

Report on celebration of WBW 2015 in Mongolia

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The goal of the celebration of WBW is one of the key interventions for child health and nutrition in Mongolia to raise awareness of the importance of breastfeeding in all level. Annual event to raise awareness of breastfeeding can pay great dividends in the future. By annually holding a celebration of any type and scale, leaders and members are building a good consistent effort. It is the consistency of effort that can eventually make a difference in the community.

In Mongolia as usual World Breastfeeding Week 2015 was celebrated in August , and taking this opportunity full August was announced as a **Breastfeeding Month** .

1. Formed a working group to lead to organize country level activities members of which are government officials, nutrition researchers, pediatricians and employers of public and private companies.
2. We have translated WBW 2015 materials developed by WABA and using this locally adapted.
3. WBW poster was printed in 2000 pieces, brochures and other educational materials with WBW 2015 logo in 5000 pieces, 30 seconds TV advertisement was developed on the theme of WBW 2015
4. Educational materials were translated and disseminated to all districts and provinces particularly to companies.
5. We have organized a WBW national conference inviting Ms. S. Oyun, member of Mongolian parliament, and other officials of ministries (Ministry of Health and Sport, Ministry of labor, Ministry of Population Development and Welfare.) Most of media channels were participated. and agencies were participated in the conference.
6. Representatives of more than 20 companies participated and most of employers who participated in conference are encouraged to accommodate the breastfeeding needs of mothers and their children;
7. Over 30 facilities and agencies exhibited WBW posters or bulletin boards in their lobbies or entrances.
8. All district and provincial public health centers used WBW/Month 2015 as an opportunity to do outreach to employers to promote the theme of working women and breastfeeding.

*Эхэд ээлтэй ажлын байрыг
дэмжингээе!* 2015.08.1-7

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*Ажлын байрныг эрхтэй амьсгал
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дэмжнэ*





Эхэд ээлтэй ажлийн байрыг дэмжицгээе!





Эхэд ээлтэй ажлын байрыг дэмжицгээе!

Эхэд илэржсэн чөлөө өгөх ажлын байрыг хариулах

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Ажлын байрлард хүүхдэд хариуцах, ээлтэй байх, сургалт хариулах зэрэг зүйлс бий болгох


