

Activities to be focused during the World Breastfeeding Week - 2020

- Counselling for breastfeeding and IYCF practices during all the opportunities available at different community platforms - such as modified VHSNDs, home visits under HBNC and HBYC and other programmes
- Raising awareness on support to the mother for breastfeeding - using various IEC/BCC platforms.
- Advocating use of MCP card for counseling of family members on breastfeeding and promoting its use as an empowerment tool
- Tele-counselling on importance of breastfeeding and IYCF practices

Awareness generation using various means of communication as per population needs in local language, e.g. use of Television, Radio and Digital platforms (Watsapp/Facebook/Twitter)

- Digital quiz competitions, digital essay writing may also be promoted among students of high school and above involving School Education Department
- Use of social media handles of Chief Minister, Health Minister and other important personalities on spreading the message of importance of breastfeeding for building of immunity in infants and young children
- Messages regarding importance of breastfeeding to all ANMs and ASHAs through RCH portal and messages on early initiation and exclusive breastfeeding to all pregnant and lactating mother through MCTS Call Centres/bulk messaging plans
- Webinar for all the key staff by adopting a cascade approach on breastfeeding and IYCF practices in convergence with MWCD. The involvement of FoGSI, IAP and IMA for private sector should be ensured. Focus of these activities should be to facilitate immediate and uninterrupted skin-to-skin contact and supporting mothers to initiate breastfeeding as soon as possible after birth.
- Involvement of Women and Child Development (WCD), Social Welfare Department, Panchayati Raj Institutions (PRIs), Urban Local Bodies (ULBs), and Self Help Groups (SHGs) and Department of Rural Development to utilise the opportunities of contacts with the community for delivering messages on early initiation of breastfeeding, colostrum feeding and exclusive breastfeeding.