What can YOU do to promote, protect and support breastfeeding in relation to the MDGs?

Work as a team, identify your allies and stakeholders, set common goals, identify, measure, prepare, implement, monitor your progress, have back-up plans, reduce interference and anticipate follow-up actions.

Juke boxes

• Identify all potential allies you can link up with who are working on Human Rights, sustainable development, nutrition, climate change, poverty, conditions like HIV/AIDS (UNAIDS) etc.
• Set up your agenda and call to action.

Pregnancy

• Preparing yourself and your team.
• Find out what the status regarding breastfeeding is in your area.
• Assess the need and possibilities.
• Identify the needs and develop policies.
• Assess the gaps and understand the challenges.

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Set goals and plan for action

Here are some ideas for action depending on what level you work at:

Mother and community level actions:
• Develop a campaign to bring young people and grandparents to your community and to breastfeed and to promote it.
• Develop cultural guidelines and guidelines that are practical and easy to implement.
• Make sure that you receive continuous education.
• Support and strengthen the local support groups.
• Join other support groups. Look into different programs, organizations and networks you are connected to.

Workplace actions:
• Make sure that your workplace practice is in line with policies in the WHO Code of Conduct (WHO).
• Develop workplace policies and procedures, allowing for breastfeeding breaks, workplace nursing, and breastfeeding/breastpump room facilities for the employer.
• Work with teams and informal sector associations on making the workplace a safe place for other mothers who work in the informal sector.

Youth actions

• Youth can also do their part by promoting breastfeeding in households and schools.

Healthcare actions:
• Develop an organizational policy and guidelines that are supported and followed by healthcare professionals.
• Promote breastfeeding awareness campaigns through mass media.
• Ensure that there are policies to link the influence of industry in mass media.
• Work with human resource agencies to ensure that breastfeeding is protected and supported in the workplace.
• Reach out to vulnerable and marginalized populations and communities who may be at high risk of HIV/AIDS.

WBB Coordinating and Distributing Centres

International and National actions
• Carry out national assessments of the status of MDGs and policies and practices in relation to breastfeeding (WHO and UNICEF)
• Conduct research that is relevant to your community to find out which policies and strategies work best.
• Conduct educational and advocacy campaigns to change regulations and improve breastfeeding programs.
• Advocate for change in national policies.
• Monitor the breastfeeding rate.
• Work closely with the media.

Want to know more about the MDGs?

• Read more about the MDGs, Coordinator and Jennings Foundation (UNO) on www.un.org/millenniumgoals/ for more information.
• Learn more about the MDGs from the World Health Organization and UNICEF reports and UNICEF’s report on breastfeeding.
• Visit the MDGs section on the UN website, which will give you a link to the UN website that is dedicated to the MDGs.

BREASTFEEDING: A Winning Goal for Life!

Welcome to World Breastfeeding Week 2014!

The World health Organization (WHO) and the United Nations Children’s Fund (UNICEF) are pleased to support the World Breastfeeding Week (WBW) movement to help raise awareness of the current MDG counter tobacco drive by promoting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the first year of life (MDG7) and engaging all groups and, sources of energy as possible, in order to make positive changes can be made and sustained. It is to help stop you need to be prepared, set goals, anticipate, plan ahead and have a plan. Protect, promote, and support breastfeeding. It is a worthwhile goal – and it saves lives.

How is BREASTFEEDING linked to the MDGs?

By promoting, protecting and supporting breastfeeding you can contribute to making the MDGs a reality. Breastfeeding is a mother’s right and is essential to the survival and well-being of babies. It helps to improve the lives of 29% of infants under the age of 5. Let’s lift it off our breastfeeding list and use it to reach the MDGs development goals.

Join Us & Take Action NOW: WABA • World Breastfeeding Week • 1 - 7 August 2014

ACKNOWLEDGEMENTS

World Breastfeeding Week (WBW) is a global, grass-roots initiative that promotes the protection, support and encouragement of breastfeeding worldwide. It is a joint initiative of the WHO and the United Nations Children's Fund (UNICEF).

Awards: Best Overall, Best Marketing, Best Youth, Best School, Best Healthy Pregnancy Women, Best Innovative, Best Traditional Breastfeeding, Best Innovative, Best Traditional Breastfeeding, Best Traditional Breastfeeding. The awards are given to organizations that have made significant contributions to breastfeeding and breastfeeding promotion.

Join Us & Take Action NOW: WABA • World Breastfeeding Week • 1 - 7 August 2014
Shortcomings:
- The gap between what we know and what we are doing is a significant barrier.
- Historical data is often incomplete and inconsistent.
- Health education and awareness campaigns need to be more effective.

BRASTESTING helps save lives and is good for mothers’ health too!

What to expect:
- Breastfeeding is initiated within the hospital setting.
- Breastfeeding is promoted post-discharge.

To think about:
- What are the most common causes of death among children in your country?
- What are the underlying reasons for this?
- What are the most common causes of death among adults in your country?
- What are the underlying reasons for this?

How Breastfeeding Saves Lives:
- In low-income countries, breastfeeding is essential for saving lives.
- Breastfeeding reduces the risk of maternal mortality.

Gender and Breastfeeding

The field of international health and nutrition is recognizing that breastfeeding is not only good for infants and mothers but also has significant benefits for society. Studies have shown that breastfeeding can reduce the risk of certain maternal and infant diseases, improve cognitive development, and increase the likelihood of maternal employment and education. It is also an important means of promoting social and economic development.

Linking to the larger development issues

Poverty and Breastfeeding

Breastfeeding protection, promotion, and support are an important part of addressing poverty and improving maternal and child health outcomes. In low-income countries, poverty can significantly impact breastfeeding rates due to limited access to nutritious foods and other resources necessary for optimal breastfeeding. In many cases, women who are poor face additional barriers such as lack of access to health care, education, and support systems.

Breastfeeding in a Human Rights Context

Breastfeeding and support and protection are an important human right. The United Nations Convention on the Rights of the Child (UNCRC) enshrines the right to breastfeeding for all children. The right to breastfeeding is also supported by various international human rights instruments, including the International Covenant on Economic, Social, and Cultural Rights (ICESCR).

Comprehensive Frameworks for Action

A comprehensive policy framework is essential to support breastfeeding in a country. Such frameworks should be developed by multi-sectoral working groups that include experts in nutrition, health, and social development. The frameworks should address the integration of breastfeeding into national policies, such as the introduction of breastfeeding-friendly workplaces and schools, and the provision of breastfeeding education and support.

And a Sustainable Environmental Factor

Breastfeeding is a sustainable and environmentally friendly way to provide essential nutrients for infants. It requires no additional resources beyond those needed to ensure the health and well-being of the mother. Breastfeeding has a lower carbon footprint compared to formula feeding, as it eliminates the need for water and electricity to heat bottles, as well as the packaging and transportation of formula. Additionally, breastfeeding reduces waste and promotes a healthy environment for future generations.

Conclusion:
- Breastfeeding is a crucial component of development and poverty reduction efforts.
- It is important to integrate breastfeeding into national policies and programs.
- Promoting and protecting breastfeeding requires multi-sectoral efforts and sustained investment.