



**STRONGER WITH
BREASTMILK ONLY**

no water until 6 months
for a healthier baby

‘STRONGER WITH BREASTMILK ONLY’ IN THE TIME OF COVID-19

A Learning and Sharing Café

Wednesday, August 19, 2020



World Health
Organization



unicef 
for every child

ZOOM ENVIRONMENT



A screenshot of a Zoom meeting slide. The slide has a dark purple background with teal and orange accents. At the top left, there is a teal circle with a family illustration and the text "STRONGER WITH BREASTMILK ONLY" and "no water until 6 months for a healthier baby". The main text in the center reads "'STRONGER WITH BREASTMILK ONLY' IN THE TIME OF COVID-19" followed by "A Learning and Sharing Café" and "Wednesday, August 19, 2020". At the bottom, there are logos for the World Health Organization, alive&thrive, and UNICEF. The Zoom interface is visible, including a top bar with "Enter Full Screen" and a bottom bar with "Audio Settings", "Chat", "Raise Hand", "Q&A", "Interpretation", and a "Leave" button.



TWO OBJECTIVES



- 1) Present the 'Stronger With Breastmilk Initiative' in the context of the COVID-19 pandemic.
- 2) Describe strategies countries are implementing to strengthen breastfeeding in the context of COVID-19.

AGENDA



**STRONGER WITH
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- 11.00-11.10 Introduction and objectives
- 11.10-11.20 The 'Stronger With Breastmilk Only Initiative'
- 11.20-11.30 The 'Stronger With Breastmilk Only Initiative' in the context of COVID-19
- 11.30-11.45 Pioneering 'Stronger With Breastmilk Only' amidst COVID-19 in Burkina Faso
- 11.45-12.00 Strengthening IYCF in Ghana during COVID-19 in Ghana
- 12.00-12.20 Q&A session
- 12.20-12.25 Virtual visit of the 'Stronger With Breastmilk' Only website
- 12.25-12.30 Closing



**STRONGER WITH
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Giving Babies Breastmilk Only in the First Six Months of Life in West and Central Africa

Anne-Sophie LE DAIN, Nutrition specialist
UNICEF Bureau Régional pour l'Afrique de l'Ouest et du Centre



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alive&thrive
nourrir. encourager. grandir.



pour chaque enfant

Importance of breastfeeding



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Pas d'eau jusqu'à 6 mois pour
un bébé en bonne santé

First 1,000 days of life:
a unique period of opportunity for establishing
optimum health, growth and neurodevelopment



BREASTFEEDING
CONTRIBUTES TO:



Baby and
mother's health



Family well-being



Prosperity of
communities and nations

A SMART
INVESTMENT

1 USD
INVESTED



35 USD
IN RETURN

Giving water is the #1 obstacle to exclusive breastfeeding



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Pas d'eau jusqu'à 6 mois pour un bébé en bonne santé

In West and Central Africa

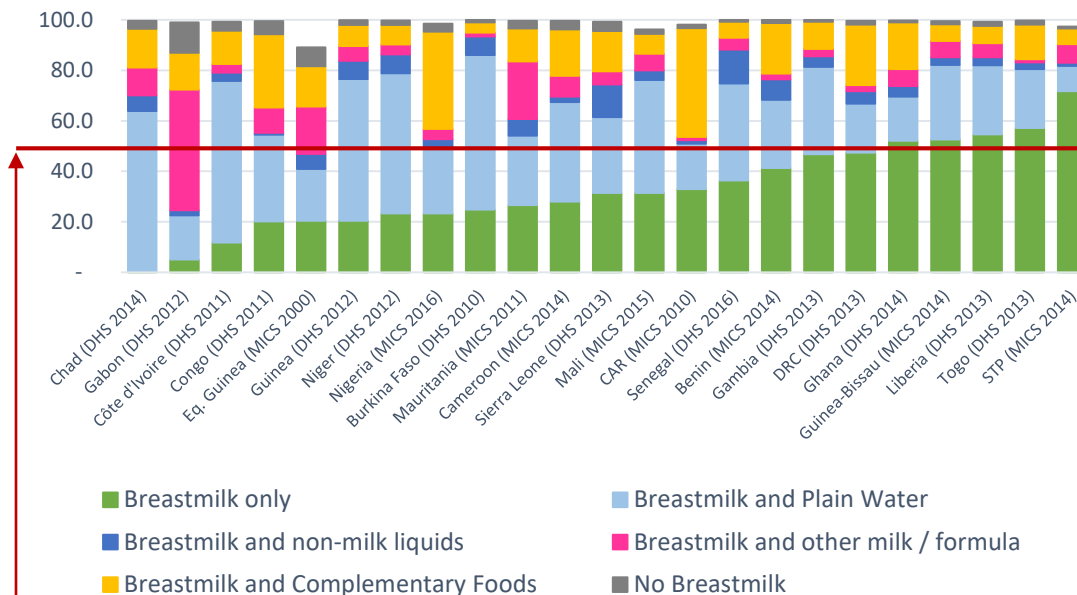
Out of every 10 breastfed babies aged under six months

