

World Breastfeeding Week Seed Grant Project Summaries

Project 1

Organisation Name: South Western Sydney Local Health District

Project location (City, Country): Sydney, Australia

Project period: 15 July 2018 to 15 September 2018

Activities:

- Students were invited into the hospitals to create a piece of art that showed their interpretation of the theme of this year's WABA theme "Breastfeeding the foundations of life".
- Resources were given to the schools from the WABA website plus a PowerPoint and a talk by lactation staff to the teachers.

Outputs:

- The students came to the hospitals during the 1-7th of August to create artwork around the hospitals or install art created at school on canvases.
- To assist in the "street art" component of the project, stencils were created based on the WABA artworks that could be used in street art.

Outcomes:

- Over 70 students, both boys and girls involved, were educated on the advantages of breastfeeding for the individual and the wider community and the planet.
- The students created artworks that were seen by hundreds of people visiting the hospitals and the hospitals now have permanent artworks to promote breastfeeding.
- The promotion was taken up by local newspapers during world breastfeeding week and placed on local hospitals websites and newsletters.

Summary:

Overall the project was a huge success for both hospitals and schools. The project was a lot of work and took effort to get both the hospitals management and the schools management to want to be involved. The distances between the hospitals did not allow us to easily share resources, but with the seed grant from WABA we could ensure that each hospital (that allows street art) will have a stencil to act as a centre piece, for this year and future years. Canvases will be available for the schools.



Project 2

Organisation Name: Young Women's Knowledge and Leadership Institute (YOWLI) Burundi

Project location (City, Country): Bujumbura, Burundi

Project period: 15 July 2018 to 15 September 2018

Activities:

- Public talk on advantages of Exclusive Breastfeeding and disadvantages of artificial feeding.
- A media talk that was attended by both local and international media.
- The talk was recorded and broadcasted every morning from 31st July to 6th August on the four most famous radio stations broadcasting in Burundi and neighbouring counties.

Outputs:

- More than 3,000,000 people who received information of the links between good nutrition, food security, poverty reduction and breastfeeding through the different communication channels put in place.
- 20 media broadcasts on "WBW Talks Burundi: Ideas Worth Spreading Project" through the four most famous radio-stations.
- 200 participants attended the public talk including policymakers, academicians, local and international media, civil society organisations, public health organisations and university students.

Outcomes:

- The project was the first of its kind to be opened to the public and get such a huge reach. It served to lay the first stone of the foundation in the struggle to make exclusive breastfeeding a key strategy in prevention of obesity and promote healthy nutrition.

Summary:

The "WBW Talks Burundi: Ideas Worth Spreading Project" was to help Burundi community to recognize "breastfeeding as the foundation of life. The project aimed to call for inclusion of breastfeeding into programs that address maternal, newborn, child, adolescent health and development. It thus helped to gather key stakeholders to sensitize Burundi community on advantages of exclusive breastfeeding and warn about risks of artificial feeding; discuss current situation and define ways forward to make exclusive breastfeeding a key strategy in preventing overweight and making exclusive breastfeeding a component of public health and development programs. Participants were from all backgrounds (communities, academics, policymakers and beneficiaries). The project resulted in an active involvement of different stakeholders, committing themselves to taking and adopting adequate measures to support inclusion of exclusive breastfeeding into programs that address maternal, newborn, child, adolescent health and development; the measures go from evidence generation to program implementation, transiting community education for ownership



Project 3

Organisation Name: Women Promotion Centre

Project location (City, Country): Nairobi, Kenya

Project period: 15 July 2018 to 15 September 2018

Activities:

- Training of 25 breastfeeding mothers as peer educators.
- Holding panel discussion with key stakeholders on breastfeeding as the foundation of life and provide solutions to the identified breastfeeding barriers.
- Presenting a petition to County Assembly of Nairobi with the view of lobbying Members of County Assembly to enact progressive policies on breastfeeding.
- Holding procession within the streets of Kibera with the view of creating awareness about exclusive and optimal breastfeeding.

