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# Breastfeeding Nature's Way



As the trees turn to the sun,  
babies turn to their mother's breast  
such is Nature's way....





## *Breastfeeding : Nature's Way*

### *The need to recreate Breastfeeding culture*

World Breastfeeding Week is celebrated uniquely every year.  
This year the theme is on Breastfeeding - Nature's Way.

Breastfeeding is nature's process that provides ideal nutrition for a healthy infant, enhancing the baby's immunity against infections. Breastmilk needs no packaging, sterilisation or warming and is produced and provided directly to the baby without any risk of pollution. It is a natural resource of enormous value, which is usually overlooked. Breastfeeding produces no waste and hence is environment friendly.

However Breastfeeding is threatened by social attitudes and inappropriate health care practices, lack of support to women as well as promotional tactics of baby milk companies.

To encourage Breastfeeding many global initiatives have been launched and documents signed. Here we will review our past efforts and what we can do in the future -

*"Together we can do it"*







## *Innocenti Declaration: Announced in 1990 On the protection, promotion and support of Breastfeeding*

Out of its five set targets in the Innocenti Declaration, some have been successfully achieved, some remain to be achieved.

### *Targets Achieved*

- Baby Friendly Hospital Initiative is in place in the country
- The International code of Marketing of breastmilk substitutes is an accepted law in the country.

### *Latest News from the Government*

- A multi - sectorial national Breastfeeding committee is being set up and headed by a co-ordinator.

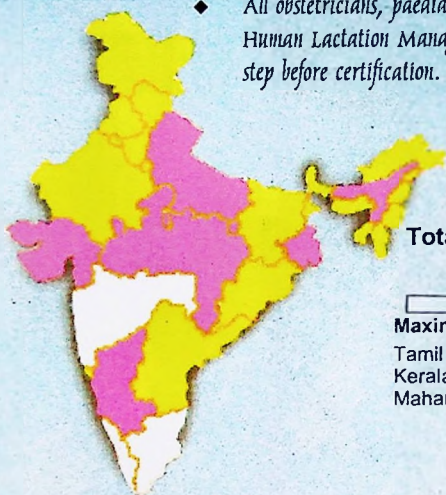
### *Targets Yet to be Achieved*

- To enact an imaginative legislation protecting the breastfeeding rights of working women.

## Baby Friendly Hospital Initiative (BFHI)

### Launched in 1991

- ◆ Since then a total of 913 hospitals all over India have been declared Baby Friendly Hospitals.
- ◆ There is still a lot of work ahead in order to ensure a complete Baby friendly environment.
- ◆ The need of the hour is to strengthen "step 2" of the 10 steps to successful breastfeeding and have more hospitals practising it.
- ◆ All obstetricians, paediatricians and nurses should be imparted in Human Lactation Management Training (HLMT) as a mandatory step before certification.



**Total Numbers of Baby Friendly Hospitals - 913**  
(Till May 1997)

Maximum	Moderate	Minimum
Tamil Nadu-329	Karnataka-42	Delhi-9
Kerala-310	Madhya Pradesh-40	Haryana-5
Maharashtra-104	Assam-17	Orissa-5
	Gujarat-15	Rajasthan-5
	Bengal-14	Andhra Pradesh-5
	Uttar Pradesh-10	Punjab-2
		Bihar-1

## Mother Friendly Workplace Initiative (MFWI)

### Launched in 1993

- ◆ Progressive states like Punjab and Haryana have declared six months maternity leave.

*Other states could follow their example*

In order to create a mother/baby friendly culture, what is most required is:

- ☞ Six months maternity leave in organised as well as unorganised sector.
- ☞ Support from family members to help with household chores, for providing time for breastfeeding mothers.



"A Mother's Right to Breastfeed,  
A Baby's Right to be Breastfed"



"A mother's right to work,  
A worker's right to motherhood"

## *Making the Act Work*

After the launch in 1994, the success stories followed...

- Johnson & Johnson, Wockhardt: These companies have apologised for violating the Act and legal proceedings against them have been dropped.

Nestle: The litigation against Nestle is still in the court, at Delhi.

To make "THE ACT" effective,

It has to be monitored vigilantly.

Research to be conducted constantly.