Seven receive liquids and foods

MOST OF THE SEVEN ARE GIVEN WATER



THREE OF THE 10 BABIES ARE EXCLUSIVELY BREASTFED



**Exclusive Breastfeeding
Global target
50% by 2025**

An advocacy and social behaviour change campaign



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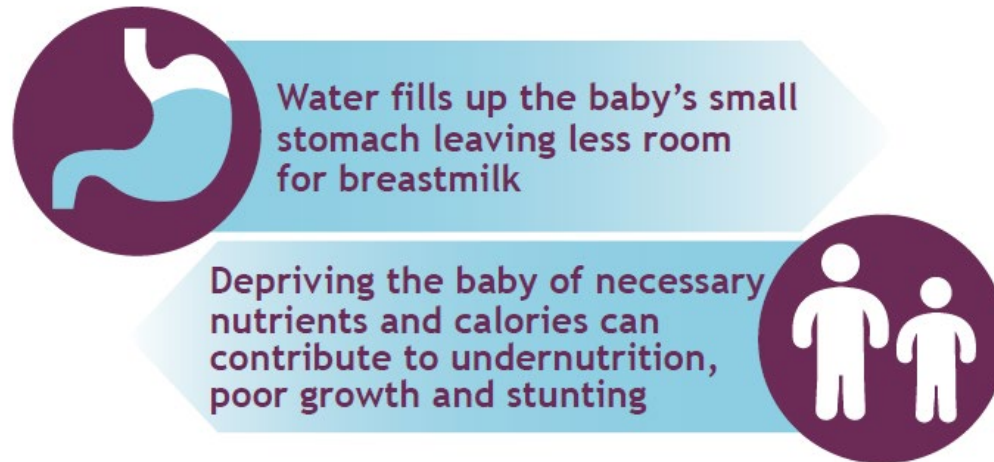
Pas d'eau jusqu'à 6 mois pour
un bébé en bonne santé



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CSC Objectives



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Pas d'eau jusqu'à 6 mois pour un bébé en bonne santé

A MOTHER'S BREASTMILK IS PERFECTLY TAILORED FOR BABIES:

- Baby's first vaccine
- Protects from diarrhoea and respiratory diseases
- Helps babies grow healthy, smart and strong
- Stimulates bond between mother and baby
- Contributes to healthy brain development and future intelligence scores

