



भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001
GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT
SHASTRI BHAWAN, NEW DELHI-110 001
Website: <http://www.wcd.nic.in>

DR. SHREERANJAN, IAS

JOINT SECRETARY

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Dear Madam/Sir,

As you are aware, every year the first week of August is celebrated as 'World Breastfeeding Week (WBW)' to focus attention on important aspects of protection, promotion, and support of breastfeeding. The theme for 2013 is "**BREASTFEEDING SUPPORT: Close to Mothers.**"

2. In this direction ICDS and NRHM both have emphasized the importance of breastfeeding and intensified counseling of mothers during the antenatal period, at institutional delivery points and during lactation. During the breastfeeding week, we shall reemphasize and take our commitments forward.

3. The States have always taken keen interest in observing this week. In this regard, I request all the State/UT machineries, particularly ICDS, Health, FNB, PRIs and community based organizations to celebrate the World Breastfeeding Week and disseminate information and reach out to mothers for achieving optimal breastfeeding.

4. For your ready reference suggestive plans of actions separately for different target groups (annex I) and at the Anganwadi centre under ICDS (annex II) has also been attached. A report on action taken along with photographs and other documentation may be shared with the Ministry.

With warm regards

Yours sincerely,

(Dr. Shreeranjana)

To
All States/UTs Secretaries.
Ministry of Health and Family Welfare
Ministry of Panchayat Raj for necessary action
Copy to: All regional DTAs (FNB)
CD Bureau

Theme "Breastfeeding Support: Close to Mothers"

Sr. No.	Theme	Activity	Reference material	Target Group
1.	Breastfeeding promotion through ICDS Breastfeeding promotion through Health System Institutional delivery(Ministry of Health and Family Welfare 's Guideline)	Orientation by District / State Officials of ICDS and NRHM	Broad Framework of implementation ICDS Mission (wcd.nic.in) NRP - poshan.nic.in Enhancing optimal infant and Young child feeding practices (Guidelines by MoHFW)	DPOs CDPOs BMOHs LHVs ICDS supervisors School teachers and any others
2.	Role of Anganwadi Workers in breastfeeding promotion. (Preparing pregnant mothers for breastfeeding) counselling and follow up after delivery	Orientation by CDPOs / ICDS supervisors / NGOs	Available literature on breastfeeding (Poshan.nic.in)	AWWs, AWHs
3.	Effective implementation of the Infant Milk Substitutes Feeding Bottles, and Infant Foods (IMS Act) by discouraging mothers/ caregivers from using commercial breast milk substitutes and feeding bottles. Promotion of IMS Act	Sensitization by Block ICDS and NRHM officials	1. National Guidelines of Infant and Young Child Feeding and other relevant material (wcd.nic.in) 2. BPNI website 3. NRP (poshan.nic.in)	AWWs AWHs, Community, Mothers
4.	Breastfeeding a Baby- Demonstration of correct positioning of baby and addressing common problems during breastfeeding	Demonstration by MOs, LHVs ,ANMs, ICDS supervisors, IYCF counselors / trainers	Relevant available material (poshan.nic.in) BPNI website	AWWs, ASHAs Mothers Adolescent girls
5	Exclusive breastfeeding, <ul style="list-style-type: none"> • its importance • Exclusive breastfeeding for working mothers • Support for exclusive breastfeeding through Government Programmes 	Knowledge Dissemination by District / block level Officials of ICDS and Health	Available relevant material (poshan.nic.in) BPNI website	AWWs, ICDS Supervisor, Mothers
6.	Age-appropriate complementary feeding after 6 months along with continued breastfeeding	Knowledge Dissemination by CDPOs ,ICDS supervisors	Available relevant material (poshan.nic.in) BPNI website	AWWs, AWH, mothers
7.	Breastfeeding during illnesses like diarrhoea, fever , HIV,	Health Education Health officials , agencies working on IYCF promotion	Available relevant material (IMNCI Guidelines)	ICDS Supervisor, AWWs. ASHAs

Suggestive activities at the Anganwadi centre during Breastfeeding Week

Day	Activity
1	Community / family sensitization on breastfeeding
2	Mothers Meet (specially pregnant and lactating women)
3	Growth monitoring linked with counseling on breastfeeding
4	Healthy Baby Show
5	Sensitization on breastfeeding through audio aids like miking, wall writing etc
6	Display/ exhibition on breastfeeding at Anganwadi centres
7	Quiz Competition on breastfeeding involving women mothers adolescent girls, grandmothers

Note: Any other activity as may be locally appropriate.

Prizes and incentives may be given as appropriate