

GROUP D

States-

Gujarat, Maharashtra, Rajasthan

Maharashtra

Chairperson- Dr.Alka.V.Kuthe

Rapporteur- Dr. Megha

Draft Declaration(1 key point)- National guidelines on IYCF to be given shape of a national policy

Recommendations

- Proper implementation of IMS Act
- Uniform policy for protecting and supporting breast feeding for mothers including informal and private sectors

Gujarat

Chairperson- Dr. Arun Phatak

Draft Declaration(1 key point) –Proper implementation- the key to success

Recommendations

- Skill on behavior change communication (BCC) needs to be stressed in training programmes.
- Regular monitoring of IYCF practices.
- Private sector care for promoting IYCF needs to be focused.

World Breastfeeding Conference 2012

Group Work 2

Campaign-BNMMNMM

Maharashtra

Chairperson: Dr. Armida Fernandeg

Rapporteur: Dr. Megha

- **Aaiche doodh majha janmasiddha adhikara, mee karto dabyacha bahiskaar**
- **BFHI lactation Counselor at every health facility**
- Complete food, intelligent baby with higher IQ, protects from allergy, Time, money and energy saving, protects from cancer
- Annual Activity- Breast feeding walk
- Amitab Bachan , Anjali and sachin tendulkar, Mrunal Kulkarni, Shilpa Shetty
- Media : All health organizations- IAP, FOGSI and NGOs
- Alec Padamsee, Rahul Deo, Abhiroopa, Naren, Jursen D'cunha

Gujarat

Chairperson: Dr. Arun Phatak

Rapporteur: Dr. Parag Dagli

- 1. Stanpaan anmool che,Dabba –dairy pol che**
- 2. One promotional advertisement before each show in all cinema houses/ TV serials**
- 3. Bonding , first natural vaccine, ease,ever ready, affordable, nectar of life**
- 4. World Breastfeeding Week, Nutrition Week, Neonatal Week,Childrens Day, Mothers Day, Navaratri, Janmastami, Uttarayan and other ocassions of mass gathering**
- 5. Morari Bapu, Tarak Mehta , Ila Bhat (SEWA RURAL)**
- 6. IAP, NNF, FOGSI, AMA, NURSING ASSOCIATION,NGO's and VOLUNTARY ASSOCIATIONS- LIONS ROTARY**
- 7. MICA-MUDRA INSTITUTE, NID(NATIONAL INSTITUTE OF DESIGN), CHIRAG DAGLI COMMUNICATION CRAFT (9879104180)**