prize giving ceremony

Professor Dr. Deen Md Noorul Huq, the Director General, Directorate General of Health Services was present as the chief guest at that prize giving ceremony while professor Dr. SK Roy, the chairperson, Board of Trustee, Bangladesh Breastfeeding Foundation and Mr. Mohammed Malek, joint Secretary Directorate of Health & Family Planning Services attended the ceremony as special guests. Dr. ABM Muzharul Islam the Director Institute of Public Health (IPHN) and Line Director, NNS attended by the Chairperson. Finally Dr. Moudud, the Deputy Director, Directorate General of Health Services and the Program Manager, NNS, and Ms.

Khurshid Jahan, Director of BBF were present in the prize giving ceremony, as well.



Associate professor Mohammad Rabiul Islam, pottery & Assistant Professor Dulal Chandra Gain, Drawing & Painting, Faculty of Fine Arts , respectively were the judges in this event to judge the Drawing/paintings drawn by these School going Children.

Welcome Speech:

Welcoming all the guests, contestant and their guardian in that events, Dr. Moudud Hossain Deputy Director, Directorate General of Health Services and Program Manager, NNS shared the theme of WBW 2016 Breastfeeding: A Key to Sustainable Development”! In Bangla (“শিশুকে মায়ের দুধ খাওয়ানো: টেকসই উন্নয়নের চাবিকাঠি”) He emphasized it strongly that there is no alternative of breast milk for child which meets all the essential requirements of the children towards preventing them from various disease.& keeping them healthy and well nourished!



Welcome Speech by Dr. Moudud Hossain



Audience

Professor Dr. Deen Md Noorul Huq, Director General, Directorate of Health, Professor is delivering his speech as the honorable chief guest.

The honorable Chief Guest the Director General, Directorate of Health Services, Prof Dr. Deen Mohammad Noorul Huq, welcomed all the guests and participants at the ceremony explaining the theme and objectives of WBW-2016, he highlighted the benefits of breast milk and warned about the harmful effects of powder milk. In his well informative speech he explain to the mother on the position and attachment of breastfeeding, explaining that breast milk is the best food which contains all the six essential nutrients. Breast milk contains DHA which support in increasing the cognition and intellectual level & growth of the child. He appropriately mentioned that “He was exclusively breastfeed up to six months. And then continued and then continued for two years including proper homemade complementary feeding, that’s why he is taller.



Professor Dr. S K Roy, the Chairperson, Board of Trustees, BBF

The special guest Professor Dr. S K Roy, the Chairperson, Board of Trustees, BBF, expressed his gratitude to the guests, contestants, their guardian and the judges of the events. Professor Roy also highlighted the objectives of World breastfeeding week -2016 along with a comparison on the current and past breastfeeding rates in Bangladesh referring to BDHS 2014. He pointed out an invaluable information on breastfeeding, its benefits, and negative consequences of breast milk substitutes (Powder Milk). Mr. Mohammed Abdul Malek, the joint Secretary Ministry of Health and Family Welfare of Health & Family Welfare addressed to the audience and contestant as special guests. He said that the topic of the art competition was very creative and relevant. He added that through this competition the contestants and their guardian had been ahead to learn important message on the usefulness of breastfeeding and infant and young child feeding. Dr. ABM Muzharul Islam the Director, Institute of Public Health and Nutrition (IPHN) and the Line Director, National Nutrition Service delivered his speech as the chair of the event. He expressed his satisfaction on the presence of huge number of contestant's participation. He also praised the selection of topics which relevant to WBW 2016, As the Director, BBF, Ms. Khurshid Jahan announced the name of the winners, crests and certificates were distributed among the winner's by the chief guest Dr. Deen Mohammad Noorul Huq. In addition certificates were given to all the participants who took part in that competition of drawing/painting.



The winner of Group obtaining the 2nd prize from group A: receiving crest from the Chief guest Dr. Deen Mohammad Noorul Huq.

