

Background

Breastfeeding is one of the most natural and beneficial acts a mother can do for her child. Dramatic health benefits have been proven to pass from mother to child through breast milk. From antibodies which protect an infant at birth...to the exclusive nutrients in mothers milk which have been shown to prevent a number of childhood diseases...the benefits are incalculable. There is no other single action by which a mother can so impact the present and future health of her baby. Breast milk remains the one and only natural, complete and complex nutrition for human infants. It is nature's formula for ensuring the health and quality of life for infants, as well as on through childhood to adult life. Just as importantly, breastfeeding promotes a very special bond between mother and child that only a mother can provide. Yet, in today's society, breastfeeding is often thought of as unnecessary. Young mothers are mistakenly led to believe that formula does very well as a replacement for breast milk. It emphatically does not! Nothing can duplicate the properties of breast milk, no matter how many vitamins, minerals and supplements are added to what is basically a chemical formulation.

In Pakistan, the infant mortality rate (IMR) is 80, indicating that more than 378,000 babies are likely to die during their first year of life. According to new evidence, 22% of all neonatal deaths could be prevented if breastfeeding is initiated within one hour by all mothers (Pediatrics, March 2006; 117:380-386). More than 13% of child deaths could be averted in Pakistan, if optimal breastfeeding practices were scaled up to 90%. (Lancet, 2003). The UNICEF 2006 Report Card Nutrition , WHO's , and World Bank's 2005 report, to Development, clearly recognize the need to scale up optimal infant and young child feeding practices in order to tackle child malnutrition and infant mortality.

Global Breastfeeding Week is commemorated every year from August 1-7 in more than 170 countries with an objective to promote breast feeding by creating awareness about the Importance of breastfeeding for infant and young children.

Breast Feeding in work, let's make it Work

OBJECTIVES

- *Educate both employers and employees about the benefits of supporting breastfeeding in the workplace, and how to create a breastfeeding-friendly work environment.*
- *To create a kind of sensibility & awareness regarding Breastfeeding Week among the participants and in the communities.*
- *To prepare a group of change makers to work further in this regard.*
- *Sharing positive breastfeeding messages through Banners to aware the public at large.*
- *Educating public, institutions and the community about breast feeding and practices to promote, protect and support breastfeeding.*
- *To revitalize activities within health systems, and among healthcare providers and communities to support women to achieve their breastfeeding intentions.*
- *To inform people everywhere that protection, promotion and support of breastfeeding is a mother's right, a child's right, and a human right.*
- *To enable women about their right and responsibility regarding conducive environment for breastfeeding during work.*
- *To ensure that health workers who care for mothers and babies are adequately trained to counsel and support them in optimal infant feeding.*

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The following implementing partners conducted the above activities in their respective district.

The list of implementer partners

<i>S. No</i>	<i>District Name</i>	<i>Responsible Implementing Partner Name</i>
1.	<i>Kohistan</i>	<i>PEACE</i>
2.	<i>Shangla</i>	<i>CERD</i>
3.	<i>Swat</i>	<i>CERD</i>
4.	<i>Buner</i>	<i>CRDO (with WFP support)</i>
5.	<i>Dir Upper</i>	<i>DADO / Relief Pakistan</i>
6.	<i>Dir Lower</i>	<i>Relief Pakistan</i>
7.	<i>Mardan</i>	<i>INP</i>
8.	<i>Nowshera</i>	<i>INP with Merlin and Peace</i>
9.	<i>Peshawar</i>	<i>INP with Merlin / Relief Pakistan</i>
10.	<i>Kohat</i>	<i>FPHC</i>
11.	<i>LakkiMarwat</i>	<i>FPHC</i>
12.	<i>Hangu</i>	<i>Peace</i>
13.	<i>Bannu</i>	<i>INP with Merlin / ACF/ Relief Pakistan</i>
14.	<i>DI Khan</i>	<i>Prime Foundation</i>
15.	<i>Tank</i>	<i>Prime Foundation</i>
16.	<i>Chitral</i>	<i>DADO</i>
17.	<i>Malakand</i>	<i>DADO</i>
18.	<i>Haripur</i>	<i>FPHC</i>
19.	<i>South Waziristan</i>	<i>CDO Swabi</i>
20.	<i>Kurram Agency</i>	<i>Peace</i>

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Detail of Activities plan for Celebration of Breastfeeding Month 2015 in KP& FATA & approximately numbers of beneficiary benefited.

Activity	No. of events	Conducted place	No. of Beneficiaries (women, men community elders) approximately directly benefited
Orientation Planning meeting with key partners in district	20	The above 20 districts	655
Inauguration ceremony, walk, Sports festival, press release	15 walk 01 sports festival 19 Inauguration ceremony 19 Press release in different Newspapers	01 Sports event of 03 days at Upper Dir. 19 inauguration ceremonies	1280 12000 1640 3500
Orientation session for facility level Health care providers (WMO, FMT, LHV, LHS, LHW)	20	The above 20 districts	1430
Sessions for beneficiaries on importance of breastfeeding (including messages on Early initiation, exclusive Breastfeeding, Continued Breastfeeding and timely as well as appropriate complementary feeding)	120	The above 20 districts	3450
Display of posters		The above 20 districts	96000
Display of banners		The above 20 districts	80000
Distribution of leaflets		The above 20 districts	75000
Mosque announcements		The above 20 districts	100000
Radio/Media coverage / cable TV	Week Long Messages on local cable	KPK	100000

Press Releases in different Newspaper of different District

(3)

فرض ہے کہ ہر ماں کو اپنے بچے کے لئے دودھ دینا چاہیے۔ اس لئے اسے دودھ دینے میں مددگار بننا چاہیے۔ اس کے لئے اسے دودھ دینے کے لئے کئی چیزیں یاد رکھنی چاہئیں۔

1۔ دودھ دینے کے لئے کئی چیزیں یاد رکھنی چاہئیں۔

2۔ دودھ دینے کے لئے کئی چیزیں یاد رکھنی چاہئیں۔

3۔ دودھ دینے کے لئے کئی چیزیں یاد رکھنی چاہئیں۔

ماں کا دودھ پینے سے بچے کی فہم بننا اور صحت بڑھانے میں مددگار بننا چاہیے۔

دودھ دینے کے لئے کئی چیزیں یاد رکھنی چاہئیں۔

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Breast Feeding in work, let's make it Work



بچہ نماز میں لگنے والا کمرنگل نانا ساجد خان نے ساجد خان سے بچہ نماز کی بات کی اور ساجد خان نے اسے تشویق کے بعد دعا کرتے ہیں



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GLOBAL BREAST FEEDING WEEK 1-7 August 2015 (Whole Month Initiative –Pakistan)
Breast Feeding in work, let's make it Work

Pictures Gallery



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Posters & Banners

