

World Breastfeeding Week Ceremony, 2015 Government of Peoples' Republic of Bangladesh

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

An inaugural ceremony of the **World Breastfeeding Week'2015** in Bangladesh was held on 2 August, 2015 at the Osmani Memorial Hall, Dhaka at 2.00 pm.

Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) inaugurated the World Breast Feeding Week 2015 as the chief Guest. Honorable State Minister, Mr Zahid Maleque MP, MOHFW was present as the special guest, Deen Md Noorul Huq, Director General, Directorate General of Health Services was present as the guest of honor, Md. Noor Hossain Talukder, Director General, Directorate General of Family Planning was present as the guest of honor, Dr.Md.Kamrul Islam, Director IPHN and Line Director, NNS and , Dr. SK Roy, the Chairperson, Board of Trustees of BBF were present as speakers .The ceremony was chaired by Syed Manjurul Islam, Secretary MOHFW . About one thousand participants attended this ceremony. Representatives from different Ministries, Medical College, professional societies, high officials and other development partners, stakeholders, NGOs, volunteers, students and nurses were present in the audience.



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





Fig: The audience of the inaugural ceremony of WBW 2015

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



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Welcome Speech:

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

There is no alternative of Breast milk for child. Breast milk meets the essential need of the baby and reduces illness from all causes. During 1993 to 2007 the breastfeeding rate was 43%, in 2011 it was 64% and in 2014 it is 55%. Working mother has right to breast feed and for this purpose Bangladesh Government has approved 6 months maternity leave with pay. In Bangladesh about 1,71,74,000 women are working in different sectors. In general we think that maternal protection means maternal leave. But maternal protection includes privileges,

maternal leave, financial support, health security, job security, indiscrimination, breastfeeding break and breast feeding corner. In working place we should provide privileges for breastfeeding corner and breast feeding break. We should be aware about breastfeeding and which one reduces IMR and disease burden. By providing promotion, protection and support of mother we can gain Sustainable Developmental Goal (2016-2030).



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



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

Key-note presentation:

The key note speaker Dr. S K Roy, Chairperson, Board of Trustees of BBF, expressed his greetings and gratitude to the Honorable Minister Mohammad

Nasim MP, Ministry of Health and Family Welfare (MOHFW) inaugurated the World Breast Feeding Week 2015 as the chief Guest and other guests.

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

1. Galvanize multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.
2. STEP UP actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding.
3. Inform people about the latest in Maternity Protection entitlements globally, and raise awareness about the need for strengthening related national legislation along with implementation.
4. Showcase, facilitate and strengthen supportive practices that can enable women working in the informal sector to breastfeed.
5. Engage and partner with specific target groups e.g. with Trade Unions, Workers Rights Organizations, women's groups and Youth groups, to protect the breastfeeding rights of women in the workplace.

Speech of the Honorable guest DGFP :

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



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

Speech of the Honorable guest DGHS :

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



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

Special guest speech:

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



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

Speech Of Chair:

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



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



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

Speech of the chief guest:

Mohammad Nasim MP, the Honorable Minister, Ministry of Health and Family Welfare (MOHFW) urged for creating breastfeeding corner in offices, industries shopping mall, airports and factories to ensure that the mothers breastfeed their babies whenever they need. They should not wait for an act or regulation in this regard, for the greater interest of children so that mother would be supported to breastfeed. The minister also urged mothers to breastfeed their children ignoring the eye catching advertisement of baby foods. He also declared for the permanent office of Bangladesh Breast Feeding Foundation and for the area which will be provided by Government of Bangladesh.

Vote of thanks:

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

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



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



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