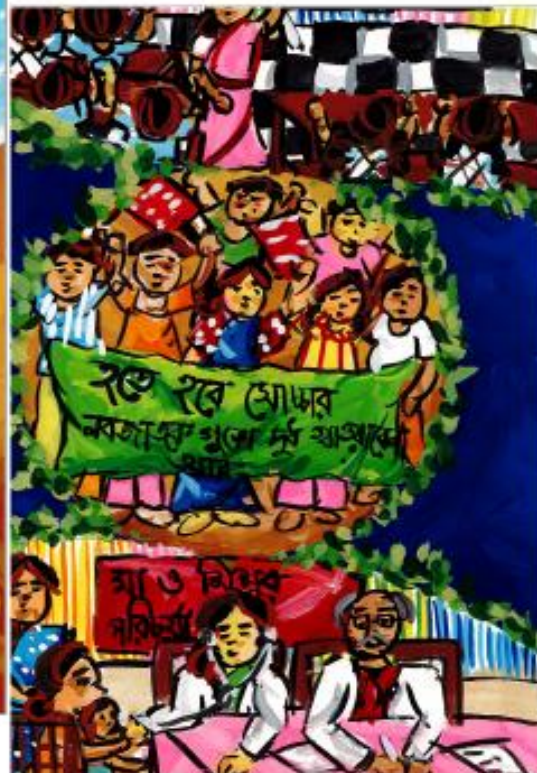


Painting by 1st winner

The winners were given the prizes & certificates. In addition, all the contestants were given certificates of participation. Finally, with the vote of thanks to all the audiences and participants given by the Director, BBF, then the event was closed.



Few pictures drawn by the children



Rally & Discussion Meeting in Division level

1. Khulna Division

| | |
|--------------------------------|---|
| Name of Event: | Rally and Discussion Meeting on World Breastfeeding Week 2016 |
| Venue: | Director Health Office, Khulna |
| Type of Events: | 1. Rally 2. Discussion Meeting |
| Organized by: | Director Health office, Khulna |
| Supported by: | Bangladesh Breast Feeding Foundation. |
| Number of Participants: | 47(All Staffs in Divisional Director Health office Khulna) |
| Date | Thursday 03th August 2016. 3:30am-5:00pm |

1. **Guest in inauguration:** Dr.Md.Masum Ali (Director) Health,Khulna Division,Khulna.
2. **Chief guest:**Dr,Morshed Ahmed,Divisional Co-Ordinator,WHO, Khulna.
3. **Special guest:** Dr.Md.Abul Naser, Assistant Director (Administration), Director (Health), Khulna
4. Dr.AS.M.Nazmul Ahsan,Health Officer,Unicef,Khulna.
5. Dr.Md.Abul Kalam Azad, Divisional Co-Ordinator,Brac, Khulna.
6. Dr.Sufia Khatun,Port Health Officer,Khalispur,Khulna.
7. Md.Jubayer Hossain,Assistat Chief (M.I.S) Director (Health),Khulna Division,Khulna.

1. Dr,Morshed Ahmed,Divisional Co-Ordinator,WHO, Khulna

Breastfeeding promotion began in Bangladesh in the early 1980's and World Breastfeeding Week (1-7 August) has been observed since 1992.Theme of this year's World Breastfeeding week is "Breastfeeding: A key to Sustainable Development" which responds to the current Millennium Development Goals countdown process by asserting the importance of increasing and sustaining the protection,promotion and support of Breastfeeding in the post of 2016 agenda.It also reflects World Health Organization's (WHO) commitment to Women and Children's health and nutrition.

At first they thanks BBF to organized a beautiful program .They say that Bangladesh has shown great progress in reducing malnutrition and promoting exclusive breastfeeding rate from 42% (BDHS 2004) to 64% (BDHS 2011) .They are delighted to be celebrating World Breastfeeding Week 2016 in Bangladesh. They say that Breastfeeding is a natural and low-cost way of feeding babies and children .Breastfeeding and good quality complementary foods significantly contribute to the mental and cognitive development of children and thus promote learning. Breastfeeding has repeatedly been shown to be the single most effective way to prevent infant death. it plays a major role in children's health and development and significantly benefits the health of mothers.



