



Celebrating World Breast Feeding Week

1st – 7th August 2017



National Association of Man for Mankind

At/Po – Kharika Mathani, Nayagram,
Jhargram, West Bengal

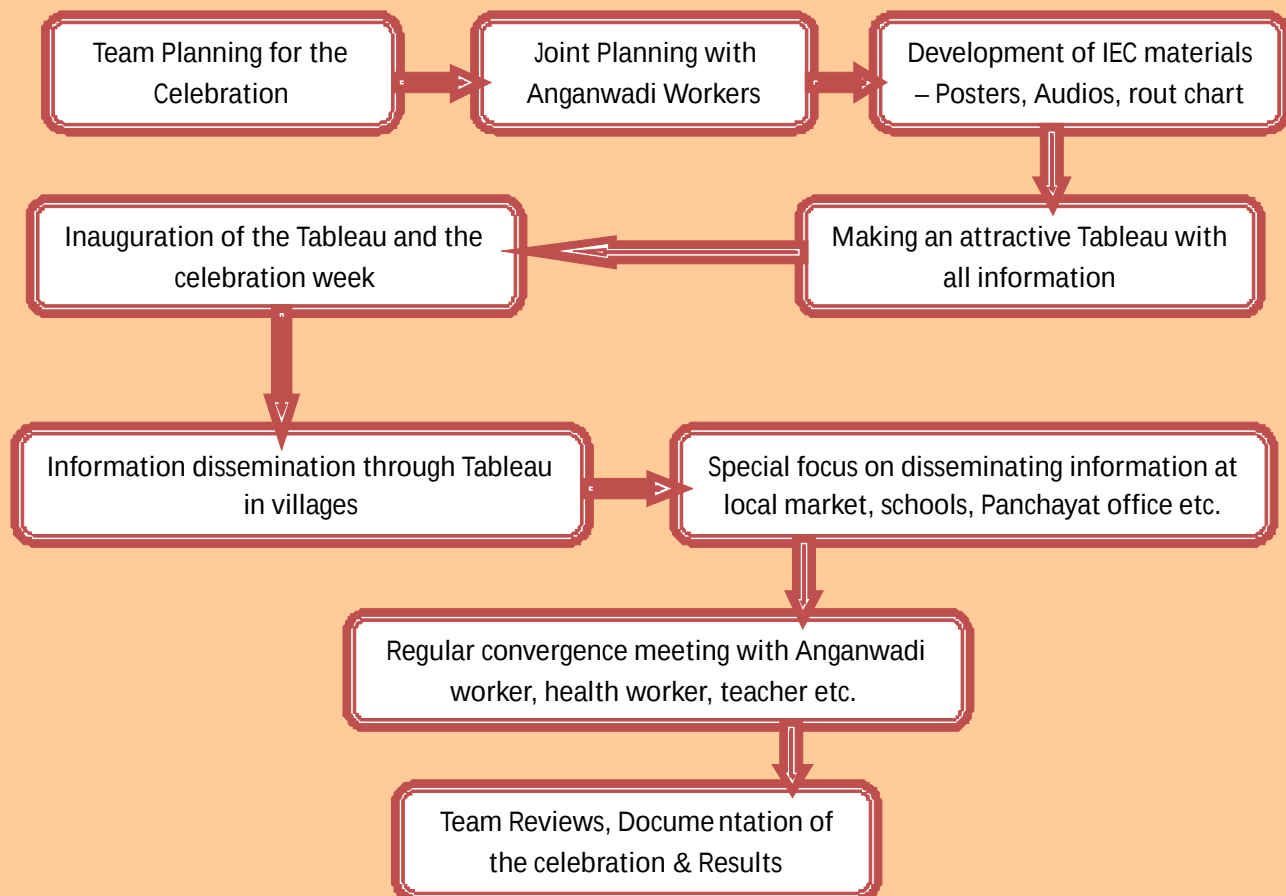


About the World Breast Feeding Week Celebration:-

National Association of Man for Mankind (NAMM) celebrated “World Breast Feeding Week” with the community in its project villages during the period of 1st to 7th August 2017. This year, the Breast Feeding Week Celebration has completed 25 years of celebration and the message was creating an environment for the mothers for breast feeding of the children. NAMM has decided to take this message to the communities it works for and not only the mothers. As NAMM believes, any health and nutrition programme needs intervention at Knowledge-Attitude and Practice level of all concerned stakeholders, through this campaign, it has also given focus. NAMM has decided not only to engage with mothers but also with the mother in-laws, husband, father in-law, other members in the family and the community as a whole who can play a very supportive role ensuring exclusive breast feeding for the child for first six months and continuation of breast feeding afterwards with other feedings.

Team NAMM, has planned in detail for the celebration of the breast feeding week and executed the same in 24 project villages as well as nearby villages.

The following processes were followed during the celebration of the week.



Planning for celebration of the Breast Feeding Week Campaign:-

Rounds of meetings were conducted with the project staffs, volunteers of NAMM and selected people from the community to discuss and chalk out a plan for the seven long day's celebration. These meetings were conducted both in the office as well as in the communities to ensure greater participation. From the planning phase, NAMM has involved community volunteers, especially some mothers from each village and consulted with them about the programme. This has done with a purpose of building communities ownership over the programme. These meetings were mainly conducted during last week of the month of July. 3 meetings were held with the staffs at the office level and 5 meetings were conducted at the community level with the selected women volunteers. In the community meetings, the local Anganwadi workers as well as health workers were also participated and plan has been prepared jointly.



First meeting with core staffs to design the celebration on 24th July 2017, at NAMM office

