



# Family Health Bureau

## Ministry of Health

# National Breastfeeding Week 2022

“මව්කිරි දීමට හැඟී සිටීම; දැනුවත් කරමු - සහය වෙමු”

“தாய்ப்பாலூட்டலை மேம்படுத்த அறிவுட்டுவோம் ஆதரவளிப்போம்”

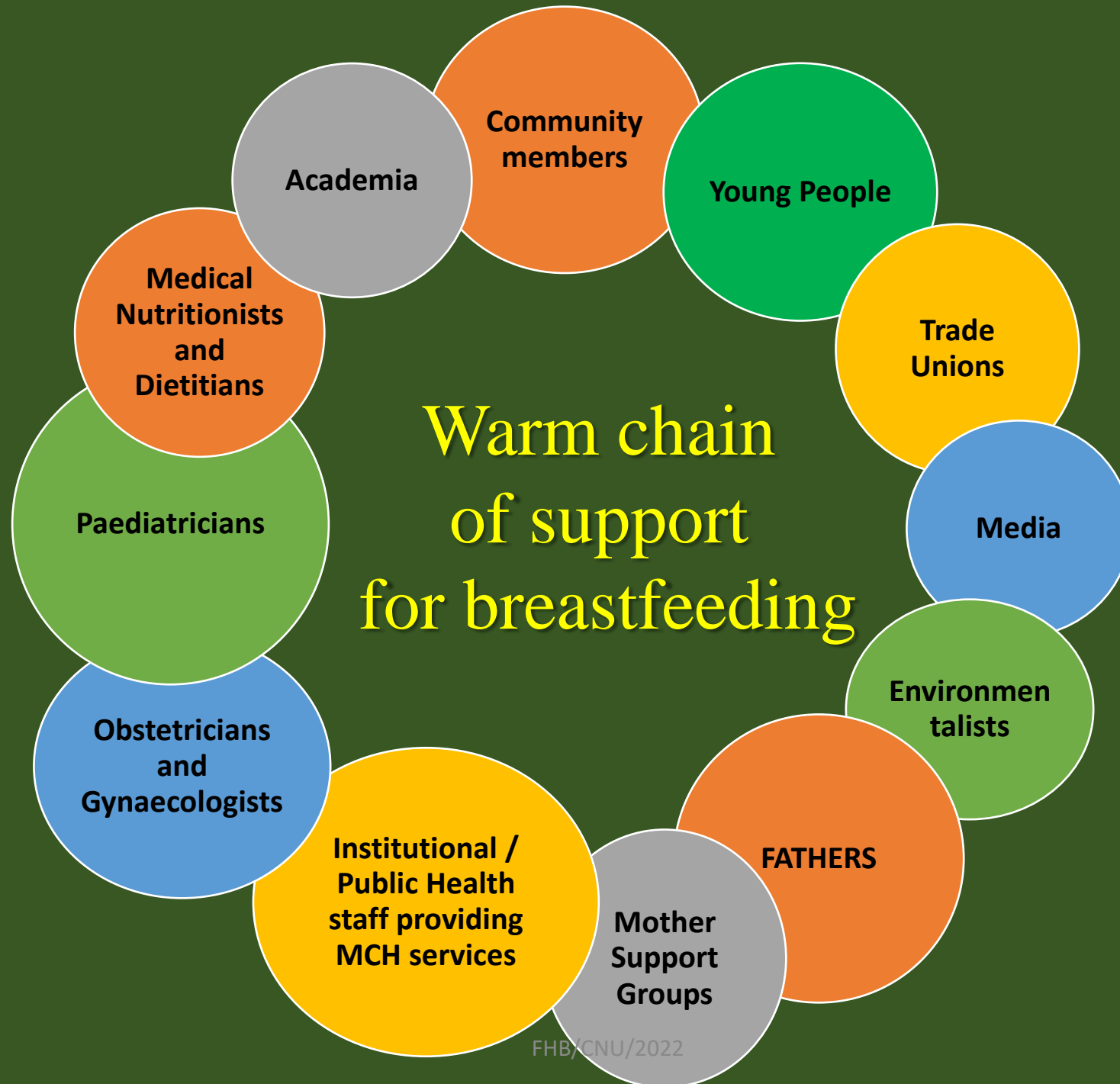
***“Step up for Breastfeeding; Educate and Support”***