2. Rajshahi Division

| | |
|--------------------------------|---|
| Name of Event: | Rally and Discussion Meeting on World Breastfeeding Week 2016 |
| Venue: | Director Health Office, Rajshahi |
| Type of Events: | 1. Rally 2. Discussion Meeting |
| Organized by: | Director Health office, Rajshahi |
| Supported by: | Bangladesh Breast Feeding Foundation. |
| Number of Participants: | 140 |
| Date | Thursday 04th August 2016. 09:00am-12:00pm |

Discussion Meeting

A discussion meeting held on World Breastfeeding Week 2016 at the Office of Director health, Rajshahi. Representatives from different sectors were present there.

Special Guest: Lutfunnesa, Assistant Director (Nursing), Director (Health) Office, Rajshahi.

At the discussion meeting the honorable Special Guest Lutfunnesa, Assistant Director (Nursing) given the greetings of World Breastfeeding Week to all. She said Nurses are playing important role to breastfeed the babies all over the country because a mother can not feed her baby with proper attachment and position. She also said recently the BFHI training has completed at every hospital so all nurses know the technique of attachment and position. If a Nurse practices these at postnatal room we can get a good result soon. At last she requested to all nurses don't receive gifts from BMS Company.

Special Guest: Dr. Md. Kamaruzzaman, Divisional representative (Rajshahi), WHO.

At the discussion meeting the honorable Special Guest Dr. Md. Kamaruzzaman, Divisional representative from WHO said, there is no substitute of Breast Milk to make a nation intelligent, healthy and taller. He said if we can provide proper CF to children we can make a healthy family. If you want to make your baby intelligent, there is no substitute of EBF, because only mother's milk has the DHA to develop the brain. He also said if you give your child only two years you must get a healthy and intelligent child. He said let's say together

1. We will answer the EIB within one hour.
2. Ensure the EBF
3. Ensure the CF with home based food properly.

Special Guest: Dr. Md. Iskender Ali, Assist. Director (Dental), Director (Health) Office, Rajshahi.

At the discussion meeting the honorable Special Guest Dr. Md. Iskender Ali, A. D (Dental) discussed about the importance of Breast Milk is uncountable. He said early initiation of Breast feeding can reduce 31% infant mortality. Breast Milk has enough protein, Vitamin (A, B12, E, Zink and GA) these prevent diseases EIB helps to stop the bleeding after delivery. He also said EBF works as natural contraceptive. At last he gives thanks to BBF and he will help BBF in future.

Chief Guest:

Dr. Ashish Kumar Saha, Director (Health), Rajshahi Division, Rajshahi.

At the discussion meeting the honorable Chief Guest Dr. Ashish Kumar Saha, Director (Health), Rajshahi Division, Rajshahi, He discusses the importance of Breast Milk and complementary food. In this discussion meeting he says everybody that we have to ensure the babies right in Rajshahi Division. He also says we have to ensure that Nestle Company can't make their breastfeeding corner to all government and non government institutions. He added that babies get nutrition and proper food after taking breast milk. Breast Milk ensures health development and proper livelihood. It helps to gain education and economic development. Giving breast milk to babies instead of others food helps environment cleanness and sustainable. He also says in 2009 when the prime minister of Bangladesh inaugurated WBW, then it celebrates by the support of Bangladesh govt. He added that we have known the importance of breast milk from this meeting. Specially I will request everybody we spread these which we have learnt from this meeting. He added that the logistics which are given you , you will read properly them and know a lot of from them. It will help your life. At last he says you will help to implement the goals of WBW-2016.

Rally

A Rally held on World Breastfeeding Week 2016 in front of the Office of Director health, Rajshahi. Representatives from different sectors were present there. The Rally passed the main roads of Rajshahi city and ended in front of the office of Director (Health), Rajshahi.

Thanks Giving

The Chief Guest and Special Guest given special thanks to BBF for supporting these kind of program to celebrate World Breastfeeding week 2016 at Director (Health) office of Rajshahi Division.

Program Snapshots



Rally of WBW – 2016 at Director (Health) in Rajshahi



Welcome Speech by Palash Kumar Majumder, DO, BBF Special Guest, Dr. Md. Kamaruzzaman, Divisional
, representative (Rajshahi), WHO

3. Sylhet Division

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|--------------------------------|---|
| Name of Event: | Rally and Discussion Meeting on World Breastfeeding Week 2016 |
| Venue: | Director Health Office, Alampur, Sylhet. |
| Type of Events: | 1. Discussion Meeting 2. Rally |
| Organized by: | Bangladesh Breastfeeding Foundation (BBF). |
| Number of Participants: | 25 |

Discussion Meeting

A discussion meeting held on World Breastfeeding Week 2016 at the Office of Director health, Alampur, Sylhet. Representatives from different sectors were present there.