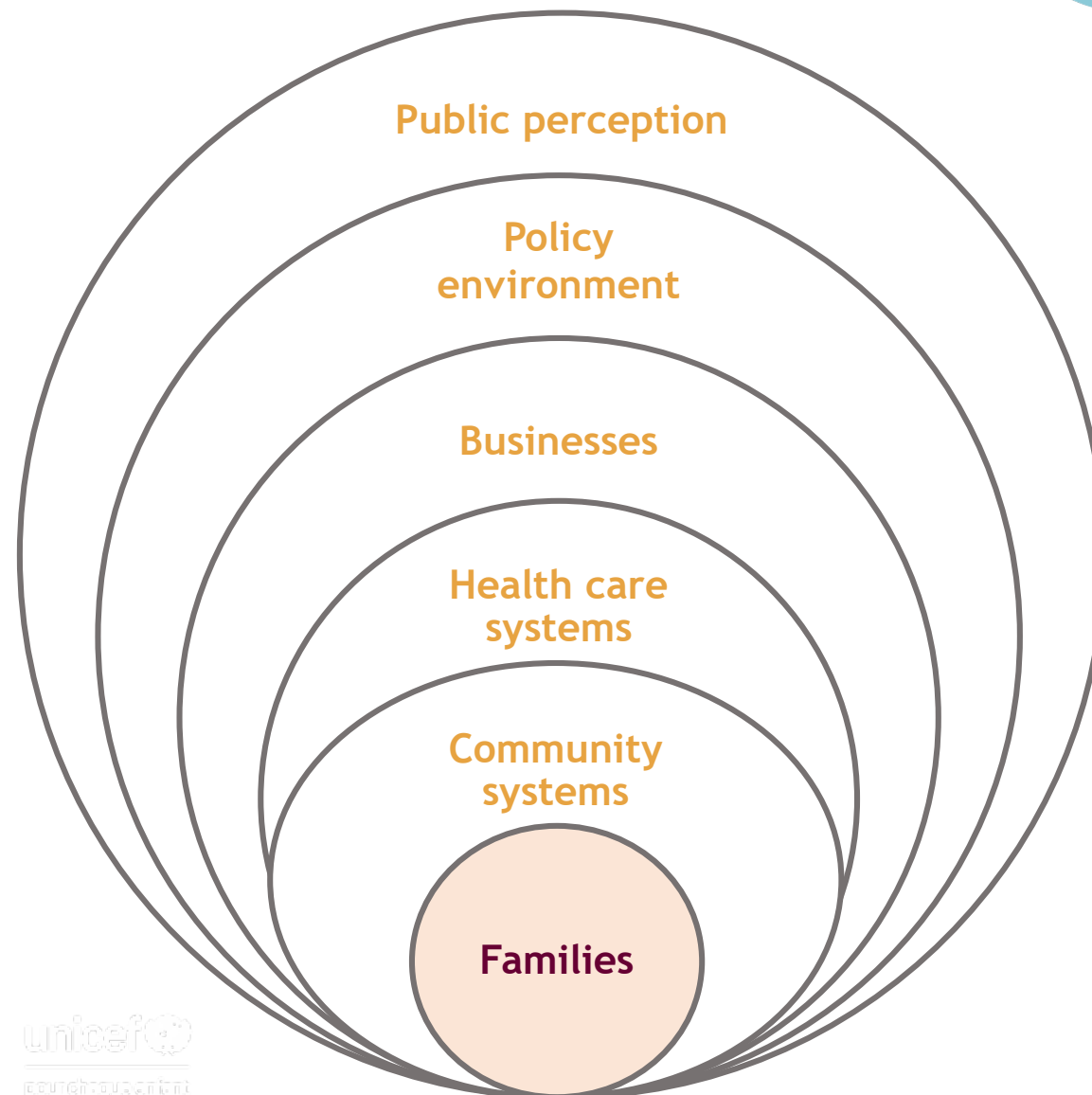


Strategies



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un bébé en bonne santé



Call to Action



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Pas d'eau jusqu'à 6 mois pour
un bébé en bonne santé