Outputs:

- 25 young vulnerable breastfeeding were trained as peer educators in breastfeeding best practices.
- One panel discussion on breastfeeding as the foundation of life held involving four panellists and 62 people in the audience.
- Public presentation of a petition to the Nairobi County Assembly, through the speaker, on improved policies and investment in breastfeeding promotion was achieved.
- Breastfeeding awareness and mobilization procession in the streets of Kibera was realized.

Outcomes:

- Enhanced knowledge about the benefits of breastfeeding in Kibera slums and its linkage to good nutrition, food security and poverty reduction.
- Enhanced advocacy and conversation on improving investment in breastfeeding initiatives at the local and national levels.

Summary:

The project, whose main objective was to protect and promote exclusive and optimal breastfeeding among vulnerable and at risk young women for sustainable development, was conducted in Kibera Slum. Kibera Slum is one of the largest informal settlements in Kenya and in Africa. The activities included training of peers educators and breastfeeding champions, holding panel discussions on breastfeeding, presenting petition to the County Assembly of Nairobi, and holding procession to create community awareness on breastfeeding. Through the project, participating breastfeeding mothers got to learn best practices in breastfeeding. The project also provided a platform for stakeholders to openly share experiences and identify collective advocacy opportunities. Besides that, the project has enhanced conversation around improving breastfeeding within the community. Some challenges to overcome includes the stigma associated with breastfeeding, the shyness of young women to speak openly about their breastfeeding practices, religious believes and traditional practices that hinders breastfeeding, and finally the unwillingness of influential men to participate in this project.



Project 4

Organisation Name: International Baby Food Action Network (IBFAN) Brazil

Project location (City, Country): Paraíba State, Brazil

Project period: 15 July 2018 to 15 September 2018

Activities:

- Recruitment of interviewers to carry out the assessment of the breastfeeding status of mothers with children up to two years old from Conde municipality.
- Training of the undergraduate and high school students as interviewers.
- 301 mothers were interviewed in their home.
- All data were processed and analysed statistically and a banner was prepared.

Outputs:

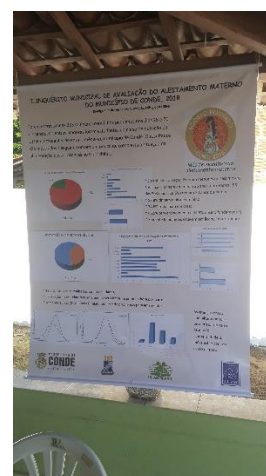
- A total of 301 mothers of two years old child were enrolled on the assessment and interviewed to learn the child feeding practices.

Outcomes:

- For the Conde municipality it was a great opportunity to developed an assessments to measure the breastfeeding status of mothers with child up to two years of age.
- The students' participation was very important to link them to health problems and to stimulate them to promote public health actions.

Summary:

The partnership with Federal University decided to started the project Initiative of Primary Health Care Unity Child Friendly, to change and improve the health care addressed to pregnant and new mothers, and promote breastfeeding. The WABA seed grant made possible to know how Conde's mothers were breastfeeding her children today. These data are very important to plan new actions and to evaluate the impact of developed municipal policies and programs. We could enrol students, young people, and mothers, health service, nutrition undergraduate students (university) to work out and support each other to reach an important goal, to promote breastfeeding. At the end, the exclusive breastfeeding prevalence amongst mothers with child younger than six months is very low and the early introductions of complementary foods, and specially water is very frequent. More than half of all mothers were breastfeeding her child at the research moment. It is necessary built social network, supported by health service, to turn breastfeeding up to second year of child life on a natural, common and desirable act. The Primary Health Care Unity Child Friendly Initiative is a strong strategy to reach this goals and we expect repeat the same evaluation next year to find news and goods results about maternal and child health and child feeding in Conde.



Project 5

Organisation Name: Good Neighbors Tanzania

Project location (City, Country): Shinyanga, Tanzania

Project period: 15 July 2018 to 15 September 2018

Activities:

- CHW(Community Health Workers) maternal health training / Photo Voice Advocacy Preparation.
- BEmONC training.
- Promotion of breastfeeding at dispensaries.

