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# ENGAGING **FATHERS** IN BREASTFEEDING SUPPORT

Regional Perspectives South East  
Asia Region

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# Introduction

**AyahASI - Indonesian Breastfeed-Supporting Fathers** →

2011, Idea to make a campaign for fathers. 2012 published a book entitled Breastfeed-Supporting Fathers Diary, Initiated similar movements in more than 10 cities

**Using social media for campaigns** →

Twitter: 411.950 followers  
Instagram: 84.676 followers  
Facebook: 31.723 followers

**Personal experience, supporting breastfeeding** →

Don't have much memory with my late father. Intended to be fully involved in breastfeeding and parenting. Became Lactation Counsellor.



03

52%

of Indonesian infants under 6 months  
received exclusive breastfeeding

More than 40% of babies  
introduces to complementary  
foods too early



# The AyahASI Way

04

## Gateway to parenting

by supporting breastfeeding, fathers are actually involve in parenting

## Find a champions

gather the champions and provide assistance

## Give access

men are often left out on the breastfeeding or parenting issues



# More Insights



05

## Support from BF advocates

they introduce with the government and other networks

## Limited time and resources

Most of us are working 9 to 5 and not yet focused on organizational development

## Our Support network/friends

Government, Development Partners, International NGO, Local NGO, Media and our beloved followers

## Social Media

The approach went viral and AyahASI was covered by national media

## Online Approach

strengthening the online approach, for example by creating whatsapp groups and online training





# How To Scale Up?

06

# 200

fathers have been trained in the AyahASI class training module during 2019-2020 in more than 15 cities in Indonesia



**MODUL PELATIHAN  
Kelas Ayah ASI**

Agustus 2020





# How To Scale Up?

07

# 100

we aim to train dads during the pilot phase of online AyahASI training class

**Tanoto Foundation**

**Tanoto Foundation** 

AYAH ASI INDONESIA  
**KELAS AYAHASI ON-LINE**

Melatih para Ayah tentang menyusui akan menjadi pendekatan baru keterlibatan laki-laki dalam meningkatkan kualitas gizi anak-anak di Indonesia. Tanoto Foundation dan AyahASI Indonesia menyelenggarakan Kelas AyahASI secara Daring.

**BATCH 1.**  
Oktober


Setiap Sabtu & Minggu

Syarat peserta:  
1. Calon Ayah atau Ayah  
2. Istri sedang hamil atau memiliki anak yang maksimal berusia 4 bulan 30 hari (5 bulan)  
3. Berkomitmen untuk mengikuti keseluruhan sesi

Pendaftaran:  
[bit.ly/1kelasayahasi](https://bit.ly/1kelasayahasi)

Peserta akan mendapatkan bahan bacaan kelas AyahASI dan jika mengikuti kelas secara keseluruhan akan mendapatkan sertifikat dan didampingi selama 3 bulan oleh Konselor Laktasi via WA Group.