BREASTMILK ONLY
no water until 6 months
for a healthier baby

**A Call to Protect, Promote and Support
Exclusive Breastfeeding in West and
Central Africa**

**Policy makers
Programme managers
Private sector
Health workers
Communities
Families**

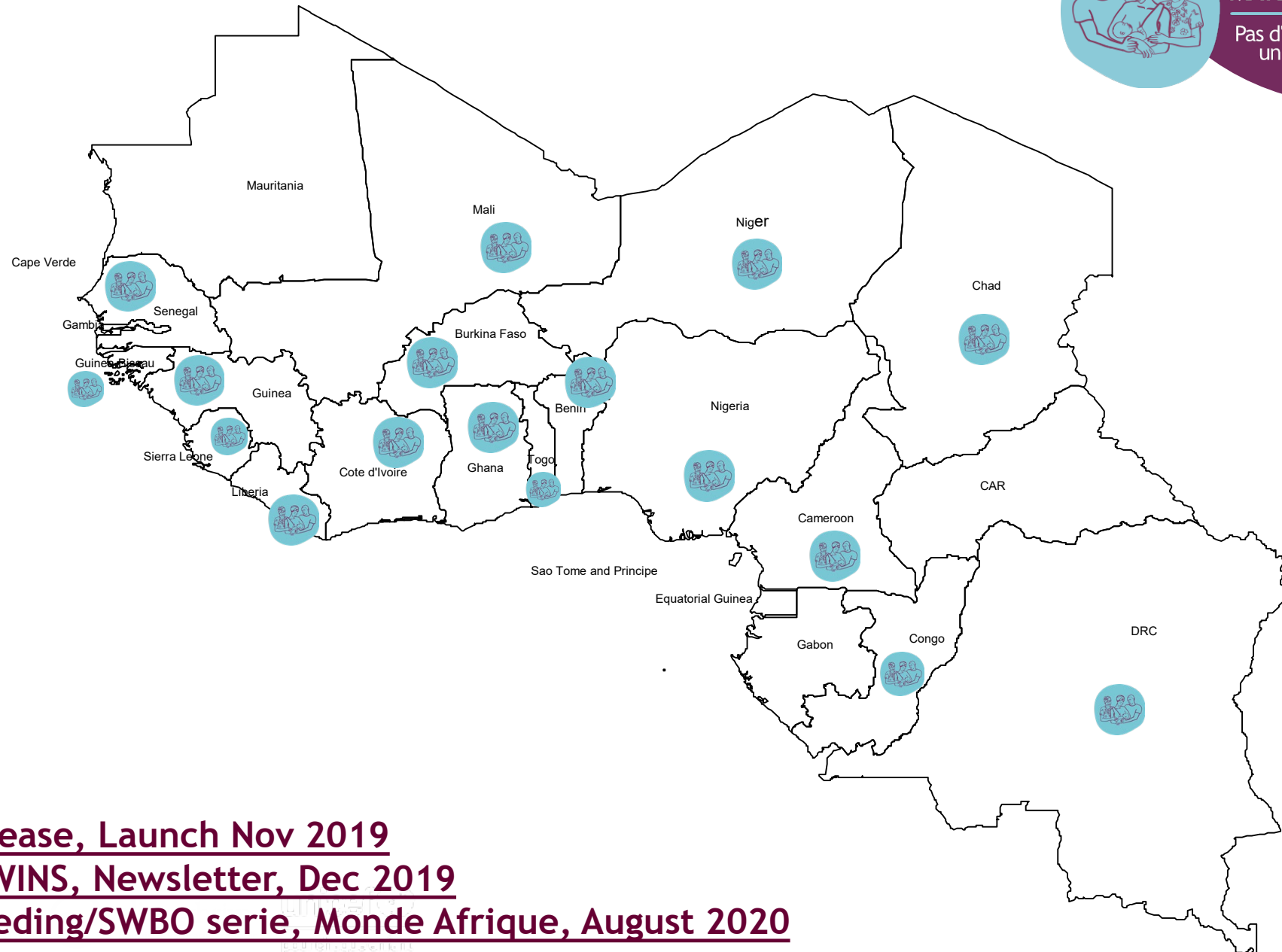
Call to Action

A regional momentum



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un bébé en bonne santé



- [Press release, Launch Nov 2019](#)
- [UNICEF WINS, Newsletter, Dec 2019](#)
- [Breastfeeding/SWBO serie, Monde Afrique, August 2020](#)