Outputs:

- Training session on how to promote breastfeeding during Health personnel and CHWs' trainings (Indicator: the number of trainings (2/2), number of participants (276/276): Using WABA breastfeeding week video clips and other materials, it was introduced how to promote breastfeeding within community.
- Distribution of the leaflets (in total 431 leaflets were distributed).
- Distribution of the posters (Indicator: number of dispensary with poster distribution (49/49).
- Community tour with breastfeeding awareness materials (handheld banners, posters, and leaflets).

Outcomes:

- Increasing awareness of CHWs and health personnel on breastfeeding.
- Increasing capability and knowledge of CHWs and health personnel to promote breastfeeding within their community.

Summary:

Joining in this global solidarity, the CHWs feel that they are not only residents in the small villages but also a part of global community. They enjoyed learning new approach to spread breastfeeding messages. It was also very helpful that WABA has provided good promotional materials. Especially, some of visual materials were very effective for making them understood. However, some of them were not that much practical when you have to work at real rural and remote areas where SNS is not workable. However, it is still meaningful because at least some of key community leaders who use mobile phones can be still sensitized through online materials. We will continue using some of materials we produced for this advocacy project, such as handheld banners, for our upcoming advocacy activities which are scheduled in November 2018. This time, our advocacy will focus on male participation and family supports for improving maternal health. We believe this will be a good venue to introduce benefits of breastfeeding and to ask family for supporting mothers to breastfeed.



Project 6

Organisation Name: Midwifery Department of Universitas Islam Sultan Agung (UNISSULA)

Project location (City, Country): Semarang, Indonesia

Project period: 15 July 2018 to 15 September 2018

Activities:

- Advocacy meeting.
- Capacity building.
- Health promotion.

Outputs:

- PT Marimas has declared a policy about exclusive breastfeeding among female workers.
- PT Marimas has provided a lactation room and gave flexible time to their female employees to express or pump breastmilk.
- A group of volunteers has been set up.
- Volunteers has been trained to become counsellor in lactation and to manage a lactation room.
- The lactation room has been equipped according to Ministry of Health regulation.
- Female workers has good understanding of the important of exclusive breastfeeding and how to success breastfeeding at work.

Outcomes:

- Improved volunteer's skills to promote exclusive breastfeeding among female workers.
- Improved breastfeeding practice among working women.
- Increased exclusive breastfeeding rate among working women.

Summary:

The rate of exclusive breastfeeding up to 6 months of age in Indonesia remains low, which is 49.8% in 2015. Maternal unemployment and high family socio-economic status were associated with longer duration of breastfeeding. Majority of women still face many obstacles to continue breastfeeding their babies when they return to work. The government has made a regulation for workplace to support exclusive breastfeeding and must provide special facilities for breastfeeding and/or expressing breast milk. However, only 21.5% of the female workers confirmed the availability of breastfeeding facility, and 7.5% had been in contact with a breastfeeding support program. In order to increase exclusive breastfeeding practice among female workers, we promote breastfeeding friendly environment in workplace. There are three main activities to achieve the goal, namely advocacy meeting, capacity building and health promotion. We implemented this project in PT Marimas, Semarang, Indonesia. We collaborate with the Public Health Center to ensure the sustainability of this project. After advocacy meeting, we assist PT Marimas to develop a policy about exclusive breastfeeding among female workers. PT Marimas has agreed to provide a lactation room and give flexible time to their female employees to express or pump breastmilk. Furthermore, we set up a group of volunteers and train them to become counsellor in lactation and to manage a lactation room. The lactation room has been equipped according to Ministry of Health regulation. At the end, we provide health promotion to female workers about the important of exclusive breastfeeding and how to success breastfeeding at work.



