

Minutes of workshop on World Breastfeeding Week dated 1 Aug, 2012, Red Bishop, Panchkula

Members Present: Rao Narendra Singh(Health Minister), Ms. Navraj Sandhu(FCHM) , Dr. Narveer Singh(DGHS), Dr. Rakesh Gupta (MD, NRHM), Dr. Ashish Gupta Dir. NRHM (HSRC) Innoshi Sharma Dir. NRHM (Admin.),Dr Singhal (Food Controller), Dr Khullar (Drug controller), S. Mishra Director WCD, Dr. Pradeep Khanna (HOD, SPM, PGIMS), Dr. Geeta Gathwala (HOD, Pead., PGIMS), Dr. Rajesh Kumar (HOD, SPM, PGIMER), Dr. Manmeet Kaur (Social Scientist, PGI), Sh. Dinesh Khosla (BPNI), Dr. Kundan Mittal (President. IAP), Dr. Suresh Dalapath (DD CH), Dr. Vandna (JD, MH), Dr Krishan (MOCH), Dr Jitaly (Con-CH), Dr Kanishka (Con-CH) .

Agenda:

- 1. For widespread dissemination of the message of exclusive Breastfeeding**
- 2. To discuss strategies for implementation of IMS Act and to promote breastfeeding**

Proceedings:

1. Honorable Health Minister gave emphasized on urgent need to assess the grass root level problems restricting the practice of Breastfeeding and then act upon it accordingly so as to reduce the Infant Mortality rate.
2. FCHM expressed her great concern by addressing the issues which create hindrance to exclusive breastfeeding practice and directed to follow strategies to promote breastfeeding according to various segments of population.
3. MD, NRHM formed a committee with Dr. Manmeet Kaur, PGI, CDG. Dr. Pradeep Khanna,(HOD, Community medicine, PGIMS) Dr. Rajesh Kumar(HOD, SPH,PGIMER), Dr. Geeta Gathwala (HOD, Pead. dept.,PGIMS), Dr. S.Mishra (Director, WCD), Mr. Khullar (JC,FDA), Dr. Singhal (Drug Controller), Dr. Dinesh khosla (BPNI), Sh. Chandsingh Madan (ASHA coordinator) Dr. Vandna (JD, MH), Dr. Suresh Dalpath (DD, CH), as the members of the committee. The committee was asked to prepare first draft of an implementation plan addressing the issues barring early initiation of breastfeeding, exclusive breastfeeding and complementary feeding within 15 days and the committee was told to implement the plan within next month.
4. **Formula and market driven Complimentary food products** pose a serious threat to exclusive breastfeeding. MD NRHM directed Food and Drug controller to implement IMS Act strictly in the state. It was decided that Drug and Food inspectors & Civil surgeons to file complaint against violaters of IMS Act.
5. **Use of Formula and market driven Complementary food products** should be discouraged by the private practioners. For this necessary communication to be done with private pediatricians and gynecologists through IMA, IAP and FOGSI.

6. **Lack of Awareness** of the mother and the family members about nutritional value of Colostrum and advantages of exclusive Breastfeeding is also an issue of concern. It was suggested that 'counseling' & 'peer influence' regarding breastfeeding by ASHAs, ANMs, Staff Nurses and Doctors should be done. It was suggested that ANMs must counsel pregnant woman regarding breastfeeding during their ANC visits. ASHAs can do the counseling during PNC visits. Suman Gautam from PGI emphasized the importance of 'Breastfeeding support group' in counseling.
7. **IEC/BCC activities** regarding Breastfeeding should be extensive and counter campaign strategy should be followed against artificial complimentary food products for promoting exclusive breastfeeding.
8. MD NRHM emphasized the concept that technical messages should be in simple local language and social beliefs should be utilized in interpersonal communication to gain acceptance of the community for breastfeeding. Example: Colostrum, the first milk of mother can be communicated as "Ram ji ki Ghutti- Amrit".
9. Cultural **Informative videos/films** related to breastfeeding should be played in the waiting area of facilities which may generate a long-lasting impact on the mindset of the community.
10. It was suggested that dedicated **IYCF trained manpower for breastfeeding** should be there in the institutions for facilitating breastfeeding and counseling.
11. **Awareness among the young generation** about Breastfeeding. Dr. Dinesh Khosla suggested that Breastfeeding training should be included in internship training of medical graduates and topic of Breastfeeding should be included in curriculum of senior secondary education especially for adolescent girls (ARSH).
12. It was also suggested that discharge slip of mother should include information regarding time of initiation of breastfeeding and who initiated breastfeeding.
13. MD, NRHM directed the State Coordinator ASHA Chand Singh for regular knowledge assessment and reinforcement for the concepts of breastfeeding of AWWs, ASHAs and ANMs.
14. **Lack of support to mother while breastfeeding:** Working women are not able to breastfeed their babies due to their engagements at workplace. Women and Child Dept. was asked to formulate the Expressed Breast Milk policy and implement it at facilities. At workplace and public places provision of separate room may be made for lactating mothers.

The Workshop ended with the vote of thanks by MD NRHM where he said that he looked forward to all helpful collaborations by agencies encouraging breastfeeding and encouraged and appreciated the NRHM officials for conducting the state level workshop and said that he looked forward to many such advocacy meets in the future.