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un bébé en bonne santé

www.breastmilkonly.com



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un bébé en bonne santé

The "Stronger with Breast Milk Only" Initiative in the context of COVID-19

Dr VALIAN/TOUGOUMA Antoinette
WHO Nutrition Focal Point



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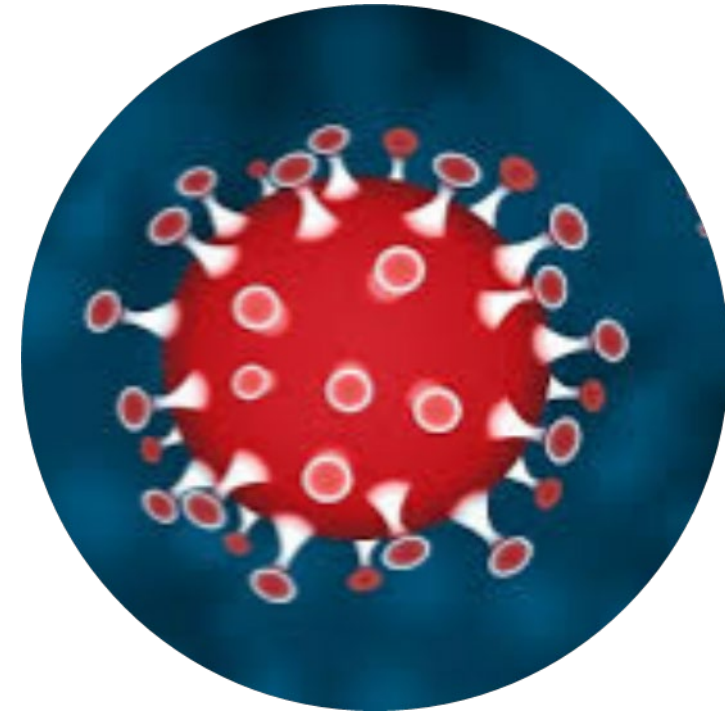
pour chaque enfant

Breastfeeding and Covid 19



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un bébé en bonne santé



- <https://www.who.int/fr/news-room/q-a-detail/q-a-on-covid-19-and-breastfeeding>



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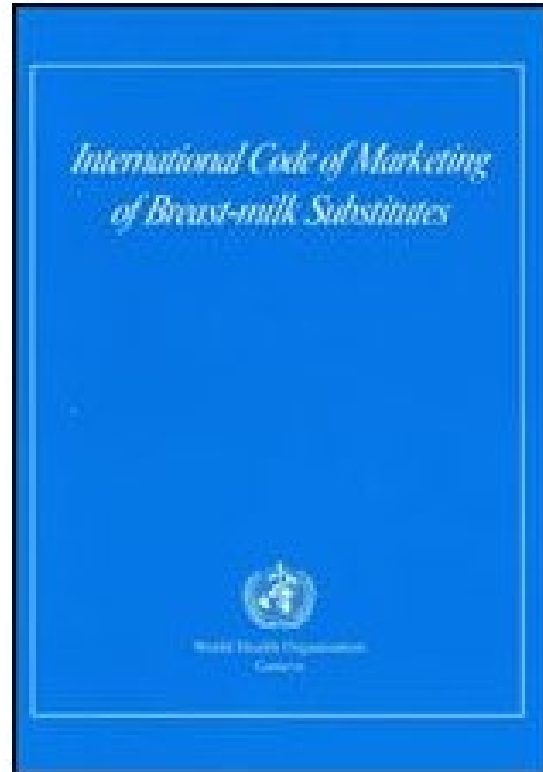
Benefits of the «Stronger With Breastmilk Only » initiative

Need for substantial legal provisions in line with the BMS Code



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Status of Code implementation in Africa, including provisions categorization



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- Legal provisions date/Country (*Report 2020*)

Number of years	<1995	1996-2000	2001 -2010	2011-2015	≥ 2016
Number of countries	4	7	10	8	3

- Full legal provisions 19% (9/47)

Objective of the Collective by 2030 : 40 %.

- No legal provisions: 34%



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**Adoption of policies
for paid family leave
and breastfeeding in
working place**

Breastfeeding breaks

- Convention C183 and R191 ILO

Breastfeeding spaces

Implementing the ten steps for a successful breastfeeding in maternity facilities



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- In 2017 , 14% of births in baby-friendly facilities,
**Collective objective of at least 40 %
by 2030.**





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Breastfeeding, a true act of love



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unicef
pour chaque enfant



PLUS FORT AVANT
MATERNEL UN

Pas d'eau jusqu'à
un bébé en bo

1-7 Aug 2020

WORLD BREASTFEEDING WEEK

Breastfeeding
helps transmit
the mother's
antibodies to
the child.