Project 7

Organisation Name: Health, Education and Literacy Programme

Project location (City, Country): Karachi, Pakistan

Project period: 15 July 2018 to 15 September 2018

Activities:

- Awareness raising/capacity building session for students/would be mothers of Home economics College Karachi.
- Awareness raising session for mothers and household caretakers of children under 2 years, in slum areas of Taiser Town, Karachi.
- Awareness raising session for mothers and household caretakers of children under 2 years of slum area of Neelum Colony, Saddar Town, Karachi.
- Awareness raising session for mothers and household caretakers of children under 2 years in urban slum area of Pipri, Karachi.
- Capacity building session for students of Government Public Health School Karachi.
- Capacity building session for students of School of Nursing and Midwifery, Murshid Hospital and Healthcare, Karachi.
- Awareness session for mothers and caretakers of children under 2 years, from slum areas of Baldia Town, Karachi.
- Capacity building session for students of Fatimiyah Nursing School, Britto Road Karachi.
- Awareness session of mothers and caretakers of children under 2 years from slum areas of Gadap Town, Karachi.
- Participation of HELP Team in a walk organized by Nutrition Support Programme Sindh.
- Talk on Breastfeeding in BBC Urdu Service.

Outputs:

- 160 mothers given awareness on key messages of Breastfeeding.
- 300 Students (would be mothers) given awareness on key messages of Breastfeeding.
- Capacity building of 160 students of Public health school, nursing and midwifery school.

Outcomes:

- Capacity building of 160 students of Public health school, nursing and midwifery school.
- Increased awareness 460 mothers on breastfeeding.

Summary:

HELP celebrated World Breastfeeding Week from 1st to 7th August by organizing a variety of activities. Nine activities were carried out from 12th August 2018 to 8th September 2018. Topics covered includes advantages of breastfeeding, disadvantages of bottle feeding, management of common problems associated with breastfeeding, expression of breastmilk, positioning of baby, early initiation of breastfeeding, exclusive breastfeeding, timely and appropriate complementary feeding, and continuation of breastfeeding till 2 years of age. The HELP team also participated in a walk organised by Nutrition Support Programme Sindh and Dr. Yasmeen Suleman, Senior Program Manager HELP spoke on the importance of breastfeeding in context of the current situation of breastfeeding in Pakistan and the need for implementation of breastfeeding legislation in Pakistan. The talk was aired on 8th August 2018 at 8.30 pm Pakistan Time.



Project 8

Organisation Name: Institute of Child Health, University of Benin

Project location (City, Country): Benin City, Nigeria

Project period: 15 July 2018 to 15 September 2018

Activities:

- Recorded Health Programme tagged 'Health Plus; on Nigerian Television Authority (NTA) Benin City.
- Conducted a symposium that featured two speakers and two testimonies on benefits of breastfeeding from two nursing mothers.
- Publication in the Nigerian Observers Newspaper on the 'Spotlight' columns titled 'Breastfeeding as the Foundation of Life'.
- Health talk in child welfare clinic of the Institute.
- A street rally.
- Live phone-in programme on Nigeria Television Authority by 10.30am that featured Prof Mrs A.E Sadoh where facts about breastfeeding was discussed.
- Routine health talks on breastfeeding and its benefits to clients seen at these clinics.

Outputs:

- Information dissemination to a wider audience on radio and television within 200 kilometres range.
- The symposium had a audience of 150 people comprising healthcare providers, academicians, professional bodies, nursing mothers and medical/allied health students.
- Publication in Newspaper Information dissemination to a wider audience in print to a wider audience in the State and its environment.

Outcomes:

- The recorded Health programmes tagged 'Health Plus on Nigeria television Authority (NTA). was aired on Wednesday by 11.30am and a repeat broadcast on Thursday by 1.30pm. The television station covers the vast majority of inhabitants of Edo, Delta Kogi, Bayelsa and Ondo State Nigeria within a radius of over 200 kilometres.
- The symposium was well attended by target audiences with pre-and -post tests done to assess on-the-spot knowledge gained by the audience.

