



WORLD BREASTFEEDING WEEK 2023

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OUTLINE

- ❖ History
- ❖ Refreshing BF
- ❖ This Year's Theme
- ❖ 2023 World Breastfeeding Week Messages

HISTORY

- ❖ World breastfeeding Week (WBW) was born in 1991
- ❖ The first WBW was celebrated in 1992 with a campaign on Baby Friendly Hospital Initiative– Ten steps to successful breast feeding.
- ❖ Since 1996, the World Alliance for Breastfeeding Action (WABA) aligned its WBW campaign to the United Nations Sustainable Development Goals

The Campaign



- Global campaign to raise awareness on all matters related to breastfeeding. It is celebrated in August (1st– 7th) in commemoration of the 1990 Innocenti Declaration.
- The event is championed by the World Alliance for Breastfeeding Action (WABA) and celebrated in more than 170 countries across the world in all health sectors.
- WABA is a global network that aims to protect, promote and support breastfeeding around the world.

Introduction

- Breastfeeding is essential for child survival optimal growth and development. It is essential for a child's psychological, nutritional and immunological needs
- may also have longer-term health benefits including reduced risk of overweight and obesity in childhood and adolescence.
- Studies have shown that obesity rates are 15-30% lower in breastfed babies compared to formula-fed babies.
- About 80,000 child deaths are reported to be prevented annually when optimal breastfeeding is practiced.



The benefits of breastfeed

WHO recommends exclusive breastfeeding for the first six months of life, with continued breastfeeding along with appropriate complementary foods up to two years of age or beyond.

Breast milk contains:

- ▲ antioxidants
- ▲ enzymes
- ▲ antibodies

Breast milk provides infants with the nutrients they need for healthy growth and development

Breastfeeding reduces the baby's risk of:

- ▼ obesity
- ▼ asthma
- ▼ cardiovascular disease
- ▼ diabetes (type 2)

Breastfeeding reduces the mother's risk of:

- ▼ breast and ovarian cancer
- ▼ cardiovascular disease
- ▼ obesity
- ▼ osteoporosis

The more you breastfeed, the greater the benefits

Breastfed children are less susceptible to chronic and infectious diseases

Breastfeeding promotes cognitive development in children

myhealthonly.net

Breast feeding Indices in Nigeria-NDHS 2018

- **Early initiation rate of breastfeeding 42%**
- **EBF rate about 29% for babies aged 0-6 month**
- **Only 9% of organizations have a workplace breastfeeding policy.**
- **The government and partners have been putting structures in place to improve these indices and prevent malnutrition in children less than 2 years.**

Breastfeeding in Africa



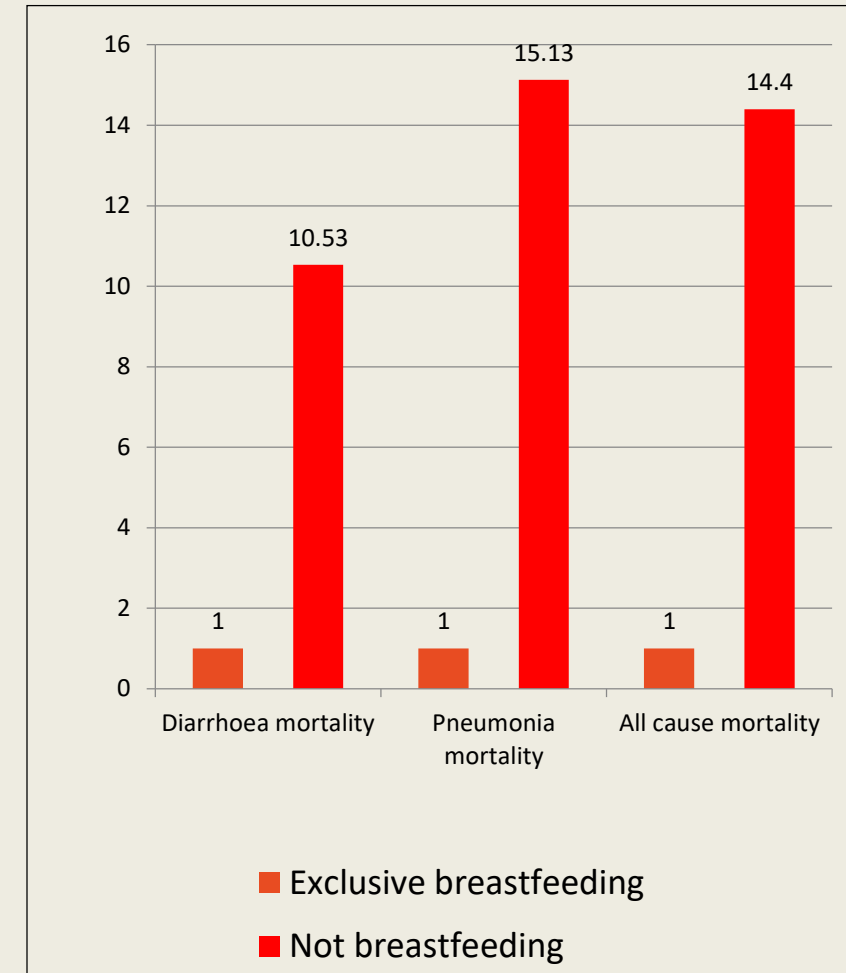
- Majority of women in Africa breastfeed twins successfully
- Majority breastfeed until the child is 18-24 months old.
- EBF for 6mo and breast feeding with complimentary feeds thereafter is the best for babies, but rates are abysmally low.