Chief Guest: Dr. Gour Moni Sinha, Director Health, Sylhet Division.

At the discussion meeting the honorable Chief Guest described various aspects of Breastfeeding along with its importance. He said, Breastfeeding is in many ways linked with nutrition and food security, health, development, survival, and the achievement of full educational potential and economic productivity. Breastfeeding is an environmentally sustainable method of feeding compared to other substitutes. Linking breastfeeding with sustainable development is relevant and inclusive, as it enables the breastfeeding movement to connect with many other development issues over the next fifteen years to create greater impact globally.

Special Guest: Ela Rani Shaha, Assistant Director (Nursing), Sylhet Division.

At the discussion meeting the honorable Chief Guest said that, Breast milk contains all the nutrients needed by children in the first six months of life. Supplementing breast milk before six months is discouraged because it increases the likelihood of contamination, and hence risk of diarrhea. Beyond the immediate benefits for children, breastfeeding contributes to a lifetime of good health. Adolescents and adults who were breastfed as babies are less likely to be overweight or obese. They are less likely to have type-II diabetes and perform better in intelligence tests. Not only children, breastfeeding had also benefited mothers. Exclusive breastfeeding is associated with a natural (though not fail-safe) method of birth control (98 percent protection in the first six months after birth). It reduces risks of breast and ovarian cancer and postpartum depression. Let's echo with and promote breast milk - the first food the first right on earth.

Rally

A Rally held on World Breastfeeding Week 2016 at front of the Office of Director health, Alampur, Sylhet. Representatives from different sectors were present there.

Thanks Giving

The Chief Guest and Special Guest given special thanks to BBF for arranging these kind of program to celebrate World Breastfeeding week 2016 at Director Health office of Sylhet Division.

Program Snapshots



4. Barisal Division

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| Name of Event: | Rally and Discussion Meeting on World Breastfeeding Week 2016 |
| Venue: | Director Health Office, Barisal |
| Date: | 03 August 2016 Time: 09.00 AM-11:30 AM |
| Type of Events: | 1. Discussion Meeting 2. Rally |
| Organized by: | Bangladesh Breastfeeding Foundation (BBF). |
| Number of Participants: | 37 Persons (All staffs of in Divisional Director Health Office) |



Speech:**1. Chief Guest:**

Dr.Mahabubur Rohman, Deputy Director, Divisional Office (Health) ,Barisal.

Breastfeeding promotion began in Bangladesh in the early 1989's and World Breastfeeding Week (1-7 August) has been observed since 1992. Theme of this year's World Breastfeeding week is "Breastfeeding: A key to Sustainable Development" which responds to the current Millennium Development Goals countdown process by asserting the importance of increasing and sustaining the protection, promotion and support of Breastfeeding in the post of 2016 agenda.

2. Special guest:

Dr.Bashudev Kumar Dash, Assistant Director (Administration) ,Director (Health) ,Barisal. At first they thanks BBF to organized a beautiful program. They say that Bangladesh has shown great progress in reducing malnutrition and promoting exclusive breastfeeding rate 55%. They are delighted to be celebrating World Breastfeeding Week 2016 in Bangladesh. They say that Breastfeeding is a natural and low-cost way of feeding babies and children .Breastfeeding and good quality complementary foods significantly contribute to the mental and cognitive development of children and thus promote learning. Breastfeeding has repeatedly been shown to be the single most effective way to prevent infant death. it plays a major role in children's health and development and significantly benefits the health of mothers.

Speech:

Chairperson of this Program Dr.Binoy Krishna Biswas, Director (Health) Barisal Division, Barisal. At first he thanks BBF celebrate WBW

Program Photos



5. Rangpur Division

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|-------------------------|---|
| Name of Event: | Rally and Discussion Meeting on World Breastfeeding Week 2016 |
| Venue: | Director Health Office, Rangpur |
| Date: | 04 August 2016 9:00am to |
| Type of Events: | 1. Discussion Meeting |
| | 2. Rally |
| Organized by: | Bangladesh Breastfeeding Foundation (BBF). |
| Number of Participants: | 26 |

Meetings' Discussion

WBW-2016 ceremony at Rangpur Divisional level was held in Divisional Director (Health) office. In this meetings' always expresses on advantages of breastfeeding. This breastfeeding give first immunization to a baby, not only that it also provides immunity systems. As a result clearly declared that breast milk is help to a baby for good cognitive development. And this cognitive development creates sustainable development.

