

क. श्रीनिवासुलु
संयुक्त सचिव
K. Sreenivasulu
Joint Secretary



भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001
GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT
SHASTRI BHAWAN
NEW DELHI-110 001 (INDIA)
Ph. : 91-11-23384578 23387683
Fax : 91-11-23384459 23070479
E-mail : kareti.sreeni@nic.in

D.O. No. 4/3/2014-ND/I&E

Date: 17.07.2014

Dear Madam/Sir,

As you are aware, every year the first week of August is celebrated as World Breastfeeding Week (WBW) to focus attention on important aspects of protection, promotion, and support of breastfeeding. This year World Breastfeeding Week 2014 (1-7th August) will be observed on the theme "**BREASTFEEDING: A Winning Goal - for Life!**" The theme responds to the Millennium Development Goals countdown by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding and engaging as many groups, and people of various ages as possible. To Protect, Promote and Support breastfeeding is a vital, life-saving goal and with this you can contribute to each of the MDSs in a substantial way.

2. Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival. The optimal infant feeding practices like initiation of breastfeeding within one hour of the birth and exclusive breastfeeding for first six months, and continued breastfeeding for two years or beyond together with adequate, appropriate and indigenous complementary feeding from six months of age are effective in reducing malnutrition as well as poverty. A united effort and concerted effort is needed to help infants and mothers achieve optimal health and wellness. In India suboptimal breastfeeding is major cause of diarrhoea, pneumonia and newborn infection, which are major killers of children.

3. The National Guidelines on Infant and Young Child Feeding 2006 and policies like Maternity Benefit Act, 1961 are important to enhance breastfeeding and exclusive breastfeeding for six months. Strict implementation and amendment of IMS Act both in letter & spirit is a must for reducing child morbidity and mortality promoting integrated early child development. The IMS Act has been enacted and

amended, we need to be vigilant and proactive in promoting and protecting the breastfeeding safeguarding infant feeding from commercial influence.

4. The States have always taken keen interest to celebrate World Breastfeeding Week. In this regard, I request all the State/UTs machineries, particularly ICDS, Health, PRIs and community based organizations to celebrate World Breastfeeding Week and disseminate information and reach out to mothers for achieving optimal breastfeeding.

5. Also, the Food and Nutrition Board of this Ministry, through its Community Food and Nutrition Extension Units (CFNEUs) located in 29 States/UTs will be organizing State level Symposium, Awareness Generation Camps, Exhibitions etc. during World Breastfeeding Week 2014 (1-7th August) with a view to create awareness on these vital issues amongst the people.

6. Your active support in promoting the cause of Infant and Young Child Nutrition will go a long way in accelerating reduction in malnutrition and Infant Mortality Rate in the country.

7. Suggestive plans of actions separately for different target groups (Annex I) and at the Anganwadi Centre under ICDS (Annex II) has also been attached for your ready reference. A report on action taken along with photographs and other documentation may be shared with the Ministry.

With warm regards,

Yours sincerely,


(K. Sreenivasulu)

To,

✓ All States/UTs Secretaries
Ministry of Health and Family Welfare
Ministry of Panchayati Raj for necessary action

Copy to: All Regional DTAs (FNB)

Encl: as above

Suggestive plan of activities to be organized during the World Breastfeeding Week 1-7th August, 2014

Theme: "Breastfeeding: A winning goal – for life"

Sl. No.	Theme	Activity	Reference Material	Target Group
1.	Breastfeeding promotion through ICDS Breastfeeding promotion through Health System Institutional delivery (Ministry of Health and Family Welfare's Guideline)	Orientation by District/State Officials of ICDS and NRHM	Broad Framework of implementation ICDS Mission (wcd.nic.in) NRP – poshan.nic.in Enhancing optimal infant and Young Child Feeding Practices (Guidelines by MoHFW)	DPOs CDPOs BMOHs LHVs ICDS Supervisors School Teachers and any Others
2.	Role of Anganwadi Workers in breastfeeding promotion. (Preparing pregnant mothers for breastfeeding, counseling and follow up after delivery)	Orientation by CDPOs/ICDS Supervisors/NGOs	Available literature on breastfeeding (Poshan.nic.in)	AWWs, AWHs
3.	Effective implementation of the Infant Milk Substitutes, Feeding bottles, and Infant Foods (IMS Act) by discouraging mothers/caregivers from using commercial breast milk substitutes and feeding bottles, Promotion of IMS Act.	Sensitization by Block ICDS and NRHM Officials	1. National Guidelines of infant and Young Child Feeding and other relevant material (wcd.nic.in) 2. BPNI website NRP (poshan.nic.in)	AWWs AWHs, Community, Mothers
4.	Breastfeeding a baby- Demonstration of correct positioning of baby and addressing common problems during breastfeeding.	Demonstration by MOs, LHVs, ANMs, ICDS Supervisors, IYCF counselors/trainers	Relevant available material (poshan.nic.in) BPNI website	AWWs, ASHAs, Mothers, Adolescent girls
5.	Exclusive breastfeeding, <ul style="list-style-type: none"> • Its importance • Exclusive breastfeeding for working mothers • Support for exclusive breastfeeding through Government Programmes 	Knowledge dissemination by District/Block level Officials of ICDS and Health	Available relevant material (poshan.nic.in) BPNI website	AWWs, ICDS Supervisors, Mothers
6.	Age-appropriate complementary feeding after 6 months along with continued breastfeeding	Knowledge dissemination by CDPOs, ICDS Supervisors	Available relevant material (poshan.nic.in) BPNI website	AWWs AWHs, Mothers
7.	Breastfeeding during illness like diarrhoea, fever, HIV	Health Education, Health Officials, Agencies working on IYCF promotion	Available relevant material (IMNCI Guidelines)	ICDS Supervisors, AWWs, ASHAs

Suggestive activities at the Anganwadi Centre during Breastfeeding Week

Day	Activity
1	Community/family sensitization on breastfeeding
2	Mothers meet (specially pregnant and lactating women)
3	Growth monitoring linked with counseling on breastfeeding
4	Healthy Baby Show
5	Sensitization on breastfeeding through audio aids like making wall writing etc.
6	Display/exhibition on breastfeeding at Anganwadi centres.
7	Quiz competition on breastfeeding involving women, mothers, adolescent girls, grand mothers

Any other activity as may be locally appropriate.