Breastmilk has **more** of the good things babies need



The evidence: Impact of breastfeeding on mortality

- A non-breastfed child is 14 times more likely to die in the first 6 months compared to an exclusively breastfed child in developing countries.
- **These risks are amplified many times in an emergency**



ADVANTAGES OF BREASTFEEDING

Breastmilk

- Perfect nutrients
- Easily digested
Efficiently used
- Protects against
infection



Breastfeeding

- Helps bonding
and development
 - Helps delay
a new pregnancy
 - Protects mothers'
health
- Costs less than
artificial feeding

DANGERS OF ARTIFICIAL FEEDING

■ Interferes with bonding

■ More diarrhoea and respiratory infections

■ Persistent diarrhoea

■ Malnutrition
Vitamin A deficiency

■ More likely to die



Mother

■ More allergy and milk intolerance

■ Increased risk of some chronic diseases

■ Overweight

■ Lower scores on intelligence tests

■ May become pregnant sooner

■ Increased risk of anaemia, ovarian and breast cancer

Theme: 2023





OBJECTIVES WBW

- **INFORM** people about working parent's perspective on breastfeeding and parenting.
- **ANCHOR** optimal paid leave and workplace support as important tools to enable breastfeeding.
- **ENGAGE** with individuals and organizations to enhance collaboration and support for breastfeeding at work.
- **GALVANISE** action on improving working conditions and relevant support for breastfeeding.

Breastfeeding is key to achieving the SDGs by 2030



1 Breastfeeding is a natural and low-cost way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding. Breastfeeding contributes to poverty reduction.



2 Exclusive breastfeeding and continued breastfeeding for two years and beyond provide high quality nutrients and adequate energy and can help prevent hunger, undernutrition and obesity. Breastfeeding also means food security for infants.



3 Breastfeeding significantly improves the health, development and survival of infants and children. It also contributes to improved health and wellbeing of mothers, both in the short and long term.



4 Breastfeeding and adequate complementary feeding are fundamentals for readiness to learn. Breastfeeding and good quality complementary foods significantly contribute to mental and cognitive development and thus promote learning.



5 Breastfeeding is the great equaliser, giving every child a fair and best start in life. Breastfeeding is uniquely a right of women and they should be supported by society to breastfeed optimally. The breastfeeding experience can be satisfying and empowering for the mother as she is in control of how she feeds her baby.



6 Breastfeeding on demand provides all the water a baby needs, even in hot weather. On the other hand, formula feeding requires access to clean water, hygiene and sanitation.



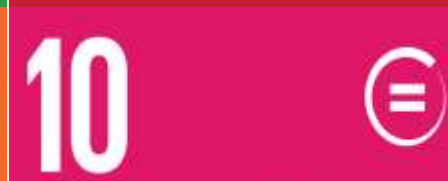
7 Breastfeeding entails less energy when compared to formula production industries. It also reduces the need for water, firewood and fossil fuels in the home.



8 Breastfeeding women who are supported by their employers are more productive and loyal. Maternity protection and other workplace policies can enable women to combine breastfeeding and their other work or employment. Decent jobs should cater to the needs of breastfeeding women, especially those in precarious situations.



9 With industrialisation and urbanisation, the time and space challenges become more prominent. Breastfeeding mothers who work outside the home need to manage these challenges and be supported by employers, their own families and communities. Crèches near the workplace, lactation rooms and breastfeeding breaks can make a big difference.



10 Breastfeeding practices differ across the globe. Breastfeeding needs to be protected, promoted and supported among all, but in particular among poor and vulnerable groups. This will help reduce inequalities.



11 In the bustle of big cities, breastfeeding mothers and their babies need to feel safe and welcome in all public spaces. When disaster and humanitarian crises strike, women and children are affected disproportionately. Pregnant and lactating women need particular support during such times.



12 Breastfeeding provides a healthy, viable, non-polluting, non-resource intensive, sustainable and natural source of nutrition and sustenance.



