

World Breastfeeding Week

Breastfeeding provides every child with the best possible start in life. It delivers health, nutritional, and emotional benefits to both children and mothers.

While breastfeeding is a natural process, it is not always easy for mothers.

Mothers need support – both to get started, and to sustain breastfeeding.



01st Aug – 07th Aug



Mothers and families need support, along with correct information & advice and also the reassurance that they can nourish their babies optimally with exclusive breastfeeding.



Breastfeeding mothers should be supported to build confidence while respecting their individual circumstances and choices.



Correct information and advice can empower women to overcome challenges. We must prevent practices that may interfere with optimal breastfeeding, such as the provision of unnecessary liquids, foods, and breastmilk substitutes to infants and young children.



Breastfeeding mothers must get plenty of nutritious food, water and ample rest.



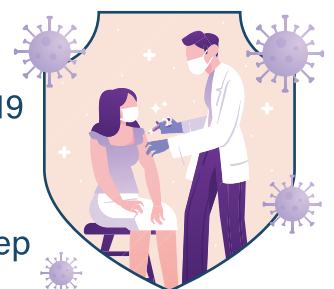
The best time for new mothers, to learn about breastfeeding, is before the baby is born! Always keep in mind that Breast milk is the Best Milk for babies!

During this COVID-19 Pandemic:

Breastfeeding is safe to be continued for babies, with COVID appropriate Behaviour by their mothers in routine.



Breastfeeding mothers should obtain the COVID-19 vaccine at the earliest, to protect themselves and keep their babies safe.



#ProtectBreastfeeding