# Objectives of the national breastfeeding Week 2022

- Inform people about their role in strengthening the warm chain of support for breastfeeding
- Establish breastfeeding as part of **good nutrition, food security** and reduction of inequalities
- Engage with individuals and organizations along the warm chain of support for breastfeeding
- Galvanize action on strengthening capacity of actors and systems for transformational change.

# Warm chain of support for breastfeeding

The **Warm Chain** links different stakeholders by coordinating efforts at all levels (health, community, work place) to provide a continuum of care and follows the first 1,000 days promoting, protecting and supporting breastfeeding, placing the mother-baby dyad at the center.





# Warm chain of support for breastfeeding: Health staff providing MCH services

You have a powerful influence on a woman's decision to breastfeed and on the success of her breastfeeding experience.

- Ensure implementation of the BFHI in your health institution
- Enable mother to achieve her ideal birthing experience
- Support the “golden first hour”
- Ensure that the mothers are competent to effectively breastfeed their babies before they are discharged after delivery.
- Skilled counselling for breastfeeding throughout postpartum period in hospital & field (home visits, clinic care)
- Ensure that mothers will inform the Public Health Midwife as soon as they are discharged
- Empower mothers to enable them to sustain breastfeeding
- Help them combine breastfeeding and work
- Discuss breastfeeding with youth in reproductive health education
- Strictly adhere to the Sri Lanka BF Code and MoH circulars



# Warm chain of support for breastfeeding: Paediatricians

Any advice you give on breastfeeding would have a great impact on the choices parents and families make about breastfeeding.

- Ensure implementation of the BFHI in your health institution
- Ensure that the mothers are competent to effectively breastfeed their babies before they are discharged after delivery
- Ensure that the mothers will inform the Public Health Midwife as soon as they are discharged
- Always ask about breastfeeding during a consultation
- Provide skilled lactation support for mothers during breastfeeding period and help them to overcome difficulties
- Never prescribe infant formula without a proper medical indication.
- Empower the mother to sustain breastfeeding
- Empower them with strategies to enable them to combine breastfeeding and work
- Work together with others to ensure a continuum of care for the breastfeeding mother-baby
- Train your team on lactation management and ensure that the ward staff protect, promote and support breastfeeding
- Keep updated on maternal medication and breastfeeding
- Strictly adhere to the Sri Lanka BF Code and MoH circulars





# Warm chain of support for breastfeeding: Obstetricians and Gynaecologists

You and your team are healthcare providers for mothers, before, during and after delivery. You can play an active role in breastfeeding support and enable mothers.

- Ensure implementation of the BFHI in your health institution
- Inform all pregnant women and their partners about the management of breastfeeding
- Ask about the breastfeeding history
- Establish mother-friendly labour room practices
- Train your team on lactation management
- Ensure that the mothers are competent to effectively breastfeed their babies before they are discharged after delivery
- Ensure that the mothers will inform the Public Health Midwife as soon as they are discharged
- Empower mothers to enable them to combine breastfeeding and work
- Work together with others to ensure a continuum of care for the breastfeeding mother-baby
- Strictly adhere to the Sri Lanka BF Code and MoH circulars





# Warm chain of support for breastfeeding: Medical Nutritionists and Dietitians

You play a key role in shaping food choices, improving nutritional status, and providing preventative and therapeutic intervention in both general and emergency setting.