Summary:

The Institute of Child Health, University of Benin/ University of Benin Teaching Hospital, Nigeria celebrated the World Breastfeeding Week. The event was marked by Institute of Child Health in collaboration with the Department of International and Global Studies Mercer University 1400 Coleman Dr. Macon, GA 31207 USA who provided infographics for the events. The event featured a symposium that featured Prof C. O Eregie (Professor of Child Health & Neonatology UNIBEN/ UBTH and CNO Tessy Eyakwanor (CHS ICH UNIBEN) and a testimony from a 39 year old man (Mr Isaac Oteh) who was breastfed up till the age of four years. Publication in the Nigerian Observers Newspaper titled 'Breastfeeding as Foundation of Life' was produced along a public campaign with a street rally/market rally using infographics and information, education and communication materials. Public awareness were raised using both the print media on newspaper publications and on radio/television. Currently information on breastmilk and breastfeeding is still being disseminated in the child welfare clinic of the Institute of Child Health UNIBEN/ UBTH. Assessment of the outcome of the deliverables was done by on-the-spot assessment of the participants during the symposium with an improved increase in knowledge score following a pre-and-post-tests evaluation. Some participants pointed out the difficulties they encounter in practicing exclusive breastfeeding as a working mother. They were referred to child welfare/ lactating clinic of the Institute of Child Health University of Benin Nigeria for further counselling.



Project 9

Organisation Name: African Foundation for Premature babies and Neonatal Care

Project location (City, Country): Takoradi, Ghana

Project period: 15 July 2018 to 15 September 2018

Activities:

- Presentation of a short video documentary on importance on breastfeeding and how to breastfeed properly and then a detailed presentation on the topic 'Unhealthy cultural practices that are affecting exclusive breastfeeding among nursing mothers in the community and benefits of exclusive breastfeeding to the child, mother, family and nation'.
- Interaction with the participants.

Outputs:

- Total acceptance and commitment to best practices by all participants.
- Strengthened relationship between health personnel and community members through dialogue and expressed commitment to partner towards promoting exclusive breastfeeding.
- 95% of participants were women and were involved in dialogue on harmful cultural practices that are affecting exclusiveness breastfeeding in their communities.
- Verbal pledge of commitment and resolution by all stakeholders to promote exclusive breastfeeding.

Outcomes:

- Established facts on unhealthy cultural practices upheld in communities that negatively affects exclusive breastfeeding.
- Renewed commitment by stakeholders to increase awareness through sustainable outreach initiatives as part of efforts to end unhealthy cultural practices affecting exclusive breastfeeding in the communities.
- Increased number of participants in the record of the community's health campaign on breastfeeding.

Summary:

Two presentation were shown to the participants on the proper attachment and positioning of the baby at the breast during breastfeeding and on the benefits of breast milk. At the interactions sessions, the focus of discussions was on unhealthy cultural practices affecting exclusive breastfeeding in the communities among nursing mothers. A number of issues were raised by the participants which highlighted their challenges that prevents them from practicing exclusive breastfeeding. However, the midwives, doctors, nurses and nutrition experts took turns to demystify some of the reasons cited by some mothers and educated them on proper breastfeeding habits. Additionally, breastfeeding mothers and mothers with older children who practiced exclusive breastfeeding present shared their success story and challenges to motivate others. They were rewarded with assorted gifts.



Project 10

Organisation Name: Alimentación Segura Infantil

Project location (City, Country): Puerto Rico

Project period: 15 July 2018 to 15 September 2018

Activities:

- Weekly support groups in San Juan. Support groups are targeted at families that breastfeed or wish to relactate.
- Bi weekly support group in Caguas.
- Monthly support group in Dorado and Ponce.
- Hospital presentations at San Carlos, San Lucas were presented by portavoces with the message that breastfeeding in emergencies saves lives and how to respond to all families with infants and small children with humanity.
- A health fair in Caguas targeted families on Medicaid with a message on safe infant and young child feeding.
- Three radio interviews were conducted to promote World Breastfeeding Week, Breastfeeding Month and Black Breastfeeding Week on Radio Isla, Los Diarios de la Teta, and Radio San Juan.
- Grand closing event was held on August 25. A Tetada (latch on) and special invitation to Black and African Descendent families. A memorial was held for victims who died after Hurricane Maria.