In this meetings, here present-

1. Dr. Md. Muzammel Hossain, DD Health, Rangpur.
2. Dr. Himansu Lal Roy, Civil Surgeon, Rangpur.
3. Dr. Md Amirujjaman, Deputy Civil Surgeon, Rangpur.
4. Dr. Afjal Hossen, UH&FPO, Sadar Upozilla, Rangpur
5. Abu Ahmed Abdullah, Nutrition Consultant At UNICEF.

Speech of the Chief Guest:

Dr. Md. Muzammel Hossain, DD Health was given the 1st speech on this WBW-2016 program. Breastfeeding is very big effective and cost efficient ways to ensure good child health. And this breastfeeding reduce mortality rate. Breast milk consists by very vital nutritious elements which provides children's good health, good physical growth, well brain development. As a result breast milk helps prevent against illness, protect from many common diseases, and those child were found to have higher incomes group. Again this breastfeeding is also helps to mothers' from many conditionally-as a natural birth control and reducing the likelihood of breast cancer and ovarian cancer. Bangladesh Breastfeeding Foundation mostly creates achievement by this program. So heartfelt thanks to BBF for organizing such type of programs.

Speech of the Guest:

Dr. Himansu Lal Roy, Civil Surgeon, was given the 2nd speech on this WBW-2016 program. Everybody knows that about important of breast milk & breast feedings. Breast milk supplies perfect nutrients to a baby. Breast milk easily digestive also efficiently used. Children's' perform better on intelligence test. Breast milk helps to a baby from diseases, protects a baby against infections. Also breast feeding helps development and bonding close, loving relationship between mother & baby. So every hospital should be needed to done baby friendly. When baby get proper breast milk and this baby will be grow up perfectly by the all sides. Country will be getting good performances of child who creates good development. So told that, countries successes' totally depends on breast milk. Have to need together with make team for work to get

success. Should be give information delivery on disadvantages of powder milk. Try to stop imports powder milk. Should be implements BMS Act-2013 law.

Rally:

World Breastfeeding Week 2016 rally held at the premise of the Office of Director health, Rangpur.

Vote of thanks

Guests' given special thanks to BBF for their arranging program to celebrate World Breastfeeding week 2016.

Program Snapshots



6. Chittagong Division

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| Name of Event: | Rally and Discussion Meeting on World Breastfeeding Week 2016 |
| Venue: | Director Health Office, Alampur, Sylhet |
| Date: | 07 August 2016 |
| Type of Events: | 1. Discussion Meeting |
| | 2. Rally |
| Organized by: | Bangladesh Breastfeeding Foundation (BBF). |
| Number of Participants: | 25 |

In Chittagong Divisional level WBW-2016 ceremony was held in Divisional Director (Health) office conference room, Dr. **Ala Uddin Mazumder, DD Health, Chittagong**, was present as special guest.

Guest of Honor:

1. Dr. Murshid Ara Begum, Superintend, Chittagong General Hospital,
2. Dr. Md. Abdur Rahim, AD (Admin), DD Health,
3. Dr. Azizur Rahman, CS, Chittagong,
4. DR. Shankar K Gosh, Senior Consultant (Pead), Chittagong General Hospital,
5. Dr. Asifa Ali, Junior Cons.(Gyne), Chittagong General Hospital,
6. Dr. Ubasui Chowdhury, Nutrition Officer, UNICEF.

Speech of the chief Gust

At this session, Honorable DD Health gave valuable speech. He said that Breast feeding is very important for both baby and the mother. It is very important for our country too. If we want to save our future nation and a healthy, prosperous and development society breast feeding is very important. We have a new goal, this year w are lucky w can learn how breastfeeding can help for accelerate the goal. We are eagerly waiting for sustainable development., We want Bangladesh Breastfeeding Foundation go ahead with its mission and vision, and we will support the organization. We know if we want to get an excellent child protection law according to breastfeeding but we can apply it in the field, w hop Civil Surgeon of Chittagong help us for Mobil Court.

