



**Islamic Republic of Afghanistan**  
**Ministry of Public Health**

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# **Report of Celebration of WORLD BREASTFEEDING WEEK 2015 IN AFGHANISTAN**



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**Acronyms:**

BPHS:	Basic Packages of Health Services
IYCF:	infant and Young Child Feeding
WBW:	World Breastfeeding Week
AKF:	Agha Khan Foundation
IEC:	Information, education and communication
MAIL :	Ministry of Agriculture Irrigation and Livestock
NGO:	Non governmental organization
MoPH:	Ministry of Public Health
PND :	Public Nutrition Department
SDGs:	Sustainable Development Goals
UNICEF:	United Nations Children's Fund
WASH:	Water, Sanitation and Hygiene
WHO:	World Health Organization
WRA :	Women of Reproductive Age

**Venue:**

Kabul, Ministry of Public Health, Auditorium

**Summary:**

Breastfeeding and work, let's make it work

Public Nutrition Department of Ministry of Public Health, Afghanistan Celebrated World Breastfeeding Week 2015 on 4<sup>th</sup> August 2015 in Kabul, Ministry of public health, Afghanistan, the celebration of WBW 2015 supported by IBFAN ASIA/BPNI, UNICEF, WHO, Save the Children, Agha Khan Health System and public Nutrition Department /MoPH Afghanistan.

The celebration organized by IYCF team of MoPH, IYCF taskforce members by lead of Dr.M.Hamayoun Ludin, Director of Public Nutrition Department.

General director of preventive Medicines, G.D of Administrative affairs, GD.Policy and Plan , Directorate of Reproductive health, Child and Adolescent Health, Health Promotion, technical staff of relevant departments, doctors and midwives of Maternity and pediatric wards and hospitals, representatives and technical staff of WHO, UNICEF, WFP, FAO, UNFPA, World Bank, USAID, European Union, Agha Khan Health System, Agha Khan Foundation, Save the Children, Basic Package of health System(BPHS) implementers, Nutrition implementing NGOs, Midwifery and pediatric associations, journalists from mass media and print media , leadership and management staff of Ministry of Public Health, medical students and IYCF taskforce members participated in the World Breastfeeding Week 2015.

All Nutrition partners contributed in celebration of World Breastfeeding at national and provincial level. The IEC materials developed by support of IBFAN and presented to all stakeholder for printing for one or more provincial health facilities. 15000 posters, 150000 brochures, 25 billboards and 300 times Radio spots supported by partners.

## Agenda of celebration of world breastfeeding week

Auditorium of MoPH 4<sup>th</sup> August 2015

<b>Time</b>	<b>Agenda</b>	<b>Speaker</b>
10:00 10:10:	Recitation of Holly Quran	Responsible
10:10- 10:20	National Anthem	Responsible of Auditorium
10:20- 10:50	Speech of H.E. Minister of Public Health	H.E.Dr Ferozudding "Feroz"
10:50 – 11:00	Playing Stunting and IYCF film	Health Promotion Department
11:00- 11:10	Speech of UNICEF Representative	UNICEF Representative
11:10- 11:20	Speech of WHO Representative	WHO Representative
11:30- 11:40	Appreciation Awards to BPHS implementers with high IYCF performance	Public Nutrition Department
11:4 0	Formal closing of the celebration	



Participants of World Breastfeeding Week 2015

### **Background:**

World Breastfeeding Week 2014 celebrated in Ministry of Public Health (MoPH), Afghanistan on Tuesday 5th August 2014.

465 participants participated in this media event from:

General director of preventive Medicines, G.D of Administrative affairs, GD.Policy and Plan , Directorate of Reproductive health, Child and Adolescent Health, Health Promotion, technical staff of relevant departments, doctors and midwives of Maternity and pediatric wards and hospitals, representatives and technical staff of WHO, UNICEF, WFP, FAO, UNFPA, World Bank, USAID, European Union, Agha Khan Health System, Agha Khan Foundation, Save the Children, Basic Package of health System(BPHS) implementers, Nutrition implementing NGOs, Midwifery and pediatric associations, journalists from mass media and print media , leadership and management staff of Ministry of Public Health, medical students and IYCF taskforce members.



Photo of Minister of Public Health of Afghanistan



Photo of Media from 27 mass media and print media

The World Breastfeeding Week 2015 celebrated with participation of much high authority MoPH leadership, the celebration ceremony started in Auditorium of MoPH, by speech of H. Excellency Minister of Public Health, Dr Ferozuddin Feroz, by theme of WBW:

**Breastfeeding and work, let's make it work**

Minister of Public Health emphasis on maternity protection and having a friendly working environment for working mothers;

H.E.Minister focused on following objectives:

- 1) Galvanise multi-dimensional support from all sectors to enable women everywhere to work and breastfeed safely and adequately.
  
