

## WBW 2016 CELEBRATION

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1. World Breastfeeding Week is one of main collaborative event in Mongolia. Every year the August is announced as a **Breastfeeding Promotion Month** and prior to the WBW most of activities is planned.
2. We have translated WBW 2016 toolkit and printed in 27000 pieces and distributed through the country .
3. On 3th August, Under the theme of 2016 - **A Breastfeeding is a key to Sustainable Development**, there was organized a meeting of desicion makers where most of women parliamentarians together with Minister of Health, Mrs. Tsogtsetseg was invited and actively participated. Most of media agencies participated in the conference. Collaborating oragnizations for WBW: Ministry of Health, Public Health Institute , WHO, UNICEF, Ulanbatar Health Department Mongolian Pediatric Society, Mongolian OBG –n society, Mongolian Midwifery Association.



*Photo: Desicion maker's meeting on theme A Breastfeeding is a key to Sustainable Development*

4. Ulanbatar city health department together with World Vision Mongolia, Canadian volunteer foundation, Mongolian Pediatric Society, led to organize activity at the Chingeltei and Bayanzurkh district public health centers and family clinics on theme “Benefit of Breasfeeding” 1260 parents were involved and distributed IEC materials. 575 mother received IYCF counselling .





5. In the party organized on theme “Breast milk- Healthy child” in the National Park, 1500 families participated and were provided with WBW 2016 brochures and leaflets.
6. All IEC materials of WBW 2016 is posted in internet and shared through social media.