**"STRONGER WITH BREASTMILK ONLY" Initiative
in the context of COVID-19 in Burkina Faso**



Reasons for the launch in the Covid-19 context

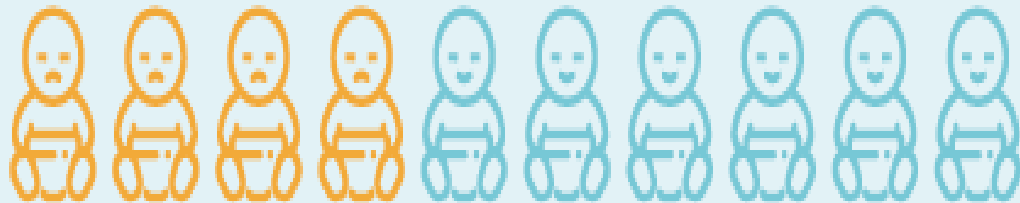


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In Burkina Faso

Sur 10 nourrissons âgés de moins de six mois,
4 reçoivent des liquides et aliments



6 sur 10 nourrissons sont exclusivement allaités

Le taux d'allaitement exclusif en 2019 est de 59,6 % ENN BF 2019

- To increase the proportion of exclusively breastfed infants from 59.6% to 65% in 2021 and to 80% in 2025
- Slow drop in the proportion of water giving (58.7% in 2012 to 42.5% in 2018)



How?



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un bébé en bonne santé



- **Rigorous preparation**
- **Strong partnership:** Ministry of Health, Alive and Thrive, UNICEF and World Bank
- **High level launch: June 29, 2020**
- **Multimedia campaign**



How?



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un bébé en bonne santé



- [UNICEF Burkina Faso](#)
- Discover [Maryam](#)

- Campaign preparation
- Establishment of a campaign coordination unit
- Training / Briefing of Journalists and press conference
- Campaign launch on June 29, 2020
- Campaign in urban settings and on social networks



Next steps



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Regional
launches
Capacity-
building

DRS

DS

AS

ASBC



Advocacy

National

Regional

Local

Community
engagement



SBCC

Caravans

Routine IYCF
activities



Documentation



What has worked?



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un bébé en bonne santé



- Access to information by a wider audience
- Opportunity to exchange views on the topic
- Coordination - complementarity of action
- Great interest in a locally-produced video on Breastfeeding
- Involvement of journalists



What are the lessons learned for the other countries?



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un bébé en bonne santé



- **Planning, Anticipation and Preparation**
- **Ensuring the involvement of all stakeholders**
- **Collaboration and coordination of actions**
- **Multi-channel approach**



THANK YOU



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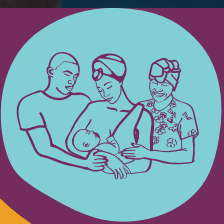




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Strengthening Infant and Young Child Feeding in Ghana

West and Central Africa
Learning & Sharing Café

19th August 2020



World Health
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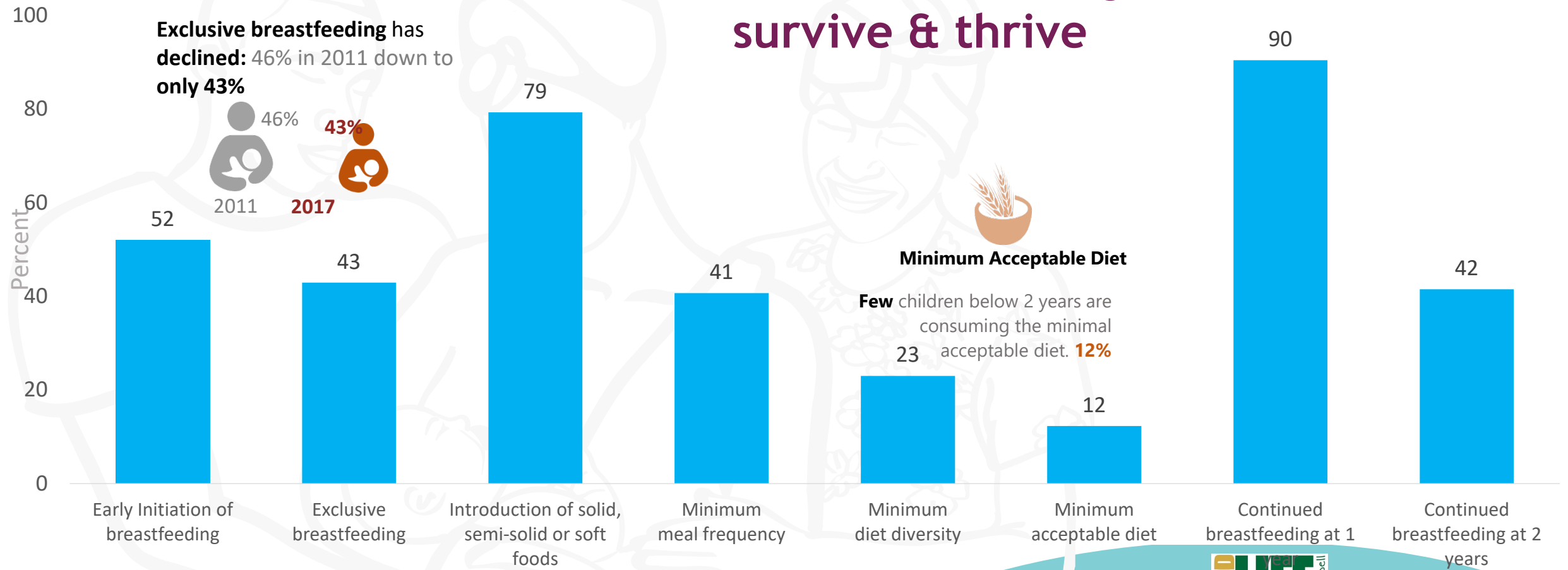
alive&thrive
nourish. nurture. grow.



