

# Group G

Group Work Africa, Afrique and Arab world

World Breastfeeding Conference  
2012

# **KEY RECOMMENDATIONS FOR ACTION AT NATIONAL & REGIONAL LEVEL**

- **REVITALIZATION OF BFHI**
- **REINFORCEMENT OF COMMUNITY BASED ACTIONS REGARDING IYCF**
- **INTERNATIONAL CODE ASSESSMENT/RAISE AWARENES AND ADOPT IT AS LAWS**
- **MEDIA CAMPAIGN**
- **Government must prioritize funding for IYCF**
- **Strengthen co-ordination of IYCF at National level – multi-sectoral approaches**
- **WBTI assessment be adopted as a routine monitoring tool**

# **ONE KEY POINT FOR DRAFT DECLARATION**

## **→ ADEQUATE FUNDING OF IYCF**

Governments to demonstrate commitment through budgetary allocation for IYCF and donors to recommit themselves to IYCF.

## Campaign-BNMMNMM

→ Du lait maternel et non artificiel  
pour les bébés

→ ahtag halib omy la halib al masnaa

→

## **Campaign-BNMMNMM**

→ Adoption of national laws/regulations to implement the International Code

# Campaign BNMMNMM

Five key facts:

- Breastmilk protects against many diseases
- Breastmilk contains enough water to quench the baby's thirst
- Breastmilk is always ready and available
- Breastfeeding is economical and environmental friendly
- Breastmilk is a living substance

# Campaign BNMMNMM

- 4. World Breastfeeding Week

# Campaign BNMMNMM

5. Regional level champions:

Afrique & Africa:

- -Didier Drogba (football player)
- -Patience Dabani (Singer)
- -Angélique Kidjo

Arab World:

Hend Sabry

Abo treka

# Campaign BNMMNMM

- 6. UNICEF
- PLAN
- Save the children
- Action Against hunger (ACF)

# Campaign BNMMNMM

## 7. Media people:

- Africa:

- Burkina Faso:

- Beld'hor SIGUE - Rodrigue BARRY and Alexandre Le Grand ROUAMBA

- **Togo** : HOTOWOSSI

- **Arab World:**

- Amr Khaled

- Ayed El qarny