These meetings helped in identifying and clearly chalking out the key message on breast feeding that has been shared with the community through posters, miking as well as through community meetings.

The following issues were identified in the local context.

- Σ Exclusive breast feeding not done for first six months
- Σ Lack of knowledge on the importance of breast feeding and the processes
- Σ Blind believes in regards to giving colostrums
- Σ Cultural taboos like, giving honey, handia (practices where drops of rice liquor given to stop children from crying), giving water etc after birth and during six months
- Σ As the women are working, the feeding practices are irregular.
- Σ Lack of positive and motivating environment for breast feeding within the family etc.

Addressing these issues, need continuous and regular interventions at Knowledge-Attitude and Practice level. In this context, NAMM has developed a strategy of using a tableau and various other communication materials to reach maximum number of mothers, their families and community as a whole, spreading the need and importance of breast feeding.

- Mother's first milk (colostrums) is the first immunization for the child. This must be the f food of the child
- Exclusive breast feeding to the child for first six month. No water, no honey or anythin else
- Exclusive breast feeding reduces the chances of diaria among the children
- After six month, continue breast feeding with other external semi solid foods
- Exclusive breast feeding helps in better nutrition and better Intelligence of the child
- Breast feeding keeps the mother healthy

Tableau for Spreading the Information:-

A tableau was prepared with all information, benefits of breast feeding which went from village to village and spread the information. The tableau also went to local hat, schools, Anganwadi centres, Gram Panchayat office etc. where meetings were conducted by the team members with the people and the information on breast feeding has been shared. The tableau was inaugurated on 1st August and started its journey from Dhumsahi village. Lactating mothers inaugurated the tableau by showing green flags.





The tableau travelled through all the project villages and nearby villages. People in different villages welcomed the tableau in their own traditional ways.

The tableau went to following villages and touched approximately 14,000 people during six weeks of celebration. The following is the detail date wise details.