for every child

Why?

Too few children have the right start to survive & thrive



World Health Organization



How?



KANTAR PUBLIC

FORMATIVE STUDY ON PARENTING PRACTICES

stakeholders' understanding of raising children (girls and boys aged 0-19 years)

Regional Landscape Analysis Of Trends And Factors Of Young Children's Diets In Unicef's West And Central Africa Region (Wcar)

Social Norms and Behaviors Related to Child Survival in Ghana Study, 2019

Survey – Barriers and Enablers to Infant Feeding Practices



Know the bottlenecks, and tackle them systematically



World Health Organization



unicef 
for every child

What is happening?

Don't substitute breast milk with baby formula — 1st Lady advises lactating mothers

BY AGNES OPOKU SARPONG

Don't substitute breast milk with baby formula especially in this era of COVID-19, First Lady, Mrs Rebecca Akuffo-Addo, has advised lactating mothers.

According to her, research has revealed that breast milk serves as an immune booster for children, adding that lactating mothers with the virus could not pass on the virus onto their babies through breast milk.

She said this when she launched the year's national breastfeeding campaign in Accra on the theme, "A mothers' breast milk is the most precious gift she can give to her child at birth. Remember, your baby deserves the best start in life. Start Right, Feed Right from birth to two years."

- H. E. Rebecca Akuffo-Addo
First Lady of the Republic of Ghana




UNICEF Ghana @UNICEFGhana · Aug 6

Although the majority of women in Ghana #breastfeed their babies, only 1 in 2 infants receive breastmilk in the first six months of life and in most cases, water is given to babies during this period.

#WBW2020
#StartRightFeedRight

Colostrum is a thick, yellowish milk, produced in the first few days after giving birth, and has everything your newborn baby needs



Gender

GHS, partners launch breastfeeding campaign

By Doreen Adah

Ghana Health Service (GHS) has today launched a nationwide breastfeeding campaign in partnership with the Ghana National Association of Tea and Coffee Growers (GNATCAG) and the Ghana Chamber of Commerce and Industry (GCCI).

The campaign is aimed at promoting breastfeeding and ensuring that every child in Ghana has access to quality breastmilk.

The campaign will focus on the importance of breastfeeding in the first six months of a child's life, and how it can protect the child from various diseases and infections.

The campaign is being supported by various partners, including the Ghana National Association of Tea and Coffee Growers (GNATCAG) and the Ghana Chamber of Commerce and Industry (GCCI).

At the launch, GHS officials emphasized that breastfeeding is the best way to ensure a healthy start for every child, and that it can significantly reduce the risk of child mortality and malnutrition.

The campaign will be supported by various activities, including the distribution of educational materials, the provision of breastfeeding support groups, and the implementation of breastfeeding-friendly policies in workplaces.

The campaign is being supported by various partners, including the Ghana National Association of Tea and Coffee Growers (GNATCAG) and the Ghana Chamber of Commerce and Industry (GCCI).

UNICEF and GHS launch initiative to promote breastfeeding - Joy News Today

Start Right. Feed Right - from birth to two years Campaign



What next?

