

DR.SANTOSH KUMAR KAMALAKANNAN

M.D.,(PEADIATRICS),.D.M.,(NEONATOLOGY),.P.G.P.N(BOSTON UNIVERSITY)

**CONSULTANT NEONATOLOGIST & PEADIATRICIAN
ASSISTANT PROFESSOR IN NEONATOLOGY**

**SAVEETHA MEDICAL COLLEGE AND HOSPITAL (THANDALAM)
RKK MEDICAL CENTRE (KORATTUR)**



“LACTIVISM”-THE WAY AHEAD

WORLD BREAST FEEDING WEEK CELEBRATIONS



World breast feeding week is celebrated every year in the first week of August (August 1st to 7th), this year is the twenty fifth year of this celebrations following initiation in the year 1992 by WABA (WORLD ALLIANCE FOR BREASTFEEDING ACTION)and BPNI (Breastfeeding promotion network of India).Every year special emphasis is laid on a particular area to create awareness and promote breastfeeding among woman .Every year a theme , a logo and objectives are laid to enhance the breastfeeding practices and to ally the problems faced by the woman to breastfeed and to help them continue breastfeeding .

This year the theme is “SUSTAINING BREAST FEEDING TOGETHER”



LOGO OF THIS YEARS THEME

The objectives of this years march towards attaining the goal of Exclusive breastfeeding

(Baby being fed with only breastmilk and nothing else ,not even water for the first six months)are



WABA | WORLD BREASTFEEDING WEEK

SUSTAINING BREASTFEEDING TOGETHER

1-7
August
2017

Objectives of WABA|World Breastfeeding Week 2017



INFORM

Understand the importance of working together across the four Thematic Areas



ANCHOR

Recognise your role and the difference you make within your area of work



ENGAGE

Reach out to others to establish areas of common interest



GALVANISE

Work together to achieve the SDGs by 2030

This year the emphasis is laid on providing the to-be mothers ,nursing mothers with the correct information about the benefits of breastfeeding and motivating them to breastfeed in all situations .The mothers are the anchors of the concept of breastfeeding and support should be provided to them in all possible ways like providing extended maternity leaves, breastfeeding cabins in public places like railway and bus terminus (Tamilnadu has been a frontrunner in providing the same).The other objectives include dissemination of the acquired knowledge about goodness of breastfeeding to all and to galvanize the activity by taking steps at various levels to attain the SDGs(Sustainable development goals).

A WARM CHAIN OF SUPPORT FOR BREASTFEEDING



Sustaining Breastfeeding-Together reminds us that we all have a part to play in creating an enabling environment for women to breastfeed successfully. We can achieve this by attracting political support, media attention and the participation of a range of actors, especially young people.

WABA calls on partners to work together to widen the pool of activism around the mother-baby dyad. Our *Warm Chain of Support for Breastfeeding* campaign strives to link different actors by coordinating efforts at all levels to provide a continuum of care for mothers and babies following the first 1,000 days timeline. Consistent messages and proper referral systems throughout the warm chain will ensure the mother-baby dyad benefits from ongoing support and skilled assistance.

A team effort is needed to make breastfeeding work. We need to link change-makers at community, country, regional and global levels to call for collective action and impact. All mothers will then be empowered with a satisfying and effective breastfeeding experience.

Optimal infant-feeding practices

Breastfeeding is vital to the healthy growth and development of infants. It also has important implications for the health of mothers.

WHO and UNICEF recommend:

- Initiation of breastfeeding within the first hour of life
- Exclusive breastfeeding for 6 months is the optimal way of feeding infants. Exclusive breastfeeding – the infant only receives breastmilk without any additional food or drink, not even water
- Breastfeeding on demand
- No use of bottles, teats or pacifiers
- After 6 months, infants should receive complementary foods with continued breastfeeding up to 2 years of age or beyond



Common Purpose for the Common Good

One important aspect of partnerships is the issue of conflicts of interest (Col). In the context of infant and young child feeding, conflicts of interest do not only apply to health professionals. It may arise for anyone (including a non-professional health worker or health educator) or any organisation (e.g. hospitals, NGOs, or government agencies) responsible for promoting optimal infant and young child feeding when they accept gifts, sponsorship or any other source of funding from the baby food industry.

It is important to avoid conflicts of interest and choose partners carefully that are willing to defend the public interest rather than commercial interests. Safeguards need to be put in place to avoid or minimise the risk of Col.

While forging partnerships, the International Code of Marketing of Breastmilk Substitutes and all subsequent WHA Resolutions are essential safeguards that should be considered a priority.

ACTION POINTS

1. Train teams of midwives, nurses, physicians, nutritionists, public health advocates and community workers on breastfeeding and infant and young child feeding
2. Focus on supporting breastfeeding in vulnerable groups e.g. adolescent and single mothers
3. Adopt a gender lens to breastfeeding protection, promotion and support by working with organisations that champion women's issues and involved fatherhood
4. Involve all segments of the society in the protection, promotion and support of breastfeeding e.g. celebrate World Breastfeeding Week in your community!



