



One Million Campaign Supporting Women to Breastfeed

Radha Holla

BPNI

The three essentials of infant and young child feeding

- Timely initiation of breastfeeding (within one hour of birth)
- Exclusive breastfeeding for six months
- Continued breastfeeding for at least two years with introduction of adequate complementary feeding after six months

How does IYCF translate for women?

- Exclusive breastfeeding
 - feeding on demand and therefore staying close to the baby for six months,
 - using up about 700kcal per day
- Continued breastfeeding with complementary feeding
 - using up about 500-700kcal per day
 - preparing and feeding several small meals a day

Breastfeeding in women's reality



Women Need Support to breastfeed



ONE MILLION CAMPAIGN



An initiative
That
Calls for
Support To
Women
To
Breastfeed

Why do women need support

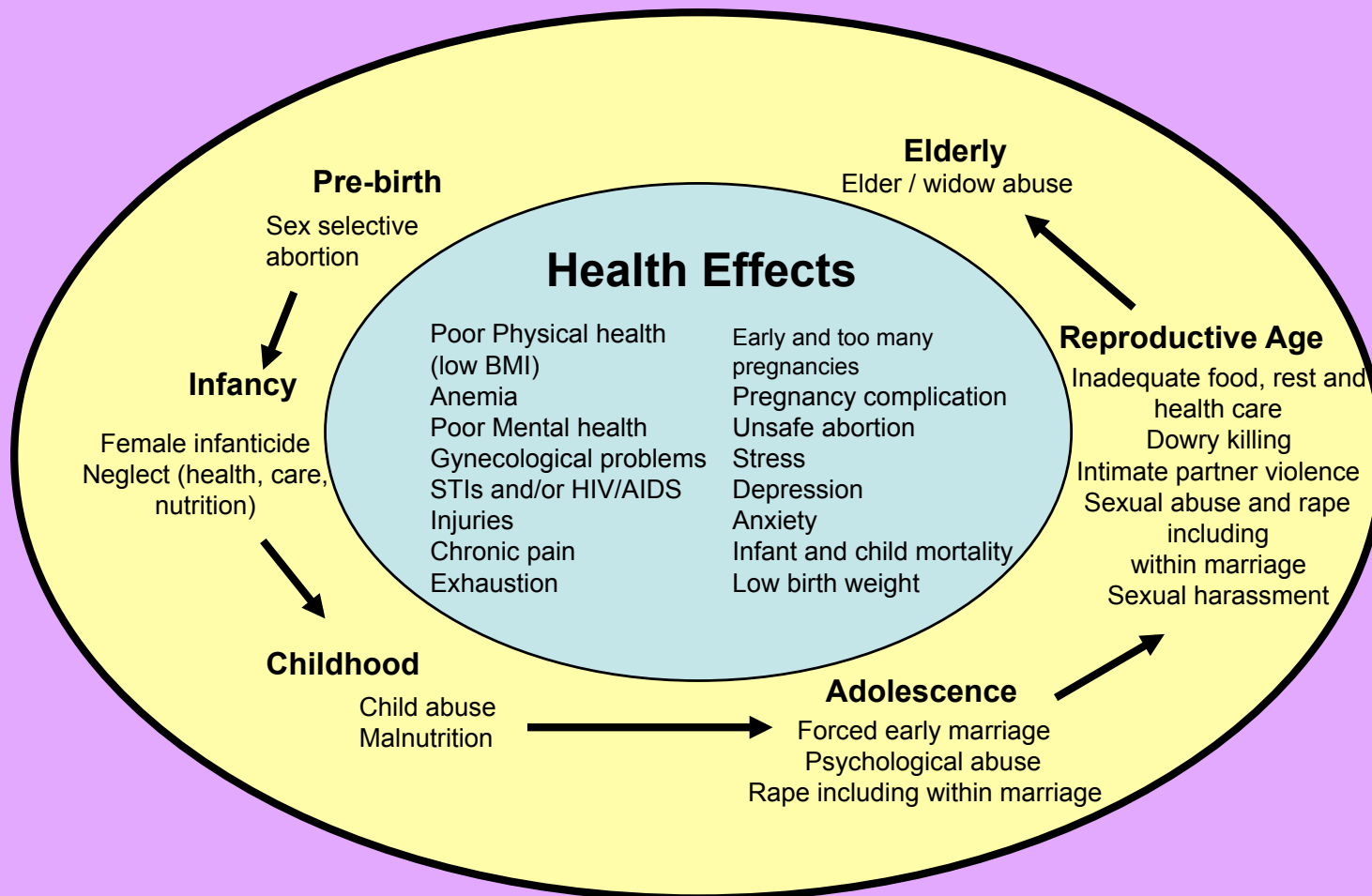
Women live lives embedded in violence, not just physical violence, but nutritional violence, mental violence, emotional violence, market violence...