Outputs:

- 291 people received counselling and / or clinical management of breastfeeding through support groups or individualized care.
- 94 people were impacted at 2 hospital fairs in Moca and Ponce and 22 people at one community health fair in Caguas and 10 people at two store based educational activities during World Breastfeeding Month, focusing on breastfeeding as a first defence measure, handling of human milk and breast milk substitutes, safe complementary feeding, and food stability during and after emergencies.
- 247 people from 47 US states, 2 US territories and 2 Canadian provinces attended the United States Breastfeeding Coalition Convening with an estimated 80% (186 people) attending the plenary presentation by ASI staff. The plenary session focused on organizing a community-based breastfeeding response during and after a crisis. This session also emphasized the colonial status of Puerto Rico and the need to create a political response that is responsive to the needs of the country and not of its colonizer.
- 80 people were reached through a breakout session presentation at the United States Breastfeeding Committee National Breastfeeding Coalition Convening on the specific services provided by ASI focusing on breastfeeding as a method of disease prevention.
- 7 memes on Safe Infant and Young Child feeding were developed and published on our social media pages.
- Three radio interviews were conducted to promote awareness on breastfeeding as normal, safe, and sustainable.
- 123 people attended La Gran Tetada on August 25 to close World Breastfeeding Month and commemorate our African Heritage during Black Breastfeeding Week.
- Educational literature on the importance of breastfeeding, preparation for hurricanes and other disasters, and food security were distributed to every individual who received individual or group support or attended outreach activity.

Outcomes:

- Families increased knowledge and confidence in breastfeeding and safer infant and young child feeding before, during and after emergencies.
- Families received support with infant and young child feeding.

- Community members increased knowledge about infant and young child feeding before, during and after emergencies.
- Death and hunger awareness were addressed through direct service and community outreach and education.

Summary:

During the month of August, Alimentación Segura Infantil was able to launch its first Breastfeeding Month and Black Breastfeeding Week activities and participate in World Breastfeeding month activities around the Island. With less staff than anticipated and some volunteers and community collaborators, we were able to exceed our target numbers in direct service and in support groups and community outreach events. We would have liked to more involved in hospital fairs and have as a goal to do more work in that area next year. We also had no written or visual media coverage despite some radio appearances so we will like to emphasize this more next year. We also had a member of the planning committee who just never participated so then there was more work for the other three. The Gran Tetada was truly a culmination of a year of loss, mourning and triumph. A raffle for all participants was widely supported by local small businesses and artisans and we hope to use this in the future to generate some funds. The memorial to lives lost in the last year was truly emotive. Never before was there an event in the seven years of Black Breastfeeding week in Puerto Rico and we are committed that this will not be the last. We hope to continue these activities yearly with a focus on equity and ending poverty and preparation for natural disasters.



Project 11

Organisation Name: Health Education and Empowerment Initiative (HEDEN)

Project location (City, Country): Ogun State, Nigeria

Project period: 15 July 2018 to 15 September 2018

Activities:

- Town hall meeting with community members in Arepo and Oniyoyo communities was held.
- Major streets were walked, and leaflets were given to individuals. Each team member discussed with people who were at their shops and also passers-by.
- 1-day seminar for 15 nurses and 1-day seminar for 25 Traditional Birth Attendants in Ifo Local government was carried out to build sustainability for the project.
- Advocacy visit to Ifo Local Government Chairman to improve workplace policies on Maternity leave and create a breastfeeding facility at the local government office. Advocacy visit to the Medical Officer of Health (MOH) to integrate breastfeeding into all post and antenatal classes at community health centres in Ifo local government.
- Sweet mother program talks for nursing and pregnant women at 3 health centres in Ifo local government.
- A radio program titled- 'Reaping the benefit of exclusive breastfeeding policy' was held at Sweet FM 107.1 Radio station.