Speech of Guest of Honor:

Guest of honor Dr. Ubasui Chowdhury representative UNICEF present in this program, h thanks to BBF for arranging this. H said very indicators of Halth Chittagong Division are fewer performers than the national. In the Nutrition sector w work for change the situation, our Gov't part should more committed.

Rally

A Rally was held on World Breastfeeding Week 2016 at the premise of the Office of Director health, Chittagong. Representatives from different sectors were present there.

Thanks Giving

The Chief Guest and Special Guest given special thanks to BBF for arranging these kind of program to celebrate World Breastfeeding Week 2016 at Director Health office of Chittagong Division.

Program Snapshots





Brief Report of the Seminar with Parliamentary Standing Committees

In Bangladesh, World Breastfeeding Weeks (WBW) are being celebrated since 2010 at national level from 1st to 7th August in every year. The celebration of this week is considered as a key responsibility of MoHFW of the Government of Peoples' Republic of Bangladesh. As breastfeeding is a viable cost-effective investment for the future generation for its impact on the society for attaining Sustainable Developing Goals (SDGs). Therefore, the theme of the World Breastfeeding Week in 2016 entitled as Breastfeeding: A Key to sustainable Development"! In Bangla “শিশুকে মায়ের দুধ খাওয়ানো: টেকসই উন্নয়নের চাবিকাঠি!”.

In the present year, an innovative attempt has been taken by the MoHFW to organize a seminar with the participation of the respected members of Parliamentary Committees from different nutrition sensitive and nutrition specific sectors. The seminar was organized by IPHN and BBF with the financial support from UNICEF.

The aim of the seminar was to protection, promotion & support of Breastfeeding towards



attaining Sustainable Development Goals (SDGs) with the support from the honorable

The Honorable Minister, Ministry of Health and Family Welfare (MOHFW) Mohammad Nasim, MP and Honorable Deputy Speaker, Md. Fazle Rabbi Miah are seen on the dais

Parliament Members

(MPs). The seminar with the Parliamentary Committees was held in a gorgeous way on 1st September, 2016 in Hotel Le Meridien, Dhaka at 12.00 PM.

The honorable Minister, Ministry of Health and Family Welfare, Mr. Mohammad Nasim MP was the chief guest of the seminar and honorable Deputy Speaker, Md. Fazle Rabbi Miah was the chairperson. MPs from around twenty parliamentary committees with a good number of women member of the parliament attended the seminar. Honorable former minister, Ministry of Health and Family Welfare, Dr. A.F.M. Ruhul Haque and Honorable State Minister, Ministry of Local Government, Rural Development and Co-operatives, Mr Md. Mashiur Rahman Ranga was also took part in the seminar. Other than that, Honorable delegates form DGHS, DGFP, IPHN, BBF and UNICEF were also attended the session. More than one hundred participants attended this meeting in a cheerful manner with a voluntary attitude of the Honorable MPs and other delegates. Professor Dr. S. K. Roy and Dr. ABM Muzharul Islam, Director, IPHN & Line Director, NNS facilitated the whole seminar.

The seminar was focused towards the MPs as the elected local level representative with other emissaries from Ministry of Health and Family Welfare and stakeholders who works for the promotion of breastfeeding as well as complementary feeding. Approach of the seminar was mostly participatory which was chaired by the Honorable Deputy Speaker of the Parliament of Bangladesh. The ceremony started with the recitation from the verse of the Holy Quran mentioning about breastfeeding and its importance. Every participants received IEC material (Cover Folder, Program of the seminar, objective of the seminar, leaflet, PPT of the key-notes, copy of BMS ACT 2013, policy brief on breastfeeding week, Souvinur etc) & refreshment.