All violence affects their capacity to breastfeed

Women live a lifecycle of violence

Reproductive Work

Cooking, serving and feeding
Sweeping, swabbing, washing clothes
Taking care of children, elderly,
Nursing the sick
Fetching Water
Fetching firewood/
making fuel cakes from dung
Caring for livestock
Fetching fodder
Milking cattle



Productive Work

Working on own farm
Working as agricultural labour
Working in the unorganised sector as manual labour
Working as contract labour in SEZs
Inadequate wages, being paid less than men for same/ similar work
Delayed payments

What women need

Infancy and childhood

- Proper nutrition
- Access to health care
- Education
- Safety of surroundings

Adolescence

- Proper nutrition
- Access to health care
- Education
- Safety of surroundings
- Delayed marriage and childbirth



Reproductive Age

- Proper nutrition, including during pregnancy and lactation
- Adequate rest during pregnancy and lactation
- Access to health care
- Access to correct information about infant feeding
- Proper antenatal care including skilled counselling
- Assistance at birth for initiating breastfeeding within one hour
- Skilled counselling during lactation

Kinds of Support

From the family

- Proper nutrition and access to health care from birth onwards
- Educating the girl child
- Delayed age of marriage
- Proper nutrition, adequate rest and access to health care during pregnancy and lactation
- Reduced work load especially during period of exclusive breastfeeding
- Support and care to ensure that there is no anxiety or stress which may affect breastfeeding



From the community

- Raising the status of the girl child
- Promoting education of girls
- Promoting marriage after adolescence is over
- Crèches and day care centres managed by workers who are specially trained in IYCF and child care
- Protection from misinformation, especially by commercial baby milk and baby food manufacturers
- Access to skill counselling within the habitation

At the workplace

- Crèches and day care centres managed by workers who are specially trained in IYCF and child care
- Adequate number of paid nursing and feeding breaks
- Adequate wages

Support from the health and nutrition system



- Provision of accessible antenatal services including nutritional support and counselling of both parents on infant and young child feeding, especially breastfeeding
- Support at birth to initiate breastfeeding within one hour
- Six months paid leave after birth or adequate financial and nutritional support for at least six months after birth to ensure that the mother can stay with the infant to carry out exclusive breastfeeding
- Provision of accessible skilled counselling services to help the mother if she is facing difficulties in breastfeeding, timely introduction of adequate and appropriate complementary foods, and continued breastfeeding
- Adequate growth monitoring using the WHO growth card and provision of intensive skilled counselling on nutrition in case of growth faltering
- Strict adherence to the International Code for Marketing of Breastmilk Substitutes and/or national legislation
- Counselling of family and community to provide support to the lactating woman

All actions to support women at any time of their life cycle can empower them to breastfeed their babies successfully

All such actions are thus part of
ONE MILLION CAMPAIGN
Support Women to Breastfeed

What is the One Million Campaign?

It is a tool to help generate support for women at the national, regional and international level.

It brings together the voices of people across the world to demand specific action that will empower women to feed their infants and young children in the best ways possible.

The One Million Campaign is

- A global campaign to generate support for women to breastfeed.
- A net-based campaign to take the voices of the people to policy makers globally, regionally and nationally.
- An action-based campaign where people's groups can take action to meet the support needs of women in their country. Actions can range from creating support groups, taking pledges, to petitions to rallies, sit-ins, naming and shaming violators of the Code and of institutions that do not provide adequate provisions to support women to breastfeed at the workplace, and so on.
- A platform of support and inspiration for action for demanding support for women to breastfeed. Countries can share information as well as their public actions on the website: www.onemillioncampaign.org, get global support for petitions to their leaders, share resources for action and success stories.

IT IS YOUR CAMPAIGN

USE IT TO DEMAND SUPPORT FOR WOMEN TO BREASTFEED

SUCCESSFULLY



When you take actions to improve women's reality to enable them to feed their children in the best possible manner, they and the world will thank you.

