

Group Work
Southern States of India
Andhra Pradesh, Karnataka, Kerala,
Tamilnadu

World Breastfeeding Conference 2012

KEY RECOMMENDATIONS FOR ACTION AT NATIONAL & REGIONAL LEVEL

1. Use the SBTi tool to undertake block level assessment and analysis of IYCF including the mortality and morbidity indicators
2. Make IYCF counseling and skill based training mandatory and update curriculum for all health and nutrition care personnel
3. Revitalize BFHI and with periodic assessment

DECLARATION

**Make Breastfeeding a fundamental
human right of infants and women
entrenched in policies and programmes**

Campaign Recommendations from Group B Babies Need Mom Made Not Man Made

- Create a jingle with an catchy tune using the slogan that will go across all media to the masses.
- facts about supremacy of breastmilk to promote breastfeeding – Normal, just right, just in time. Dynamic living fluid that changes according to the needs of the infant. Increases immunity, intelligence and emotional stability. Reduces risks of infections, malnutrition, diabetes, night blindness and obesity
- Let every mother know that she has enough milk for her baby - more suckling makes more milk
- Increase awareness through: Schools, colleges, universities, PRIs, NGOs and CBOs, BPNI, IMA, FOGSI, IAP, FNB, SOMI, NRHM