13 Breastfeeding safeguards infant health and nutrition in times of adversity and weather-related disasters due to global warming.



14 Breastfeeding entails less waste compared to formula feeding. Industrial formula production and distribution lead to waste that pollutes the seas and affects marine life.



15 Breastfeeding is ecological compared to formula feeding. Formula production implies dairy farming that often puts pressure on natural resources and contributes to carbon emissions and climate change.



16 Breastfeeding is enshrined in many human rights frameworks and conventions. National legislation and policies to protect and support breastfeeding mothers and babies are needed to ensure that their rights are upheld.



17 The Global Strategy for Infant and Young Child Feeding (GSIYCF) fosters multi-sectoral collaboration, and can build upon various partnerships for support of development through breastfeeding programs and initiatives.



An illustration of a woman with long black hair, freckles, and a pink lip, breastfeeding her child. She is wearing a yellow and orange patterned top. The background is purple with white and blue leaf patterns. A large white speech bubble is on the left, and three red text boxes are on the bottom left.

MATERNITY LEAVE INCREASES BREASTFEEDING

And yet


More than half a billion working women globally lack adequate maternity protections

Millions of women in the informal sector lack access to critical maternity benefits

Africa: leave and breastfeeding breaks..

Advocacy tool


- Nationally mandated leave (maternity, paternity and parental), breastfeeding breaks, and the provider of these benefits in 195 countries.
- To date, 38 countries have ratified the [Maternity Protection Convention, 2000 \(No. 183\)](#), which sets the minimum global standards.
- Out of 195 countries studied, paternity and parental leave are only available in 100 and 66 countries respectively, and most countries offer at least some paid maternity leave.
- Progress is slow in meeting the World Health Organization (WHO) [recommendation](#) for the provision of at least 6 months paid leave to support exclusive breastfeeding.
- Approximately half of the countries worldwide meet the International Labour Organization (ILO) standards, including 47% of low-income countries, 43% of middle-income countries, and 77% of high-income countries.



PARENTS AT WORK

Leave & Breastfeeding Breaks by Country:
Africa

Parents at Work: Leave & Breastfeeding Breaks by Country is an advocacy tool developed by the [World Alliance for Breastfeeding Action \(WABA\)](#) as part of the [Empowering Parents Campaign \(EPC\)](#). The EPC aims to promote social protection that will facilitate the integration of parents' productive and reproductive work in both formal and informal sectors. Family-supportive policies, that enable women to remain and progress in paid employment and encourage men to take their fair share of care work, are crucial to achieving greater gender equality at work and at home. [Decent work](#) includes parental social protection policies and legislation, public-funded paid leave and parent-friendly or family-friendly workplaces that help transform social norms, protect workers from job discrimination and help achieve the balance in work and family life for all workers in line with several of the [Sustainable Development Goals](#).



PARENTS AT WORK

AFRICA

	NATIONALLY MANDATED										Details			
	LEAVE							BREASTFEEDING BREAKS ¹						
	MATERNITY ²			PARENTAL ³	PATERNITY ⁴	BREASTFEEDING BREAKS ¹								
1-11 weeks	12 weeks	13 weeks	14 weeks	15 weeks	16 weeks	17 weeks	18 - 25 weeks = 26 weeks	Provider of benefits ⁵	Duration in weeks	Duration	Availability (Yes/No)	Financing (Paid/Unpaid)		
Algeria		✓						0	N	3 days	N	N	N	
Angola		✓						0	N	<2 weeks	Y	P	60 min per day for 12 months	
Benin ^{C183}		✓						◆0	N	10 days	Y	U	60 min per day for 18.5 months	

C183 - Maternity Protection Convention, 2000 (NO. 183)

Preamble

The General Conference of the International Labour Organization,

Having been convened at Geneva by the Governing Body of the International Labour Office, and having met in its 88th Session on 30 May 2000, and

Noting the need to revise the Maternity Protection Convention (Revised), 1952, and the Maternity Protection Recommendation, 1952, in order to further promote equality of all women in the workforce and the health and safety of the mother and child, and in order to recognize the diversity in economic and social development of Members, as well as the diversity of enterprises, and the development of the protection of maternity in national law and practice, and

Noting the provisions of the Universal Declaration of Human Rights (1948), the United Nations Convention on the Elimination of All Forms of Discrimination Against Women (1979), the United Nations Convention on the Rights of the Child (1989), the Beijing Declaration and Platform for Action (1995), the International Labour Organization's Declaration on Equality of Opportunity and Treatment for Women Workers (1975), the International Labour Organization's Declaration on Fundamental Principles and Rights at Work and its Follow-up (1998), as well as the international labour Conventions and Recommendations aimed at ensuring equality of opportunity and treatment for men and women workers, in particular the Convention concerning Workers with Family Responsibilities, 1981, and

Taking into account the circumstances of women workers and the need to provide protection for pregnancy, which are the shared responsibility of government and society, and

Having decided upon the adoption of certain proposals with regard to the revision of the Maternity Protection Convention (Revised), 1952, and Recommendation, 1952, which is the fourth item on the agenda of the session, and

Having determined that these proposals shall take the form of an international Convention;

adopts this fifteenth day of June of the year two thousand the following Convention, which may be cited as the Maternity Protection Convention, 2000.