With our exclusive breastfeeding rates at a dismal 54% lot of efforts are still needed to achieve the goal of WABA

.Here are some of the tips to follow “Lactivism

10 TIPS FOR "LACTIVISM"

You may feel out of place, you may think - "I'm not a parent, I'm not a health worker. How can I support breastfeeding and what can I offer? Besides getting the word out, here are some action-oriented tips and tactics you can use for "lactivism"!

1. Know the Facts & Share the Knowledge

Statistics only paint half the picture and allow you to see breastfeeding on a general level. However, when talking to young mothers or friends, what facts and figures are compelling? Refer to UNICEF's Breastfeeding Facts for Life for a quick glance at some interesting facts on breastfeeding. Share this knowledge with your friends, family, or expectant mothers you may know of.

2. Stay Updated with Breastfeeding News

Subscribe to a daily breastfeeding news feed (you can do so via Google Alerts - www.google.com/alerts) to get the latest articles emailed directly to you. Familiarize yourself with local media groups to find out what local projects are being planned that are focused on breastfeeding or child & maternal health. Attend an event as a participant or volunteer!

3. Use Social Media for Feedback

Facebook has transformed from a simple networking tool to a fully interactive site where friends and strangers can share information and ultimately engage in real-time dialogue. Use your social media platforms (Facebook, Twitter, blogs, etc) to post interesting articles on breastfeeding issues and ask for opinions and feedback! You'd be surprised with what your peers will have to say!

4. Tackle the Titans - Report Code Violations

In 1981, the International Code of Marketing of Breastmilk Substitutes (http://www.ibfan.org/issue-international_code-code.html) was adopted by the World Health Assembly to prevent infant formula companies from endangering child health through unethical marketing of their products. However, marketing practices have evolved over time and companies are finding more creative ways to increase their sales. The International Code Documentation Centre relies on consumer "watchdogs" like ourselves to report Code violations.

Code Monitoring FYI: <http://www.ibfan.org/code-monitoring.html>

Online Form: http://www.ibfan.org/code_watch-form.html

5. Engage your Peers

What do your friends think about breastfeeding? Conduct a survey or assess your peers' knowledge. Thought it may seem too early to start thinking about the future, it's a question that will inevitably come up when you and your friends begin lives as parents. Their perceptions and assumptions will help you tailor your conversations and will also tell you what information is important, and what isn't.

Check out a survey we did with university students in Penang, Malaysia on environmentalism and breastfeeding:

6. Attend Related Conferences/Exhibits

Conferences on women and children's health are great opportunities to get the word out on breastfeeding! Whether you're simply a participant or choose to present a paper or workshop, it will help others know that young people are invested in the well-being of children and mothers around the globe. Check out our Calendar for events, along with these other sites for conference listings.

<http://breastfeedingconferences.com>

7. Form Allies with Other Social Interest Groups

Breastfeeding is a topic that ultimately affects the root of other social causes. Don't feel like you're alone in your efforts to promote and protect breastfeeding. Approach your friends or community leaders who are involved in other causes such as environmental protection, child health, food security, human rights, women's health, etc, and highlight the linkages between breastfeeding and their issue and how your partnership would strengthen advocacy campaigns in both areas.

8. Shadow a Specialist

If you're personally interested in specific issues regarding breastfeeding, the best way to learn is to be mentored by a professional! Be it a lactation consultant, midwife, pediatrician, obstetrician, or policy maker, all of these parties play a vital role in breastfeeding protection and support. We can help to link you with a resource person who you can chat with!

9. Connect the Dots - YOUth are the link!

Though you may not be a mother, we're sure you know plenty of mothers and mothers-to-be who are in need of peer support. You can start by simply connecting mothers you know, or creating a Facebook group or listserv where mothers can share tips and stories to support each other. Remember, all you have to do is make the connection and offer support!

10. Get Creative!

Another key to promoting breastfeeding is to sensitize the general public to the concept and image of breastfeeding. This does NOT mean aggressive campaigns to plaster nude images across town. Rather, this means thinking of alternative ways to translate images that will resonate with the general public. We rarely see mothers breastfeeding in modern culture because breastfeeding is simply not thought of as "modern". Create an arts campaign or get in touch with an advertising firm to create a short promotional TV advertisement on breastfeeding, and launch these events in conjunction with local or international celebrations (i.e. International Women's Day in March). The arts is a wonderful way to tap into the creativity of a local community!

DR.K. SANTHOSH KUMAR ,M.D (Peadiatrics) .,D.M (Neo),,
Consultant peadiatrician & Neonatologist
Saveetha medical college
RKK Hospital (Korattur)
9841037574