Evidence to be reported promptly

to gazetted NGOs like BPNI & ACASH

## Action Ideas

For mobilization of the community  
to create Mother and Baby friendly culture

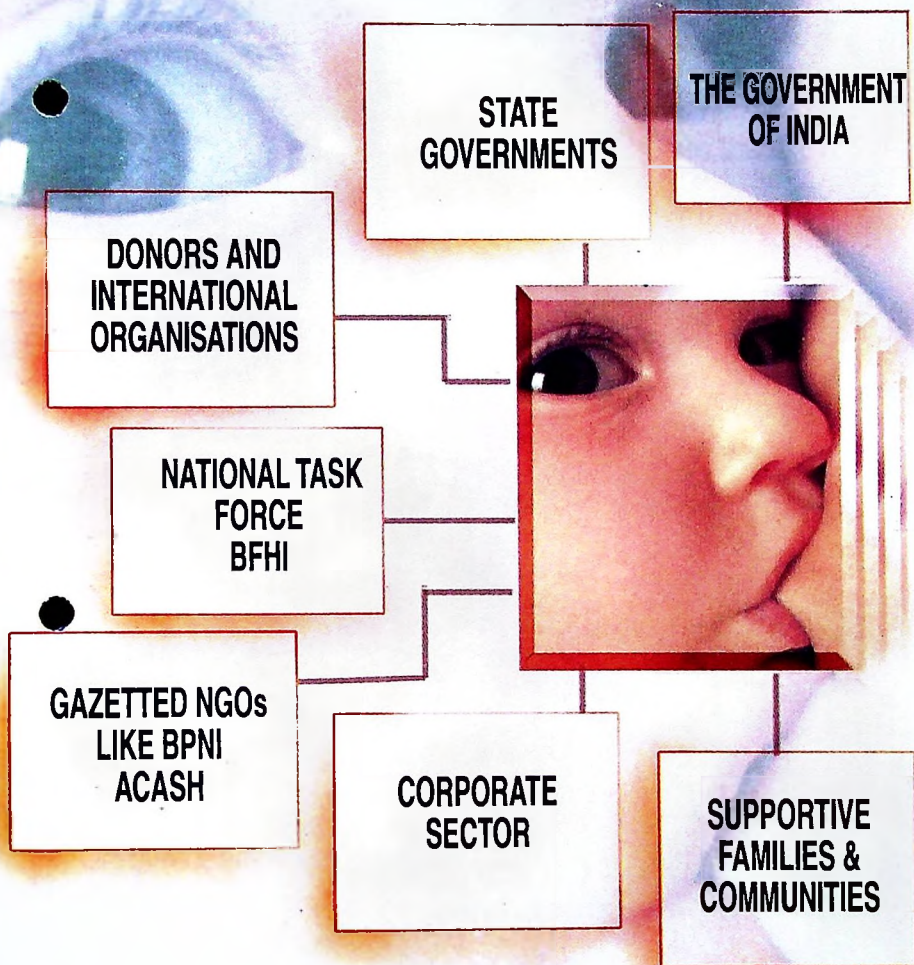
- ☞ Organise debates, talks, discussions, poster competitions on the issue of Breastfeeding at school-college level.
- ☞ Write articles in newsletters, newspapers, media, etc.
- ☞ For help in spreading the message, contact your community and local leaders etc.
- ☞ Form a Mother's support group and reform social attitudes to create supportive families.



- ☞ Join hands with consumer organisations, trade unions and campaign for appropriate infant feeding.
- ☞ Propagate the positive aspects of Breastfeeding at environmental events.
- ☞ Impart knowledge at a young age to future parents.
- ☞ Include chapters on Breastfeeding and infant feeding in the curricula at schools/colleges.



# PEOPLE INSTRUMENTAL FOR EFFECTIVE PROGRAMME



# RESOURCE MATERIAL

## Useful Addresses



### Book

*The Law to protect and promote breastfeeding.* A publication of BPNI to explain the provisions of the IMS Act  
Rs. 40.00

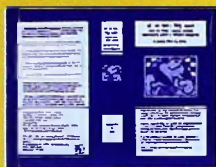


### Posters

Poster 18"x23"  
(Art paper, four colour)  
Rs. 10.00



Poster 12" x 18"  
(Art paper, four colour, sticker type)  
(in English & Hindi)  
Rs. 5.00



**Video (Maa ka pyar - Shishu ahar)**  
Language : Hindi  
Rs. 250 per cassette

**World Alliance for Breastfeeding Action (WABA)**  
P.O. Box No. 1200,  
10850, Penang, Malaysia

**International Baby Food Action Network (IBFAN) Asia**, P.O. Box No. 19,  
10700 Penang, Malaysia

**United Nations Children's Fund (UNICEF)**  
73, Lodi Estate,  
New Delhi - 110003

**Association for Consumers Action on Safety and Health (ACASH)**  
Servants of India Society Building,  
2nd Floor, 417 Sardar Vallabhbhai Patel Road, Mumbai-400004

**Department of Women and Child Development**  
Government of India,  
Shastri Bhawan,  
New Delhi - 110001

**Department of MCH**  
Ministry of Health and Family Welfare,  
Government of India,  
Nirman Bhawan,  
New Delhi - 110001

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