- Include breastfeeding when addressing nutritional status of children, especially in crisis situations like the present economic crisis
- Address barriers to optimal breastfeeding through behavior change and communications
- Advocate for optimal breastfeeding in policies and programmes related to public health and nutrition
- Empower mothers to enable them to combine breastfeeding and work
- Strictly adhere to the Sri Lanka BF Code and MoH circulars
- Plan and carry out innovative activities to protect, promote and support breastfeeding.



# Warm chain of support for breastfeeding: Academia

You can play a key role in promoting, supporting and advocating breastfeeding through education, research, and dissemination of research findings.

- Ensure that appropriate and adequate information on breastfeeding is included in curricula taught in your institution
- Prioritize research in breastfeeding
- Support the dissemination and implementation of research evidence in breastfeeding
- Empower mothers to enable them to combine breastfeeding and work
- Work together with others to ensure a continuum of care for the mother-baby dyad
- Adhere to the Sri Lanka Code



# Warm chain of support for breastfeeding: Fathers

When fathers support breastfeeding and are involved in caring, breastfeeding improves, the parental relationship is better, and their infants develop more quickly.

- Work together with the mother as equal partners to give mother-baby maximum benefits from breastfeeding
- Learn about the importance of breastfeeding and how it works
- Know when to seek help from local health staff (PHM, MOH) or lactation management center
- Create a breastfeeding friendly environment at home
- Share domestic tasks. Take responsibility to care for older children
- Build your own unique bond with your baby by actively interacting, carrying, cuddling and caring. Help feed EBM
- Actively share your experiences of breastfeeding with others
- Watch out for advertising and promotion of infant formula, bottles, teats .... and inform your health staff if you see such violations



# Warm chain of support for breastfeeding: Mother Support Groups

You can provide breastfeeding mothers and their families with timely and accurate information as well as practical and emotional support.

- Help mothers/parents overcome challenges posed by the present difficult situation of the country and sustain breastfeeding
- Provide a comfortable environment antenatally and postnatally for sharing information and experiences related to breastfeeding
- Advocate for all parents to access skilled breastfeeding counselling and support from the area PHM and lactation management centers in the nearest hospital
- Facilitate families to access health services when in need by generating community support; e.g. by arranging transport
- Disseminate appropriate and consistent communication messages to support breastfeeding families
- Empower mothers to enable them to combine breastfeeding and work
- Work together to ensure a continuum of care for the breastfeeding mother-baby
- Watch out for advertising and promotion of infant formula, bottles, teats .... and inform your health staff if you see such violations
- Plan and carry out innovative activities to protect, promote and support breastfeeding



# Warm chain of support for breastfeeding: Community members

You can play an important role in promoting and advocating for breast feeding and supporting breastfeeding mothers to sustain breastfeeding.

- Volunteer to support breastfeeding in this crisis situation
- Uphold breastfeeding as the best nourishment
- Encourage parents-to-be to choose healthcare facilities that promote and support breastfeeding
- Actively share positive experiences and correct information with parents and friends
- Collaborate to ensure support to the breastfeeding mother-baby in different environments e.g. health facilities, homes, workplaces
- Encourage parents to access skilled breastfeeding counselling & support from areas PHM, LMC
- Connect parents with breastfeeding support groups
- Empower parents to enable them to combine breastfeeding and work
- Encourage employers to set up breastfeeding facilities at the workplace
- Share correct information on importance of breastfeeding and the danger of uncontrolled distribution of infant formula and related products during crisis





# Warm chain of support for breastfeeding: Young people

You have the power to change social norms by utilizing innovative approaches and using diverse channels.

- Stay educated! On benefits of breastfeeding, how it is one of the best investments to save lives and improve health, social and economic development of individuals and nations
- Use different methods (eg. social media) to share information about how to support breastfeeding
- Dispel myths and false information about breastfeeding
- Work together to ensure a continuum of care for the breastfeeding mother-baby
- Be respectful & encouraging of mothers breastfeeding (e.g. in public)
- Involve your schools, universities, colleges, training institutions etc. to create platforms talk about sexual and reproductive health and rights including breastfeeding
- Do not accept any gifts, samples, sponsorship or displays of infant formula-bottles-teats or any other benefits from companies or their agents
- Plan and carry out innovative activities to protect, promote and support breastfeeding



# Warm chain of support for breastfeeding: Media

You can play a role in advocating for breastfeeding as a nourishing and sustainable first food during the first six months and as a nourishing and sustainable food till two years and even beyond .