Outputs:

- Attendance at the seminar for Nurses and Traditional Birth Attendants showed that the capacity of 15 Nurses and 25 TBAs was built to create and encourage an enabling environment for mothers for continued breastfeeding.
- Feedback from community members and mothers on benefits of breastfeeding indicated increased awareness of links between good nutrition, food security, poverty reduction and breastfeeding.
- Feedback from nursing and pregnant mothers on knowledge of breastfeeding indicated increased awareness of risk and disadvantages of artificial feeding among nursing and pregnant mother.
- The advocacy visits to Ministry of Health indicated that the ministry promised to integrate breastfeeding into all post and antenatal talks at community health centre.
- The advocacy visits to Chairman indicated that the local government will set up a committee to improve work policy on breastfeeding at the local government.

Outcomes:

- The Chairman of Ifo Local Government, Hon Hakeem Bello responded to our advocacy points that he would set up a committee to review our advocacy points and get back to us.
- The Medical Officer of Health (MOH) accepted all the breastmilk advocacy points and promised to give priority to their implementation. She said she will give the directive for nurses to include talks on breastfeeding in all ante- and post-natal clinic even though breastfeeding is topic that is discussed with the mothers before.
- Discussion during town hall meeting brought about new approach to limit the negative influence of stakeholders such as husbands, mothers-in-law and grandparent who may want to encourage the introduction of water and other substitutes early. The town hall meeting discussions identified that when healthcare providers take the time out to discuss exclusive breastfeeding with the mothers-in-law and grandparents when they come to visit the newborn at the health centre.
- Discussion with the nurses and TBA identified a challenge which is the preservation of breastmilk in environment where there is not electricity to keep it cool.

Summary:

Breastmilk Advocate project is a comprehensive approach to breastfeeding advocacy. Breastmilk Advocate project is innovative in that is simple to do, involve multi-stakeholders, removes barriers and influences policy at the local level. The Breastmilk advocate is a low-cost intervention that brings

lasting impact. It uses advocacy to local policy makers, weekly talks with pregnant women and nursing mothers at community health centres, town hall meetings in communities involving men, a seminar for nurses and traditional birth attendants and demonstration of weaning foods to bring positive change in policy and behaviour and build social support. Best of all Breastmilk Advocate Project is designed to achieve Sustainable Development Goals 1, 3, 4, 10 and 11 (No poverty, Good health and well-being, Quality education, reduced inequalities, and sustainable cities and communities). Breastmilk Advocate Project extended beyond the planned period of 10 days from July 30 to August 8, 2018, to August 23 2018. The success of the Breastmilk Advocate project includes; the support for the project advocacy points by two policymakers- the Medical officer of Health and the Chairman of Ifo Local government.



Advocacy Visit to the Medical Officer of Health



Project 12

Organisation Name: Carolina for Kibera

Project location (City, Country): Kibera, Nairobi, Kenya

Project period: 15 July 2018 to 15 September 2018

Activities:

- Good nutrition and breastfeeding educational session with care group volunteers and promoters.
- Parents training of good nutrition and breastfeeding.
- Household education sessions on breastfeeding.
- Designing and printing of IEC materials.
- Community awareness and mobilization.
- Recruiting of men to participate in the event.
- Commemoration of the day.

Outputs:

- 112 care group volunteers and 1287 caregivers (parents) trained on good nutrition, food security, and breastfeeding.
- 2570 community members sensitized of good nutrition, exclusive breast feeding and the role of men in breastfeeding during the event on 7th August and Habari Kibera posts and video documentary on breastfeeding in their social media pages.
- 42 men recruited and trained on good nutrition and breastfeeding as ambassadors of breastfeeding.
- Estimated 15000 community members reached during the procession.

Outcomes:

- Increased active participation and membership from lactating mothers/neighbour women during the ongoing bi weekly care group meetings.
- Positive response from the participants on proper breastfeeding. The women now demonstrate an understanding of proper attachment, latching, and positioning of the baby.
- The men demonstrated great support that they offer during breastfeeding through testimonies.
- Increase awareness on breastfeeding through male breastfeeding champions reaching out to family members and fellow men to educate them on importance of breastfeeding.
- Increased number of men following up from their spouses on practicing exclusive breastfeeding for six months.