Date	Village	Tribal Market/Local Tribal Hata	Total Population Reached
1-08-2017	Dhumsai, Baxa, Balimundi, Rakhel ban	Nigul	2000
2-08-2017	Sirampur, Chotalpada, Banskali, Jambubani, Satahatia	Khadika	2500
3-08-2017	Gulfa, Khasjangan, Chotakhankari, Chandabila	Kuldiha	1500
4-08-2017	Parasia, Bachurkhuad, Khandarpada, Panchakahania	Baligeria	2500
5-08-2017	Chiripitti, Naldam, Charapada, Barakati	Khakdi	1000
6-08-2017	Baligeria, Chandua, Rakhani, Murakhunta	Kesarekha	1500
7-08-2017	Jhagari, Kuldiha, Khudagada, Arra.	Bedajal	2500

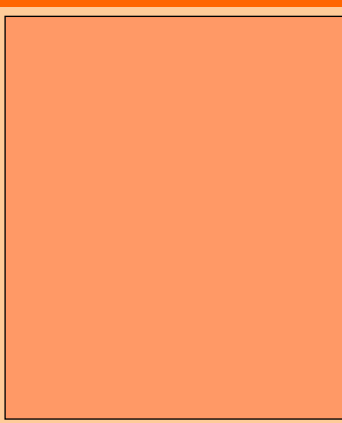




Meeting were held in each of the villages where the tableau went. In most of the meetings women took oath to create an environment where the mothers can breast feed their child without any pressure

Posturing, Miking the Audio and meeting:-

NAMM has developed 2 posters and an audio in Bengali and local language to spread the message of exclusive breast feeding. Posters were pasted in all the prominent places and the pre recorded audio was played in the tableau as well as in all the community meetings. The mothers in some of the meeting, has also taken oath by putting their signatures and promises for promoting breast feeding. Along with it, where ever the tableau went, a small street meeting was organized to spread the message.





These meetings were useful as, they were not very long and key messages were delivered to the mothers and other stakeholders.

Special Convergence Meetings:-

As part of the campaign, special meetings were organized in schools as well as Anganwadi centres with the members of the mothers committee, teachers as well as School Management Committee members.



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Some immediate results:-

The seven days celebration of breast feeding week has brought some immediate results. Through this process, approximately 14,000 people were reached. More than 3000 lactating women were directly counselled and motivated for exclusive breast feeding for first six months. 15 meetings were conducted with School Management Committees, Mothers Committees etc. who had shared that they will be taking up the issue at the Anganwadi and school level regularly. Through this process, NAMM has carried out joint planning and execution with the local service providers like Anganwadi worker, health worker, teachers etc.



Amader samaye amra prothome sishu ke madhu ditam. Takhon jana chilo madhu khele bachara mishiti katha bolbe...Ekhon aashi borse janlam sishu ke prathom maer dudh daba uchit. Ami eta sabaike bolbo"

"During our time, we used to give honey to the child as first food. Our elders said, they will speak sweet when grown up. Today at 80, I understood the need of colostrums for the child. I will share this with everyone".

Ruibari Singh, Gulfa



"We had planned the breast feeding week celebration together. NAMM has been doing good work in our area and we need their continuous support"

Sutapa Dey, Angawadi Worker, Satahatia



Ekhane khub sundar bhabe ekata kathin bisayo ke bujhie dilo. Ami giye amar bou ke egulo bolbo. Amar mote nutoon maa der sathe ee bisoye barbar alochana kara dorkar"

"People from NAMM, expressed the difficult things very easily. I will share all the information with my daughter-in-law. In my view, NAMM should do such meetings with new mothers repeatedly".

Budhuni Singh, Khasjangal



"Amar bachh dumasar hoeche. Ami katha dichi, agami panch mas oke sudu maaer dudh hi debo".

My Child is just two months. I promised for exclusive breast feeding for next five months"

Champamani Mandi, Jamubani



"Bhabtam sisuder ke dudh daba maa der hi kaj. Ekhon bujhlam amader o ekta dayitwo ache"

I believed, breast feeding was mothers responsibility. Now understood we also have some duty

Sunaram Mandi, Balimundi



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