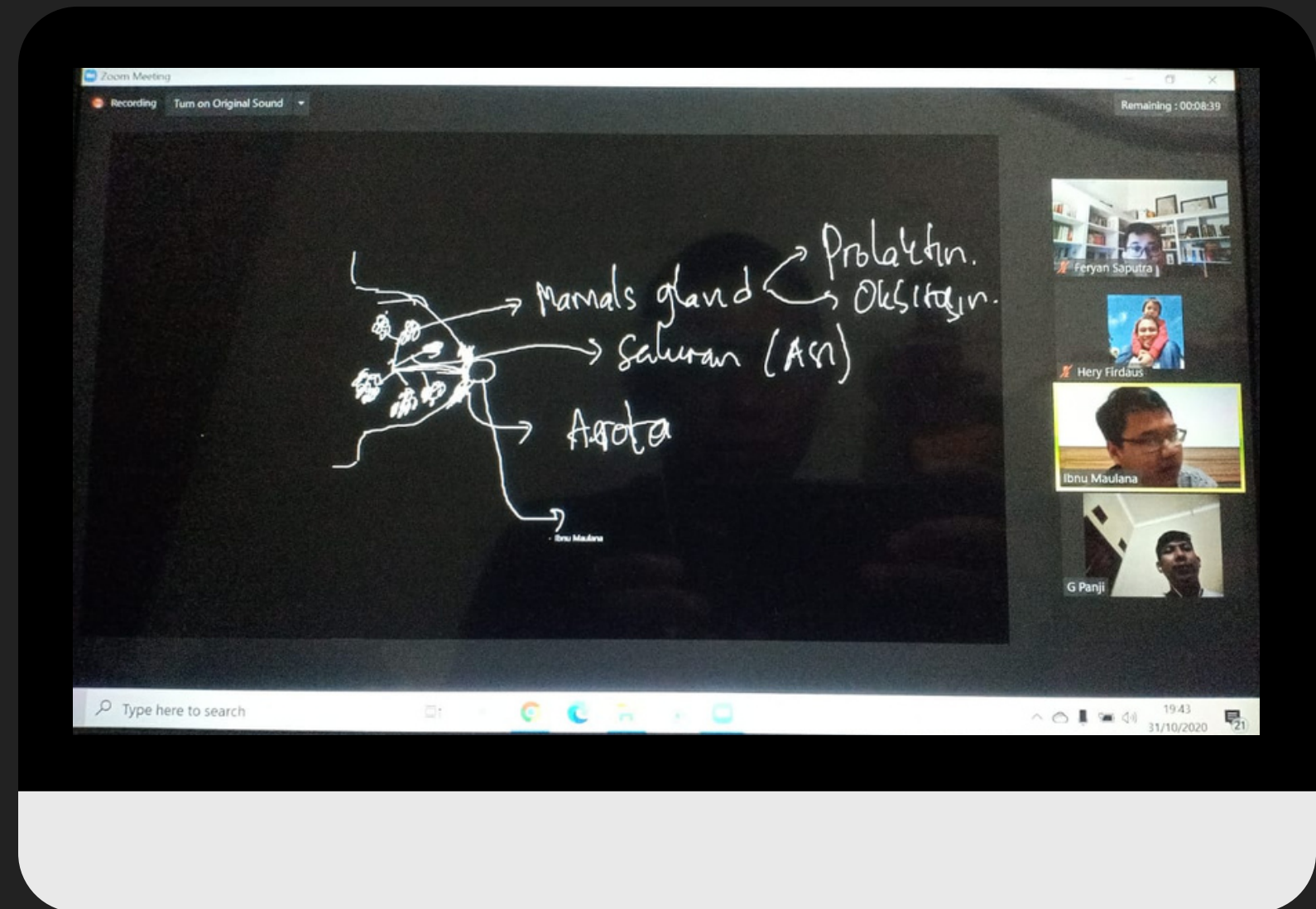



**Tanoto Foundation** 

**JADWAL KELAS AYAHASI ON-LINE**

<b>SESI 1</b> Perkenalan, Harapan dan Kontrak Belajar 24 Oktober 2020 pukul 19.00 - 21.00 WIB	<b>SESI 2</b> Hambatan Ayah dan Keuntungan Menyusui 25 Oktober 2020 pukul 15.00 - 17.00 WIB
<b>SESI 3</b> Cara Kerja Payudara 31 Oktober 2020 pukul 19.00 - 21.00 WIB	<b>SESI 4</b> Mendengarkan Curhatan Istri 1 November 2020 pukul 15.00 - 17.00 WIB

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# How WABA can help?

08

## Initiate Network

Initiate a breastfeed-supporting fathers network at southeast asia

## Best Practices & Evidence

Provide best practices and evidence based on how to involve fathers in the region

## IEC material containing practical tips for fathers

Produce more practical tips on how fathers can support breastfeeding





# Key Messages

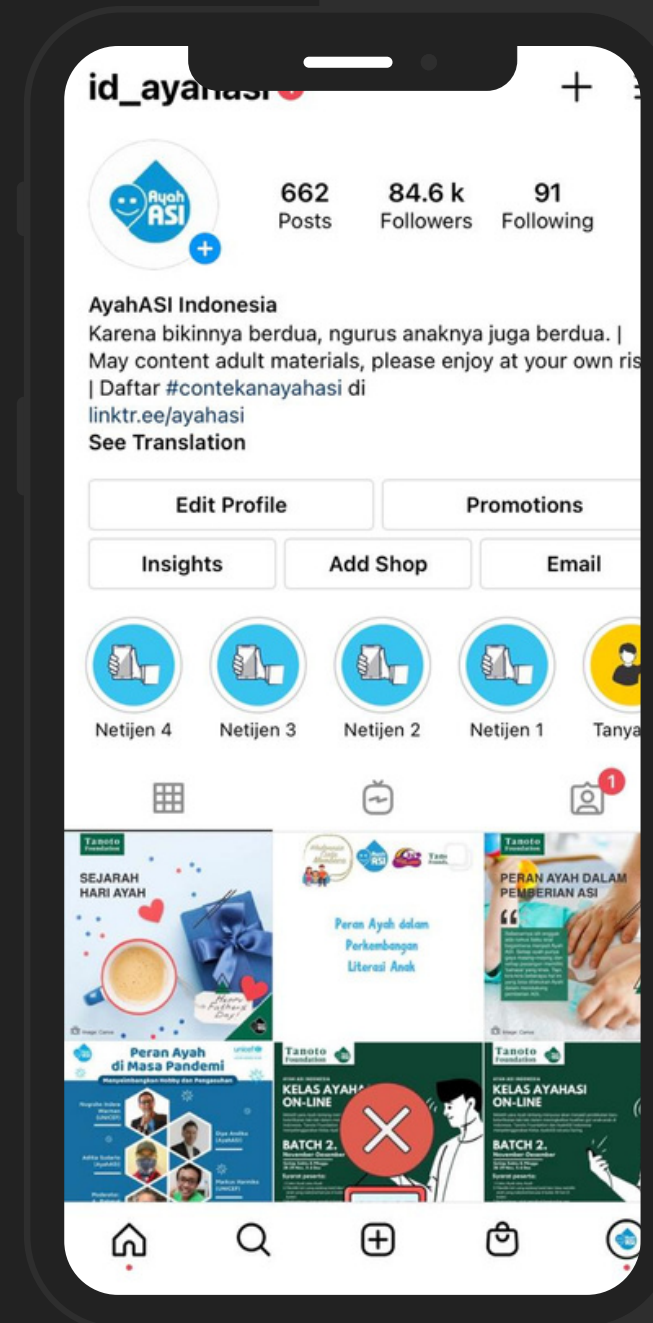
## Don't leave us behind

Give us more time to accompanying wife after childbirth, provide us a safe place to discuss between fathers, don't push us and trust us.



# It Works

contact us:  
[mimin@ayahasi.org](mailto:mimin@ayahasi.org),  
[rahmat@ayahasi.org](mailto:rahmat@ayahasi.org)



One of the lessons we learned from AyahASI class is that if fathers are given a safe and comfortable space to talk, they will speak up. We need a lot of support to expand this approach in Indonesia.



# Bikinnya Berdua, Ngurus Anaknya Juga Berdua

*Make a baby together, raise it together*

[www.ayahasi.org](http://www.ayahasi.org)