Summary:

Access to affordable, reliable health care is scarce in the informal settlement of Kibera in Nairobi, Kenya. At Carolina for Kibera (CFK), we work to provide community members of all ages high-quality, comprehensive medical services and health education. Our community-based, personalized healthcare saves lives and empowers residents with tools to keep themselves and their families healthy. In order to bridge the gap between health professionals and residents of Kibera, we empower over 80 Care Group Volunteers (CGVs) to visit homes and educate families about pressing health topics especially Maternal and Child issues and the services offered at our Tabitha Medical Clinic. Care Groups are an innovative approach in reproductive, maternal, neonatal, and child health programming. A Care Group is a group of 10–15 volunteer, community-based health educators who regularly meet together with project staff for training and supervision. They are different from typical mother's groups in that each volunteer is responsible for regularly visiting 10–15 of her neighbours, sharing what she has learned and facilitating behaviour change at the household level. Care Groups create a multiplying effect to equitably reach every beneficiary household with interpersonal behaviour change communication, like breastfeeding, and ensure a broad reach of key health interventions.



Project 13

Organisation Name: Young Leaders for Change Foundation

Project location (City, Country): Accra, Ghana

Project period: 15 July 2018 to 15 September 2018

Activities:

- A short online quiz for all participants to test their knowledge about breastfeeding, its importance to the mother, baby, men and contribution to poverty reduction and enhanced nutrition.
- An assessment to explore men's perception in groups as well as their reactions about breastfeeding and needed support for the nutrition of infants through breastfeeding.
- A presentation on whole concept of breastfeeding, content of breastmilk, its benefits to the baby, mother, father and its contribution to enhanced nutrition and development of the child.
- A discussions about malpractices of African men affecting the nutrition of infants and negatively affecting the physical and mental health of lactating mothers.
- A short online quiz (same as the first survey) to monitor the lessons participants learnt in the course of the event and their help the team track their next actions to help other men support breastfeeding.

Outputs:

- 20 Young men/fathers were identified, invited and participated in the dialogue but 18 participants were informed and understood the links between good nutrition, food security, poverty reduction and breastfeeding from the pre-post surveys.
- 17 (project targeted 15) young men/fathers shared their unique perspectives and stories through storytelling and a call to action.
- 20 communications materials (Videos, Online posters, Call to action campaigns developed).

Outcomes:

- 18 (20 invited/targeted) young men/fathers engaged in a series of activities at the open dialogue with men/fathers on breastfeeding.
- 17 shared unique experiences and calls to action.
- 20 communications materials (videos, online posters and calls to action campaigns developed).
- 6880 Reach and Impressions made on twitter & Instagram for communication materials rolled out.
- Over 12000 Impressions made for social media reach and impressions during the event.

Summary:

Men4Breastfeeding aims at integrating the unique perspectives of men in this years' world breastfeeding month by directly engaging 20 young men/fathers in Greater Accra in an open dialogue on men's role in advancing good nutrition, food security, and poverty reduction through breastfeeding and elevate their experiences through storytelling and a call to action campaign to galvanise action to advance breastfeeding as a part of good nutrition, food security and poverty reduction by the end of 2018. Through the partnership of the African Youth and Adolescent Network on population and development, The LEKMA Hospital, The University of Ghana School of social work, other community based organisations and an online application portal, we identified and invited young men/fathers for the open dialogue on breastfeeding and its linkages with poverty reduction, food security and good nutrition. One major success for an advocacy campaign to be started by participants is the call for paternity leave to allow men/fathers spend some time home after child birth to assist and support their wives in breastfeeding. Data from Pre and post surveys show that there was nearly Over 80% increase in knowledge and change of perception on the various issues about gendered context with male involvement in breastfeeding, breastfeeding as topic and its importance to mother, father, the community and the country, linkages between breastfeeding and good nutrition, food security, and poverty reduction.