- 2) Promote actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding their children.
  
- 3) Inform people about the latest in global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.
  
- 4) Strengthen, facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
  
- 5) Engage with target groups e.g. Trade Unions, Workers Rights Organizations, Human Rights agencies, Women's, Occupational Health, and Youth groups, to protect the breastfeeding rights of women in the workplace.

And summarized the main action plans to media as follow:

- All formal and non formal organizations must follow official 13 weeks maternal paid leave.



- All organizations, institutions and societies must provide appropriate breastfeeding places, for working mothers to easily breastfeed their babies in enough frequencies and safe mood.
- Provide supports to working mothers to breastfeed their babies in less stress.
- All health facilities and hospitals must allocate one Breastfeeding counselor to provide appropriate IYCF counseling to breastfeeding mothers.
- All deliveries which take place in hospitals must provide facilities to initiates early breastfeeding in one hour of birth.
- All hospitals should be free of any type of BMS advertisements.
- All community health workers should provide education and counseling on importance of breastfeeding.
- IYCF counseling should monitor as a key indicator for all health providers.

Representative of UNICEF in Afghanistan started his speech on providing support to working mothers and importance of Breastfeeding in future generation. He stated that : providing facilities to mothers to breastfeeding their babies during their work can improve breastfeeding rate.



Photo of Akil, Representative of UNICEFF

Representative of WHO, Afghanistan explain importance of breastfeeding, providing mother friendly environment for working mothers and monitoring of BMS code. He emphasized on support of WHO in regards to breastfeeding programs at country level.



photo of WHO representative during speech

In the end of the program, Dr.M.Homayoun Ludin, Director of Public Nutrition Department, explained updated IYCF programs and implementation if it at field level, and distributed the appreciation award through H.E Minister of Public Health and UN partners for their better performances and reporting at implementation level.



photo of Breastfeeding award to Nutrition NGO

## Celebration of world Breastfeeding week at provincial level and in hospitals:

Provincial health directorates with support of Health implementing NGOs celebrated World Breastfeeding week at provincial , District and health facility level.

All provincial Health officers are conducted one day media event, distributing breastfeeding posters, Brochures and banners.

Also all hospitals organized one day workshop for orientation of all hospital staff and distributed breastfeeding posters and brochures, meanwhile they provided video clips on importance and methods of breastfeeding.

### Funding supporters:

IBFAN,BPN(SAFANSI), UNICEF, AKF,AKHS,Save the children and WHO.

Activities during breastfeeding week 1-7 August 2015

No	Items	Description of items
•	TV Spots	Breastfeeding and work TV Spots broadcasting
•	Radio Spots	Radio Spots broadcasting on Breastfeeding and work
•	Billboards	Installation of Billboard for 6 months on Breastfeeding and work
•	Brochure	Breastfeeding and work brochure
•	posters	3 types Breastfeeding and work posters
•	Celebration at Provincial level	All PPHD and BPHS implementing NGOs celebrate and focus on Breastfeeding counseling and Education
•	Celebration In maternity and pediatric hospitals	One day celebration

<ul style="list-style-type: none"> <li>• Celebration In relevant ministries (MoE, MoWA, MoC, MRRD, MoRA.</li> </ul>	One day celebration
<ul style="list-style-type: none"> <li>• Breastfeeding action folder</li> </ul>	Book for public information(health and not health personnel)
<ul style="list-style-type: none"> <li>• Song by Kindergarten children</li> </ul>	Breastfeeding song by kindergarten children
<ul style="list-style-type: none"> <li>• Live talk with TVs and Radio</li> </ul>	Live talk and interview with TVs and Radios
<ul style="list-style-type: none"> <li>• Awards to health and nutrition implementers with best performances</li> </ul>	25 Awards to health and nutrition implementers with best performances selected as best at National and provincial level and Appreciation awards provided by Minister of Public Health and partners.

Theme of WBW 2015 translated and printed in brochures and followings are **IEC materials** distributed during WBW 2015.





**Recommendations:**

- Providing education and awareness on importance of breastfeeding during work to all Ministries
- Assessment in all ministries and hospitals for breastfeeding corners and nurseries.
- Facilitating to allocate a baby friendly nursery in all formal organizations for working mothers to breastfeed babies timely.
- Establishment a national committee for supporting breastfeeding at both level, technically and financially.
- Seeking global support for breastfeeding advocacy and putting it in high agenda.
- Fully integrating breastfeeding in government health system for smoothly implementation.
- Upgrading Nutrition department for better leadership and stewardship of breastfeeding programs.

**Thanks**