

Commemoration of World Breastfeeding Week, 2018

1st to 7th August

Project Poshan: Fight against Malnutrition

An initiative of United way Mumbai



Campaign for Promotion of Breastfeeding in Project Poshan Communities

- World Breastfeeding Week (WBW) is an annual celebration organized by The [World Alliance for Breastfeeding Action](#) (WABA) to promote, support and encourage breastfeeding and improve the health of babies around the world.
- To Commemorate WBW, United Way Mumbai (UWM) reached out to 200+ pregnant and lactating women in rural and tribal communities in Karjat , Panvel along with slum communities in sion and wadala.
- Through innovative education sessions and interactive group discussions, women were educated on importance of breastfeeding and were encouraged to promote and support breastfeeding in communities.
- UWM also engaged government stakeholders such as Anganwadi workers , ASHA workers and village sarpanch to lead the breast feeding education activities.
- Proper breastfeeding method was also demonstrated with the help of a Doll.
- Healthy eating was promoted by the display of a health food basket containing various dals, pulses and green leafy vegetables .

Education sessions were carried out in 11 Anganwadi centers in Panvel, Karjat, Sewri and Wadala in Mumbai

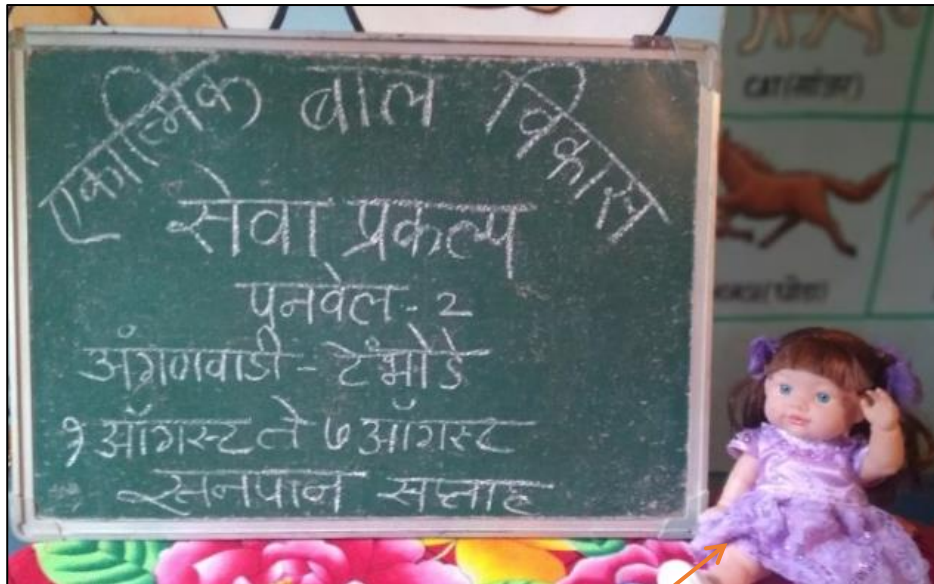


Communiy discussions in Morewadi – Karjat



Communiy discussions in Tarwadi – Karjat

Demonstration of proper breast feeding practices with help of a doll



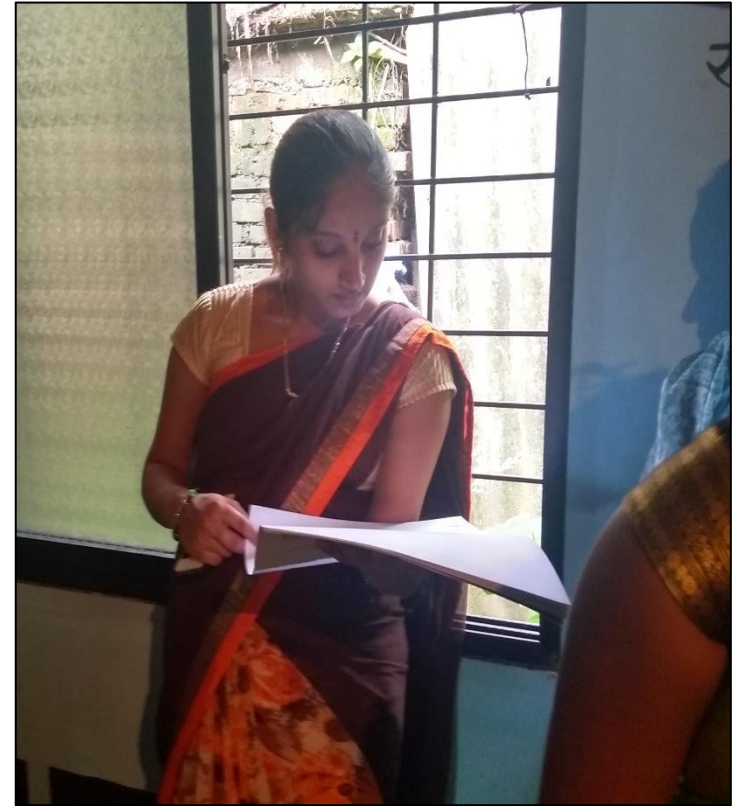
Meet **Minu**: Doll used for demo on proper breastfeeding practices



UWM team conducted one to one health enquiry, educational sessions with women in the communities to communicate benefits of breastfeeding and how it helps in overall well-being and lays foundation for health future of infants



One on one discussion with lactating mother
in Nevali – Panvel



Pregnant mothers taking keen interest in
the flipcharts displaying Galactogogues
(Foods helpful in increasing milk
production in lactating women) in
Tembhode –Panvel



Video display to show breast crawl breastfeeding at anganwadi in Salokh – Karjat

Despite numerous benefits of breastfeeding and decades of doctors' recommendations, only 41.6 % infants start breastfeeding within one hour of life and 55 per cent of infants under six months are exclusively breastfeed.



Explanation of effect of improper breast feeding on children's growth with the help of growth chart in Male – Karjat

UWM team used this opportunity to also talk about importance of nutrition during pregnancy and lactation by displaying locally available dals , pulses and green leafy vegetables .

Through this, UWM engages women in conversation around safe birth and vitality of breast feeding. This has proven to be an effective platform to educate women in the communities.



Display of green leafy vegetables at Chinchawli – Panvel



Display of dals , pulses and green leafy vegetables at Male

UWM team also engaged government stake holders like Anganwadi workers , ASHA worker and the village sarpanch to lead the breast feeding education activities

Anganwadi sevika educating pregnant ladies and mothers on proper breast feeding practices in Male-Karjat



Anganwadi sevika educating pregnant ladies and mothers on inclusion of all food groups in diet in Salokh - Karjat





ASHA worker explaining the importance of breast feeding with the beneficiaries of AWC no. 136,145,159



Participation of ASHA worker in community discussion in AWC no. 176, Wadala

Key Outcomes

- WBW was commemorated in 15 anganwadi centers across Karjat , Panvel , Sion and Wadala with more than 200 pregnant and lactating mothers.
- Key points related to Antenatal care and Prenatal care were discussed.
- Proper breastfeeding method was demonstrated with the help of a *doll* to give a proper understanding.
- Locally available green leafy vegetables were promoted to increase iron intake among mothers.
- UWM mobilized government stakeholders such as village sarpanch , Asha worker and Anganwadi sevikas to take the lead in promoting Antenatal and Prenatal care.