



NATIONAL NEONATOLOGY FORUM

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Delhi-110034(Society Registration No. S/12637/1982)



World Breastfeeding Week 2024

Theme - Closing the gap: Breastfeeding support for all

World breastfeeding week is celebrated all over the world during 1st week of August (1-7th August) to highlight the importance of breastfeeding in improving neonatal/child and maternal health; to establish breastfeeding as the natural way of feeding the infant and to advocate for conducive policies and programs for breastfeeding.

International and national guidelines advice Initiation of breastfeeding within one hour of birth and exclusive breastfeeding for 6 months, followed by introduction of semisolids at 6 completed months of age and continuation of breastfeeding till 2 years and beyond.

Focus of this year's World Breastfeeding Week is towards breastfeeding mothers of all the diverse groups of lactating women to reduce inequalities, from baby's birth till 2 years of age. It also concentrates on policy and program gaps leading to sub-optimal breastfeeding by the mothers. It envisages crucial role of Governments, healthcare facilities, families, employers, communities, and society in protecting, promoting, and supporting breastfeeding.

Dear NNF members, you are the first one to care for the baby and mother at birth. You understand the importance of breastfeeding for the baby and mother both, and always actively promote and support breastfeeding. We, therefore, urge you to **Inform, anchor, galvanize** and **engage** the family, health care providers, society and collaborators to reduce inequalities and support breastfeeding for all mothers in all the situations including during emergencies and crisis.

We request you to do various activities to protect, promote and support breastfeeding and improve the breastfeeding rates, in our country.

Following activities can be planned and executed in community, hospitals, medical colleges, and other Institutes.

1. Interacting with the mothers and families for promotion of breastfeeding in all antenatal clinics, antenatal and postnatal wards, with special emphasis on Early Initiation of Breastfeeding in the first hour of life irrespective of the type of delivery and discouraging unnecessary use of formula (which is a common practice in many birthing places).
2. Displaying breastfeeding material in the form of posters, collages and standees in postnatal wards and other prominent places visited by the mothers and babies.

3. Engaging UGs, PGs and nurses in various activities in the form of quiz, poster making competitions.
4. Giving special attention on underprivileged mothers in slums, domestic helps, roadside workers, factory workers etc.
5. Organising public interactions in the form of radio messages, TV shows and write ups in local newspapers in local languages on various aspects of this year's theme including making public aware of benefits of maternity act.
6. Organizing lectures on breastfeeding in high schools focusing on adolescent girls and boys (future parents).
7. Collaborating with Civil Society, NGOs, and professional organizations to organize activities on this year's theme.
8. Involving community opinion makers and influencers including the religious leaders to disseminate information about breastfeeding.
9. Using social media platforms to disseminate information about breastfeeding with special focus on this year's theme.
10. Increasing awareness regarding IMS act among health care workers in all set ups.
11. Highlighting importance of promoting and establishing "Comprehensive lactation management centres" and "Lactation management units" in all NICUs and SNCUs respectively..

We are sure, your efforts during the WBW to Protect, Promote and Support breastfeeding will go a long way in helping mothers to breastfeed successfully.



Dr Sushma Nangia
President, NNF



Dr Surender Singh Bisht
Secretary General, NNF