Libyan Arab Jamahiriya								◆	N	3 days	Y	P	60 min per day for 18 months
Madagascar								◆0	N	10 days	Y	P	60 min per day for 15 months
Malawi							✓	◆	N	N	N	N	N
Mali ^{C183}								0	N	3 days	Y	P	60 min per day for 15 months
Mauritania								0	N	10 days	Y	P	60 min per day for 15 months
Mauritius ^{C183}								◆	N	5 days	Y	P	60 min per day for 6 months
Morocco ^{C183}								0	52 U [▲]	3 days	Y	P	60 min per day for 14 months
Mozambique							✓	0	N	1 day	Y	P	60 min per day for 12 months
Namibia								◆0	N	N	N	N	N
Niger ^{C183}								◆0	N	N	Y	U	60 min per day for 12 months
Nigeria								◆	N	N	Y	P	60 min per day
Rwanda								◆0	N	4 days	Y	P	60 min per day for 12 months

Breastfeeding and the Workplace



- Workplace challenges remain the most common reason for women to never breastfeed or stop breastfeeding earlier than recommended.
- Women need adequate time and support to breastfeed.
- Women with less than 3 months of maternity leave reported shorter duration of breastfeeding.
- Longer paid maternity leave (4 months) recently approved in Nigeria (with weekends and PH almost 6 months) 2 weeks paid paternity leave also approved.
- A workplace needs adequate breastfeeding facilities to become breastfeeding friendly.

Returning to work

- How can mothers continue to breast feed exclusively?
- **Yes they can with a little support**
 - Good crotch at work must be a legal requirement
 - Conducive environment with a functional refrigerator to express and store Milk while at work
 - Approved breaks during working hours to BF or express
 - A supportive partner or relative to bring baby for feeds
 - Sustaining milk flow while away from baby



Expressing milk



- If a mother will be away from home during feeding time she can express milk into a cup and store at room temperature and use within 6 hours.
- Milk can be refrigerated and used within 24 hours
- Expressed milk at work can be frozen in lots at home and can be safe for use for up to 6 months if freezer temperature is maintained.



WORLD BREASTFEEDING WEEK 2023



• LETS MAKE BREASTFEEDING AND WORK, WORK!

- Making breastfeeding at work, work, makes societies work!
- Breastfeeding provides vital health and nutritional benefits for children, building healthier populations and workforce in the future.
- Women shouldn't have to choose between breastfeeding their children and their jobs.
- Effective maternity protections improve children's and women's health and increase breastfeeding.

LETS MAKE BREASTFEEDING AND WORK, WORK!



- All women everywhere – no matter their work- should have:
 - At least 4 months, preferably more than 6 months of paid maternity leave.
 - Paid time off for breastfeeding or expressing milk upon returning to work.
 - Flexible return to work options.

LETS MAKE BF AND WORK, WORK!



- **POLICY MAKERS:**

- Legislating and implementing at least 6 months paid maternity leave.
- Legislating and implementing paternity leave.
- Ensuring employers provide paid time off and a dedicated space for breastfeeding or expressing milk after this period.
- Ensuring women have access to maternity entitlements, including those in informal sector or on limited contracts.
- Tackling employment related discrimination against women, including during and after pregnancy and birth.

LETS MAKE BREASTFEEDING AND WORK, WORK!



- **EMPLOYERS AND MANAGERS:**

- Providing maternity leave that meets national requirements.
- Providing time and space for breastfeeding or expressing or storing breastmilk.
- Providing options that reduce separation of women from their babies after maternity leave: Flexible work schedule, on-site childcare, letting mothers bring their babies to work.

LETS MAKE BREASTFEEDING AND WORK, WORK!



- **COLLEAGUES:**

- Being supportive of flexible work arrangements when women return to work.
- Championing women's rights in the workplace.

BREASTFEEDING IS EASIER

WHEN YOUR WORKPLACE
PROVIDES SUPPORT AND
DEDICATED TIME AND
SPACE TO BREASTFEED OR
EXPRESS YOUR MILK.



PAHO
Pan American Health Organization

PAHO
120

Best Feeding Is
Teamwork
Make it
Happen...

Mummies
Milk is Yummy



Healthy Nutrition, healthy life