A snapshot of the audience in the seminar with the member of parliamentary committee

Welcome Speech

Welcome speech of the seminar was presented by Mr. Biman Kumar Saha, Additional secretary (Secretary in charge), MOHFW. He stated that, Bangladesh is a country of high population density could be and this huge mass of people could be converted as the asset of the nation by ensuring appropriate breastfeeding practice. He also mentioned about the importance of breastfeeding with some scientific evidenced to develop IQ level of a child 2.6 times more than the non-breastfeed children. The secretary identified breastfeeding as the fruitful appliance for building good future generation with sound health and good human being with less disease burden. Proper IYCF practice has been proven to be beneficial for both the mother and children as well by means of practicing exclusive breastfeeding for six months of the children followed by complementary feeding up to two years of life. In this occasion, he also praised honorable Prime Minister for the establishment of local level health care facilities like community clinics (CCs) to improve the accessibility at the health and nutritional services for the people at the grass-roots level.



Mr. Biman Kumar Saha, Secretary in charge, MoHFW is delivering his welcome notes

He also added that the local level MPs could play a vital role as the influential person in the committee of the local level health care facilities for the sake of achieving the challenge of the upcoming SGDs. Lastly the honorable secretary urges everyone to be more proactive for taking measures against breastmilk substitute and the violation of BMS laws thus positively approached that, people of Bangladesh is largely ethnically homogeneous who could be easily be motivated for appropriate breastfeeding practice. Finally he welcomed the honorable guest for their attendance and gave them thanks from the MOHFW then acknowledged the organizer for this great attempt.

Key-note presentation

In the key note speech, Ms. Roxana Quader, Additional Secretary MOHFW (PH, WHO) expressed her gratefulness to the Honorable Minister Mohammad Nasim MP, Ministry of Health and Family Welfare (MOHFW) for consenting for this seminar with the member of parliamentary committee. She was focused on the following expectations from the MPs which were considered as the objectives of the seminar:

1. Provide recommendations to accelerate necessary action and fund allocation from the respective ministries for the protection and promotion of breastfeeding, home-made complementary foods and maternal nutritional care.
2. Creation of mass awareness among people at the local level through the MPs in their respective areas by disseminating prudent benefits and practice of breast feeding and appropriate home-made diversified complementary foods up to six months.

- The respected MPs can daunt to discourage using powder milk/ breast milk substitutes & other commercially manufactured complementary foods and related accessories thus encourage their electoral voters/members by leading the implementation and measures



Ms. Roxana Quader, Additional Secretary MOHFW (PH, WHO) is giving her Key-note speech



Deliberation of the theme of the seminar presented by Professor Dr. S K Roy, Chairperson, Board of Trustees of BBF

against violation of the BMS act 2013.



Police Super Jhalakathi was present as a special guest in the events of Jhalakathi district. Deputy Director – Family Planning was present as a chief guest in the district of Patuakhali and Jhalakathi. A rally marched to the important roads of city with colorful caps, Placard and Banner and wearing T-shirt containing message of breastfeeding week. After the rally a discussion session held in the conference room of respective Civil surgeon offices. Representatives from USAID’s SHIKHA project shared the activities of the project to promote breastfeeding practices. Festoons with different messages on Breastfeeding were provided from SHIKHA project to decorate the conference room of civil surgeon offices. The theme of breastfeeding: **Key to Sustainable Development** was the main discussion point in the meeting and the relevant slogan were made during rally. However, in the meeting the issues were discussed about ensuring the breastfeeding corners in all GO and NGO offices including maintaining all existing breastfeeding corners, citizen’s responsibility to increase the rate of breastfeeding, sharing the importance of breast feeding to each other and giving emphasis to ensure maternal leave and use them properly.

Total in five locations the breastfeeding discussion and then rally starts which are included the Civil Surgeon offices of Barisal, Jhalakathi, Bhola, Patuakhali and Satkhira district.

Participants Attended:

Total 1085 participants were attended in the breastfeeding discussion and rally, among them 51% male and 49% female were attended in the events. The below table highlights the district wise participants attended in breastfeeding discussion.

| District | Male | Female | Total |
|------------|------|--------|-------|
| Jhalokathi | 112 | 76 | 188 |
| Bhola | 88 | 116 | 204 |
| Patuakhali | 75 | 127 | 202 |
| Barisal | 165 | 92 | 257 |
| Satkhira | 115 | 119 | 234 |
| Total | 555 | 530 | 1085 |

