

Script

Mehr un Nisra fled her home in the Swat valley of Pakistan when she was nine months pregnant.

Her daughter was born three days later in a local hospital ... from there, mother and child joined about 400 other pregnant women in this camp for the displaced.

Worldwide, infant mortality rates spike higher in emergency settings.

But in every environment, one single factor can help ensure a healthy future.

SB (English) Christiane Rudert, UNICEF Nutrition Specialist: “Exclusive breastfeeding for the first six months and continued breastfeeding up to 12 months was shown to have the single largest impact of all the different preventative interventions.”

UNICEF and World Alliance for Breastfeeding Action celebrate World Breastfeeding Week by underscoring breastfeeding as a Vital Response during emergencies.

Optimal feeding is especially hard to maintain during crises, whether caused by violence, disaster or disease.

Myths arise about breastfeeding during crisis – that a mother under stress or suffering from malnutrition cannot nurse. But in fact emergencies can be transformed into opportunities – events that allow survivors and aid workers alike to promote the health benefits of breast milk. Such was the case in Indonesia after the 2004 tsunami

SB (English) Christiane Rudert, UNICEF Nutrition Specialist: “There they implemented a program called Cascade, right down to the village level, to promote and support breastfeeding and that was very effective and actually in the areas where they implemented this, breastfeeding rates increased and many of the new mothers actually initiated breastfeeding.”

Some of the countries that have shown the greatest increases in breastfeeding are those that have experienced large scale humanitarian emergencies. Drought and crop failure in Madagascar, a refugee crisis in the Central African Republic and Cameroon. Or the case of Pakistan,

Shotlist

1. Med shot, Woman with newborn, Pakistan
2. Close up, newborn baby
3. Wide shot, IDP camp, Pakistan
4. Med shot, doctor, nurse and new mother in maternity ward, Sri Lanka
5. Close up, newborn breastfeeding
6. SB (English) Christiane Rudert, UNICEF Nutrition Specialist: “Exclusive breastfeeding for the first six months and continued breastfeeding up to 12 months was shown to have the single largest impact of all the different preventative interventions.”
7. Med shot, breastfeeding trainer with teaching materials, Indonesia
8. Med shot, trainer with new mother and child
9. Close up, newborn on mother’s chest
10. Wide shot, children crossing floodwaters, Madagascar
11. Med shot, girl with child on back crossing floodwaters in Haiti
12. Wide shot, group of women on street in Mogadishu
13. Wide shot, women in IDP camp in Haiti
14. Med shot nurse helping a mother in her home to begin breastfeeding, Myanmar
15. Close up, newborn breastfeeding
16. Med shot, woman walking with baby in clinic, Indonesia
17. SB (English) Christiane Rudert, UNICEF Nutrition Specialist: “There they implemented a program called Cascade, right down to the village level, to promote and support breastfeeding and that was very effective and actually in the areas where they implemented this, breastfeeding rates increased and many of the new mothers actually initiated breastfeeding.”
18. Med shot, mother with breastfeeding twins, Madagascar
19. Close up, twins breastfeeding
20. Med shot, boy herding cattle in Madagascar
21. Wide shot, group of refugees in Cameroon
22. Med shot, woman in burqua entering hospital, Pakistan
23. Med shot, women lying in maternity ward
24. Close up, newborn infant
25. Med shot, ambulance arriving at hospital

where breastfeeding rates have increased from 10 percent to 30 percent despite a devastating earthquake and current hostilities.

Other countries have made even more dramatic progress.

SB (English) Christiane Rudert, UNICEF Nutrition Specialist: “We have some really examples of countries that started with low rates of less than 10 percent and managed to increase up to 60 percent or more Zambia, for example, Malawi, Ghana, Benin. Many countries that are facing challenging situations and have my resources to implement nutritional programs. But nevertheless with a comprehensive approach have actually managed to do this.”

In an environment where lack of clean water and nourishing food are critical ... the most vulnerable can be the most insured. But more efforts must be made to establish breastfeeding in emergencies as an absolute priority.

26. Med shot, boy playing with tire, refugee camp in South Africa
27. SB (English) Christiane Rudert, UNICEF Nutrition Specialist: “We have some really examples of countries that started with low rates of less than 10 percent and managed to increase up to 60 percent or more Zambia, for example, Malawi, Ghana, Benin. Many countries that are facing challenging situations and have my resources to implement nutritional programs. But nevertheless with a comprehensive approach have actually managed to do this.”
28. Med shot, women standing outside hospital, Tajikistan
29. Med shot, woman with newborn walking inside hospital
30. Close up, baby sleeping
31. Med shot, woman standing with children outside tent in Madagascar
32. Med shot, women cooking in refugee camp, Cameroon
33. Close up, baby with mother, refugee camp in South Africa
34. Med shot, trainer with new mother and two newborns
35. Close up, two babies breastfeeding
36. Close up, baby breastfeeding

Script

Same as above

Shotlist

Same as above