

## EDITORIAL MESSAGE



### WORLD BREASTFEEDING WEEK – 2017

*World Breastfeeding Week (WBW) which is celebrated annually from 1<sup>st</sup> August to 7<sup>th</sup> August in almost all the countries. The variety of events on breast feeding has been exhibited by many countries, organizations and participants worldwide.*

*Breast feeding is organized and promoted worldwide by the WABA (World Alliance for Breastfeeding Action), WHO (World Health Organization) and UNICEF (United Nations International Children's Emergency Fund) to get the goal of elite breastfeeding by mother for their baby of first six months in order to get the incredible health benefits, to fulfill the all vital nutrients, to encourage mother for the healthy growth and development of their child, to guard them from the lethal health problems and diseases including neonatal jaundice, pneumonia, cholera and many more.*

*The breast feeding has been emphasized to a great extent by the World Health Organization and the American Academy of Pediatrics (AAP) for promoting the healthy living for both the mother and the baby. It is highly recommended by them to all mothers that they should give breastfeeding to their child for the first six months of the life and after that a supplemented breastfeeding can be given for the one, two or more years.*

*It is very necessary to the mothers to get timely support and healthcare education to their baby including breast feeding. The continuous support and intimation can bring the gradual and permanent changes in the social living and ultimately healthy and disease free social living. To sustain a continuous breast feeding can be traditionally supported by the family, community leaders, trained health workers, lactation consultants, friends and partners.*

*The strategy of peer counseling can be beneficial and exceedingly productive approach to distribute the message of breast feeding campaign to a larger number of other worldwide in a less time period. The trained person of the community can be a peer counselor which can support the mothers to combat their breastfeeding questions and issues.*

*In 2016, World Alliance for Breastfeeding Action (WABA) began the 15-year journey to achieving the Sustainable Development Goals (SDGs) by linking each of these goals to breastfeeding. But, we cannot achieve sustainable development without multi-level partnership at all the levels.*

*The World Breastfeeding Week's 25th year in 2017 is about working together for the common good! WBW2017 will call on advocates and activists, decision-makers and celebrants to forge new and purposeful partnerships. Together, let's attract political support, media attention, participation of young people and widen our pool of celebrants and supporters. Only then can we campaign for a generation and commit to achieving the sustainable development Goals by 2030.*

### **Ten breast feeding Promotion ideas**

#### ***It is a guide to ten breastfeeding promotion activities***

***Activity 1:*** Access to Prenatal Breastfeeding Education

***Activity 2:*** Equal Access to Breastfeeding Support For Every Woman

***Activity 3:*** Professional Support for Lactation Consultants (Nurse Consultants)

***Activity 4:*** Closing the Gap on Racial and Ethnic Disparities

***Activity 5:*** Initiate Peer Counselor Training or Peer Support Group

***Activity 6:*** Recruiting Men to Your Coalition

***Activity 7:*** World Breastfeeding Week Promotion Activities

***Activity 8:*** Clear Leadership for Employer Accommodation

***Activity 9:*** Media Watch

***Activity 10:*** Plan for Media Promotion

### **Sustaining Breastfeeding Together**

*Let's transform World Breast Feeding Week (WBW) from a celebration for one week in a year into a showcase of year-long efforts. We call on all of you to keep up the momentum and heighten your efforts to protect, promote and support breastfeeding...even beyond World Breastfeeding Week!. Our vision for WBW to be World Health transformation through Breastfeeding.*

***Dr. Renuka .K***  
***Editor In Chief***