Representative from Government and NGOs office:

| District name | Date of event | Presided by | Chief guest | Special guest |
|---------------|---------------|--|-------------|---------------|
| Barisal | 01/08/2016 | Dr. A.F.M. Shafiuddin, Civil Surgeon Barisal | - | - |
| Bhola | 03/08/2016 | Dr. Farid Ahmed, Civil Surgeon Bhola | - | - |

| | | | | |
|------------|------------|---|--|-------------------------------|
| Jhalakathi | 03/08/2016 | Dr. Abdur Rahim, Civil Surgeon Jhalakathi, | Ferdousi Begum, Deputy Director Family Planning, Jhalakhati | Police Super of Jhalakhati |
| Patuakhali | 03/08/2016 | Dr. Md. Selim Miah, Civil Surgeon Patuakhali | Peyara Begum, Deputy Director Family Planning | - |
| Satkhira | 03/08/2016 | Dr. Utpal Kumar Debanath, Civil Surgeon Satkhira | | Divisional Manager, WHO |

The representative from NGOs and UN Agencies i.e. FHI360 SHIKHA project, BRAC, PROOFS, SPRING-Bangladesh, World Vision, FPAB, Marie Stopes, Surjer Hasi, MaMoni HSS Project, Unicef, SDF, WHO and GAVI were attended in district level discussion and rally as well.



Rally held in Barisal, Led by Civil Surgeon, Barisal & Discussion session held in Barisal on 1 August 2016



Discussion Session held in Jhalakathi on 3 August 2016



Discussion Session held in Satkhira on 4 August 2016 Rally held in Patuakhali on 3 August 2016



A discussion session held in Patuakhali on 3 August 2016

WBW'16 observation by the Medical College Hospitals

The World Breastfeeding Week 2016 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.

A total of sixteen (16) Medical college Hospitals, 14 Medical College, eight (08) other Hospital eight (08) educational Institute, Sixty four (64) Zilla sodor Hospital/ office of civil surgeon, 489 UPazilla Health Complex Office (UHFPO), 4550 Union Parishad & 13,628 community clinic were observed World Breastfeeding Week 2016 where IEC materials were supplied from the BBF

Sponsors for the observance of WBW-2016.

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

List of Sponsors for the observance of the WBW'16

UNICEF

WHO

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Fhi 360

World Vision

CSA Sun

BCSNPN

Max Foundation

Nutrition Society of Bangladesh

Nutrition Foundation of Bangladesh

Shirnokishori Network Foundation

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

Annexure 1

List of Participants with their details who attended the Inauguration ceremony of WBW 2016:

62. Ministry of Education
63. Ministry of Finance
64. Ministry of Commerce
65. Ministry of Health and Family Welfare
66. Ministry of Local Government and Rural Development & Co-operatives
67. Ministry of Housing and Public Works
68. Ministry of Environment and Forest
69. Ministry of Education
70. Ministry of Law, Justice and Parliamentary Affairs
71. Ministry of Education
72. Ministry of Women and Children Affairs
73. Ministry of Home Affairs
74. IPH
75. IPHN
76. BBF
77. DGHS
78. Community Clinic
79. EPI
80. CARE Bangladesh
81. DAM
82. NIPSOM
83. DGFP
84. BNNC
85. PKSF
86. BKMI and BCCP
87. Engender Health
88. Eminence
89. RTM
90. BAPA
91. BAPSA
92. Nari Moitree
93. CWFD
94. Radda MCH-FP Centre
95. Swanirvar Bangladesh
96. UTPS
97. BAMANEH
98. BPMPA
99. BMA

100. OGSB
101. ICMH
102. Max Foundation
103. KMSS
104. CIDA
105. DNCC
106. UNICEF
107. WHO
108. UNDP
109. UNFPA
110. Save the Children
111. Plan International Bangladesh
112. SHIKHA Project, FHI 360
113. THAN
114. SPRING/Bangladesh
115. FAO
116. WFP
117. Icddr,b
118. BRAC
119. NSU
120. Primeasia University
121. NHSDP
122. MI
123. Caritas Bangladesh
124. HKI
125. YWCA
126. CWCH
127. IPHN & NNS
128. MCHTI
129. FMSTC
130. DGFP
131. NIPORT
132. PPD
133. World Vision Bangladesh
134. 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