- Promote breastfeeding in all instances
- Act as a link between different parties in the warm chain of support
- Reinforce the message that breastfeeding contributes to achieve food security, health of mothers and children, improve home and country economy and planetary health
- Engage school children, students, youth and social media influencers to include breastfeeding as a sustainable food at all times
- Promote breastfeeding as a locally-available and renewable food especially during the present economic crisis with fuel shortages
- Watch out for activities that discourage breastfeeding or activities such as advertising and donations of infant formula and related milk products, bottles, teats .....which are are not allowed according to the Sri Lanka Code
- Inform relevant authorities if you see violations of the Sri Lanka Code and actively discourage these unethical practices
- Plan and carry out innovative activities to protect, promote and support breastfeeding





# Warm chain of support for breastfeeding: Environmentalists

You can advocate for breastfeeding as a renewable and sustainable first food and a nourishing food during the first two years and even beyond. thus contributing positively towards planetary health.

- Advocate to align policies on breastfeeding with environment/climate initiatives and the Sustainable Development Goals (SDGs)
- Reinforce the message that breastfeeding contributes to food security and planetary health.
- Engage school children, students, youth and social media influencers to promote breastfeeding
- Include breastfeeding as a sustainable food when discussing food insecurity, environment and climate issues
- Promote breastfeeding as a locally-available and renewable food especially in times of environmental and natural disasters more so during the present economic crisis with fuel shortages
- Work together with breastfeeding advocates and policymakers for a toxic- and waste- free future, including reduction and elimination of toxic substances
- Empower women/parents/families by supporting breastfeeding as part of green workplace initiatives
- Always uphold the Sri Lanka BF Code .... Watch out for advertising and donations of infant formula and related milk products, bottles or teats. Inform relevant authorities if you see such violations
- Plan and carry out innovative activities to protect, promote and support breastfeeding



# Warm chain of support for breastfeeding: Trade Unions

Your role is in advocating, negotiating and implementing social protection and breastfeeding rights for all parents at the workplace. You can organize, inform, mobilize and negotiate for agreements that support breastfeeding.

- Ensure that women workers' health, maternity, paternity and parental rights are given priority in the union and workplace
- Develop and review parental social protection policies at work and advocate to governments for implementation and strengthening of policies
- Negotiate for agreements on paid leave, breastfeeding breaks, job security, protection from discrimination and other suitable facilities to support breastfeeding
- Ensure the implementation of parental social protection policies and programmes at the workplace and elsewhere
- Educate workers and train union representatives on parental social protection, breastfeeding issues and rights
- Connect with networks and allies nationally and globally to include breastfeeding rights as a key element of the universal social protection campaign
- Watch out for advertising and donations of infant formula and related products which is not allowed by the Sri Lanka Code. Inform relevant authorities if you see such violations
- Plan and carry out innovative activities to protect, promote and support breastfeeding

# Activities for the Breastfeeding Awareness Month

- **Identify the stakeholders** along the 'warm chain of support' for breastfeeding and how their support can be ensured to promote breastfeeding during crisis situation
- **Raise awareness on how to 'Educate and Support'** among all these stakeholders including the community
- **Empower health staff** to carry out activities to promote correct nutrition and create family and community awareness during the crisis situation
- **Strictly monitor** the donations to prevent distribution of infant formula, growing up milks, malted milks and related products
- **Strictly ensure the correct implementation of the Sri Lanka Code**

For literature on National breastfeeding week 2022

<http://fhb.health.gov.lk/index.php/en/technical-units/child-nutrition-unit>

