World Breastfeeding Week
1 – 8 August 2008
Pyongyang, DPRK

MOTHERS DESERVE & NEED
- Empathetic Listening
- Basic, Accurate and Timely Information
- Skilled & Practical Help
- Encouragement
OBJECTIVES:

- **To expand awareness** of the need for and the value of providing support to the breastfeeding mother.

- **To disseminate updated information** about support for breast feeding mothers.

- **To create optimal conditions** for the provision of mother support in all CIRCLES Of SUPPORT.

## Advantages of Breastfeeding

<table>
<thead>
<tr>
<th>Babies &amp; Children</th>
<th>Mothers</th>
<th>Communities &amp; Health Systems</th>
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</thead>
<tbody>
<tr>
<td>↑ survival</td>
<td>↓ Breast &amp; Ovarian Cancer</td>
<td>↓ infections &amp; chronic illnesses</td>
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<tr>
<td>↓ ARI</td>
<td>↓ Diabetes</td>
<td>↓ time off work of women, ↑ productivity</td>
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<td>↓ obesity</td>
<td>↓ inter-pregnancy interval</td>
<td>↓ environ. Contamination</td>
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<tr>
<td>↓ Diabetes</td>
<td>↓ chronic diseases</td>
<td>↓ importation of BMS</td>
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<tr>
<td>↓ allergy, asthma</td>
<td>↓ No time spent preparing formula</td>
<td></td>
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<tr>
<td>↓ Childhood Ca</td>
<td>↓ cost</td>
<td></td>
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<tr>
<td>↑ I.Q.</td>
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all women should be enabled to practice exclusive breastfeeding and all infants should be fed exclusively on breast milk from birth to six months of age.

Aims/Objectives:

- Appoint a national breastfeeding coordinator
- Establish a multi-sectoral national breastfeeding committee
- Ensure that every facility providing maternity services fully practices all ten of the Ten Steps to Successful Breastfeeding
- Taken action to give effect to the principles and aim of all Articles of the International Code of Marketing of Breast-Milk Substitutes
- Have legislation protecting the breastfeeding rights of working women
Achievements

- Exclusive Breastfeeding
- National Breastfeeding Committees
- BFHI
- Code of Marketing of BMS
- Maternity Protection

Challenges

- HIV & Breastfeeding
- Infant feeding in Emergencies
- Women’s Empowerment
- Environmental Contamination
Future Imperatives

- Increase Resources for Infant & Young Child Feeding
- Implement the Global Strategy for Infant and Young Child Feeding
- Women’s Empowerment
- Apply Existing Knowledge & Experiences

Global Strategies for Infant & Young Child Feeding - 2003

MOTHER SUPPORT: SIX CIRCLES OF SUPPORT
Circle 1: Impact of counseling & support groups

- Study Group: 45% exclusively breast feeding; Controls only 14%
- The numbers of women exclusively breast feeding increased with the duration of the support programme
- Successful peer counselors are women who themselves had successfully BF
- Social support provided more appreciated than technical support
- Value as liaison with health workers

Circle 2: Impact of social networks

- Likely to be present and more effective if linked to a baby friendly hospital/facility
- An active “interest group” or BF Association in the country enhances comm. Support
- Community leaders active participation
- Provision of either official or community resources
Circle 3: Impact of the health sector

- Pre or in-service effective training of health workers (quality control)
- Willingness alone not sufficient; proper training needed
- BF counseling as integral part of ANC
- Good cooperation between health staff and caregivers
- The presence of a baby friendly facility (clinic/nursery) within the community’s reach

Circle 4: Impact of governance, legislations and policies

- Specific women friendly laws and policies: higher rates and longer duration of breast feeding
- Compliance with Code: higher rates of BF
- Paid & longer maternity leave
- Resources & “investment” in BF and IYCF programmes
Circle 5: Impact of Mother Friendly workplaces

- Clear guidelines on Mother Friendly Workplace
- Information kits & resources provided

Four essentials:
- Flexible work schedules
- Access to clean & safe water
- Access to hygienic storage options for breast milk
  PLUS
- An experienced colleague who had BF herself as Trained Lactation Coach (TLC)

Circle 6: Responding to crisis & Emergency

- Recognition and correct response to crisis during pregnancy & lactation as integral part of training
- Lay and professional counselors working closely together
- Strong support from a health facility with staff trained in BF counseling
- In disaster situations, most manuals now have clear guidelines on care for mothers and breastfed infants
Mother Support: Building confidence of mothers in Breastfeeding (Source: DPRK Pyongyang Maternity Hospital, training course on breastfeeding counseling July 2008)

“There can be no delay in applying the accumulated knowledge and experience to help make our world a truly fit environment where all children can thrive and achieve their full potential.”

Dr. Gro Harlem Brundtland
Director General
World Health Organization

Carol Bellamy
Executive Director
United Nations Children’s Fund
MOTHER SUPPORT:
GOING FOR THE GOLD EVERYBODY WINS!!!