Campaign Launch Advocacy Actions

National
Launch

August
2020

Regional
Launch

September
2020

Regional
Launch

October
2020

Regional
Launch

November
2020

Post – Campaign Launch Actions for 12 months and beyond

Normalize optimal
breastfeeding and
complementary feeding in
Ghana



World Health
Organization



What are the lessons?



- Understand the bottlenecks
- Make feeding & caring for young children a business for all stakeholders
- Work, and learn together

Start Right. Feed
Right - *from birth
to two years*

GOOD LIFE
live it well



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for every child



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www.breastmilkonly.com

Virtual tour

Anne-Sophie Le Dain, Nutrition specialist
UNICEF West and Central Africa



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unicef
pour chaque enfant

Welcome



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for a healthier baby

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[Resources](#)

[Photo Gallery](#)

[Contact](#)

[Français](#)



Initiative



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The Initiative

All parents want the best for their children.

Breastfeeding provides exceptional moments during which a mother develops a special bond with her child and so much more.

Breastfeeding is a vital part of giving every child the healthiest start to life. It's the baby's first vaccine; his/her best source of nutrition and it paves the way for healthy development of his/her brain.

The *Stronger with Breastmilk Only* initiative promotes giving babies breastmilk only, on demand, and stopping the practice of giving water (and other liquids and foods) from the

Key Facts

- *Only four out of every 10 newborns are breastfed one hour after birth in West and Central Africa.*
- *Only three out of 10 babies under six months are exclusively breastfed in West and Central Africa. Most breastfed babies are given other liquids and foods, in most cases water is given.*
- *In Sub-Saharan Africa, the cost of not breastfeeding is the highest in the world, with economic losses representing 2.57 per cent of GNI.*
- *Breastfeeding is one of the best investments in global health: every \$1 invested in breastfeeding generates \$35 in economic returns.*
- *Breastfeeding is an investment that not only improves children's health and saves lives, but also develops human capital, which can benefit a country's economy.*



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Pas d'eau jusqu'à 6 mois pour
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Initiative

Learn more by watching this
short video



Podcast

WHO and UNICEF recommend:

- Early initiation of breastfeeding within one hour of birth.
- Exclusive breastfeeding for the first six months of life.

Introduction of nutritionally

News



2020/10/8

Welcome!

Stronger with Breastmilk Only initiative aims to save lives, reduce child malnutrition in West and Central Africa.



2020/10/8

Regional launch in Cote d'Ivoire (in French)

Learn what the Vice-President says about the initiative.



2020/10/8

Support Breastfeeding for a Healthier Planet!

Access resources to celebrate 2020 World Breastfeeding

Tools



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Resources



Advocacy
Guidances

Give
Breastmilk
Only:
Guidance
for Policy
and
Programme
Managers

Download



Advocacy
Guidances

Improve
access to
skilled
breastfeeding
counselling

Download



Advocacy
Guidances

Enforce
Regulations
to Protect
Breastfeeding

Download



Advocacy
Guidances

Increase
Funding for
Breastfeeding

Download

Tools



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Fact Sheets

Breastmilk
Expression,
Storage and
Feeding

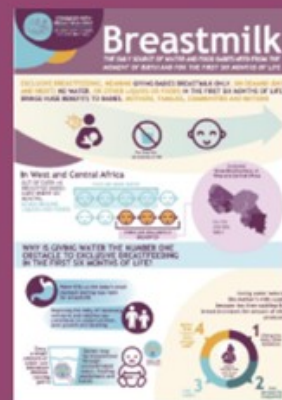
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Fact Sheets

Breastmilk,
the Only Source of
Water and
Food Babies
Need for the
First Six
Months of
Life

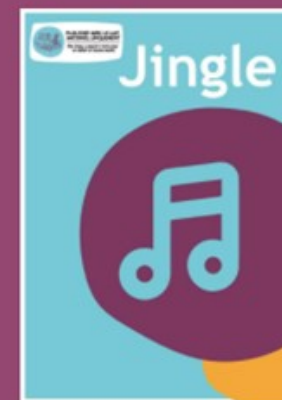
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Infographic

Infographic

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Media

Jingle

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Call To Action

A Call to
Protect,
Promote,
and Support
Exclusive
Breastfeeding



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