

25TH WORLD BREASTFEEDING WEEK

1-7 AUGUST 2017



SUSTAINING
BREASTFEEDING

TOGETHER

“सबै मिली स्तनपानलाई दिगो बनाऔं”

UNICEF in collaboration with the Government of Nepal and with the support from the European Union organized series of events to mark the 25th World Breastfeeding Week in Nepal.

On the eve of the World Breastfeeding Week, UNICEF in partnership with the Department of Health Services (DoHS), Ministry of Health (MoH) organized an interaction with media professionals to sensitize them on current status of nutrition and breastfeeding in Nepal and discuss the role of media to protect, promote and support breastfeeding. The program was chaired by Dr. Rajendra Pant, Director General of the DoHS, MoH and addressed the media meeting ensuring that the Ministry is committed to revitalize the Maternal and Baby-friendly Hospitals Initiative, enforcing the implementation of the Breastmilk Substitutes (BMS) Act and as well as advocating the revision on the maternity leave provision. Nearly 60 participants including journalists, government officials, and representatives from development partners attended the programme.



Journalists participating media interaction on 31 July 2017

Raj Kumar Pokharel, Chief of the Nutrition Section at Child Health Division unwrapped the session by highlighting current situation of nutrition and breastfeeding in Nepal to journalists. His session also highlighted the content on nutrition, malnutrition, importance of nutrition, investment in nutrition and multisector approach on reduction of malnutrition.

Pradiumna Dahal, Nutrition Specialist at UNICEF Nepal emphasized the importance of the mother and baby-friendly hospital initiatives in Nepal, strategic approaches, accreditation and its status in country. He also urged the need for Nepal (for government, non-

government, private and informal sectors) to update the Maternity Protection (leave) Provisioning to at least meet the requirements of the ILO conventions and to achieve the goal of paid maternity leave of 6 months as envisaged by National Infant and Young Child Feeding Strategy 2016.

Atul Upadhyay, Senior Project Manager at Helen Keller International Nepal asserted the need for advocacy of the breastfeeding. He also highlighted the laws and policies on the protection and promotion of breastfeeding, including the BMS guidelines endorsed during the WHA 2016, and the BMS labelling as per Codex Standards.

On Thursday, 3 August 2017, UNICEF Nepal Country Office hosted a [Facebook Live](#) (in Nepali language) among its staff members to discuss on experiences of breastfeeding. Hosted by the Chief of Communication Section, altogether six female and four male colleagues from Operations and Programme Sections participated this discussion. They discussed on their experience of breastfeeding of their children (both for the first time and recurrent), challenges faced, support received from spouses, family members, health workers, hospitals and others. In addition, Nutrition Specialists demonstrated the right

positions of breastfeeding, attachment, and also gave an overview on existing policies related to breastfeeding and ongoing efforts and support from UNICEF to the government on making the health services mother and baby friendly, promoting breastfeeding at workplace and provisioning of sufficient maternity leave.

This Facebook live was well accepted and praised by audiences and has already got more than 22,000 views with many shares, comments and reactions. Full version is available here:

<https://www.facebook.com/unicefnepal/videos/1629929217051834/>



Parliamentarians attending the interaction programme

On Friday, 4 August 2017, UNICEF in collaboration with the Ministry of Health organized an interaction programme with Members of the Legislature Parliament 'Women, Children, Senior Citizens and Social Welfare Committee'. Nearly 60 participants attended the programme including Members of the Legislature Parliament, government officials, journalists, and representatives from development partners.

Dr. Rajendra Pant, Director General, DoHS, MoH emphasized the importance of breastfeeding and the challenges followed by the situation of nutrition and breastfeeding in Nepal.

He also explained to the parliamentarians on how breastmilk substitute is affecting the market globally and its impact in Nepal and the potential roles that the lawmakers could play for the protection promotion and support of the breastfeeding.

Pradiumna Dahal, Nutrition specialist at UNICEF Nepal conveyed to the parliamentarians on nutrition, its importance and why the lawmakers need to draft policies to emphasize investment on nutrition. He also focused on current situation of nutrition in Nepal with highlights on breastfeeding, multisector approach on reduction of malnutrition, and he further talked about major nutrition programme as part of health.

Raj Kumar Pokharel, Chief of the Nutrition Section at Child Health Division asserted the need for advocacy of the breastfeeding. He discussed on existing and draft legislation, laws and policies on the protection and promotion of breastfeeding. He further pointed about strategic initiation and approach and accreditation of maternal and baby-friendly hospital.

Following the presentations, lawmakers shared their experiences on breastfeeding and their observations. Ms. Ranju Kumari Jha, the Chairperson of the parliamentary committee committed to formulate policies to promote breastfeeding and discourage breastmilk substitute. She further promised to ensure the maternity leave provision to meet as envisaged by the IYCF strategy once the upcoming Reproductive Health Ordinance comes to her Committee for review so that it would help mother to exclusively breastfeed her child.



Pradiumna Dahal, Nutrition Specialist at UNICEF Nepal talking about situation and challenges of breastfeeding in Nepal

UNICEF, together with Helen Keller International Nepal, supported the MoH in designing and dissemination of poster with breastfeeding related messages and calendar containing BMS act related messages to reach the local levels, at least 1 for each health facility and local authorities.

MoH, with support from UNICEF and other partners, organized different activities countrywide to protect, promote and support breastfeeding. A guideline on how to celebrate the 2017 breastfeeding week was sent by MoH to all health offices and health facilities nationwide. Newly elected members of all rural municipal council/municipality/metro/sub-metropolitan city were oriented on different aspects of sustaining breast feeding. FCHVs organized mothers group meeting including breastfeeding mothers and their family members on importance of breastfeeding, different positions, optimal infant feeding practices, and other different issues of breastfeeding and counselling. Posters and pamphlets regarding breastfeeding were displayed in public places, messages on importance of breastfeeding broadcasted through radios and television.

UNICEF Nepal also posted contents to promote breastfeeding through its social media platforms. A [blog](#) written by Sophiya Uprety, Nutrition Officer at UNICEF Nepal was published on UNICEF Connect.

Media covered these events well in addition to some comprehensive coverages on breastfeeding in Nepal. Here are some links:

English

[Benefits of breastfeeding](#)
[25th World Breastfeeding Week begins](#)
[Govt fails to control rampant use of alternatives to breastfeeding](#)
[Health ministry accelerating process to extend maternity leave to six months](#)

Nepali

[People still don't know that babies should be breastfed](#)
[Tips for breastfeeding as it is baby's first vaccine](#)
[Depriving breastfeeding rights](#)
[Breastfeeding rate decreased](#)
[Breastfeeding and six month leave](#)
[Mothers lose children due to no breastfeeding](#)
[Health worker who prescribes breastmilk substitute will be imprisoned for one month](#)
[Maternity leave to be extended to six months from two months](#)

Standard Chartered Bank Nepal extends paid maternity leave to 20 weeks

Standard Chartered Bank Nepal has rolled out enhanced employee parental benefits programme, under which female employees of the bank will be granted a 20-week fully paid maternity leave. In the past, the tenure of such leave used to be 90 days. Also, male employees will be granted two calendar weeks of paternity leave against the earlier provision of one week.

First female CDO of Rasuwa establishes a breastfeeding room inside office

Ms. Hiradevi Paudel, first female Chief District Officer of Rasuwa district has established a breastfeeding corner inside District Administration Office considering female clients and staff. Many women visit the office every day to apply for citizenship and passport.

For additional information, please contact:

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पोषणका लागि हातेमालो Partnership for Improved Nutrition

