



Western Cape  
Government

Health

BETTER TOGETHER.

# Breastfeeding Seminar 2014:

Breastfeeding week 2014

University of the Western Cape: School of  
Public Health

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# Presentation outline

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- World Breastfeeding Week (WBW) Theme 2014
- WBW Objectives and Activities
- Breastfeeding and the Millennium development goals

# World Breastfeeding Week(WBW) Theme

- more than 175 countries celebrate WBW 1 – 7 August 2014
- 1990 the **8** Millennium Development Goals(MDGs), were set by governments and the United Nations to **fight poverty and promote healthy and sustainable development** in a comprehensive way by 2015.
- This year's WBW theme **responds to the latest countdown** by emphasising the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post 2015 agenda, and **engaging as many groups, and people** of various ages as possible.
- 2014 is also the year of the Football World Cup!
- Breastfeeding provides good health and nutrition, both these are important for sports.

# World Breastfeeding Week Theme



1

To provide information about the Millennium Development Goals (MDGs), and how they relate to breastfeeding and infant and young child feeding (IYCF).

2

To showcase the progress made so far and the key gaps in breastfeeding and IYCF.

## Objectives for WBW 2014

3

To call attention to the importance of STEPPING UP actions to protect, promote and support breastfeeding as a key intervention in the MDGs and in the post 2015 era.

4

To stimulate interest among young people of both genders to see the relevance of breastfeeding in today's changing world.

# BREASTFEEDING linked to the MDGs

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By protecting, promoting and supporting breastfeeding YOU can contribute to each of the MDGs in a substantial way.

Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving the lives of about 20% of children under five.

Let's find out how breastfeeding is linked to each of the Millennium Development Goals.

GOAL  
**1**

## Eradicate extreme poverty and hunger

Exclusive breastfeeding and continued breastfeeding for two years provide high quality energy and nutrients, and can help prevent hunger and malnutrition. Breastfeeding is a cost effective way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding.

GOAL  
**2**

## Achieve universal primary education

Breastfeeding and adequate complementary feeding are fundamentals for readiness to learn. Breastfeeding and good quality complementary foods significantly reduce the risk of stunting, and so enhances mental development and thus promote learning.

GOAL  
**3**

## Promote gender equality and empower women

Breastfeeding is the great equalizer, giving every child a fair start in life. Most differences in growth between sexes begin as complementary foods are added into the diet, and gender preference begins to act on feeding decisions. Breastfeeding is uniquely a right of women, and should be supported by society, for example via maternity protection laws.

GOAL  
**4**

## Reduce child mortality

Infant mortality could be readily reduced by about 13% with improved breastfeeding practices alone, and 6% with improved complementary feeding. In addition, about 50-60% of under-5 mortality is secondary to malnutrition, largely caused by inadequate complementary feeding following on from poor breastfeeding practices.

GOAL  
**5**

## Improve maternal health

Breastfeeding is associated with decreased maternal postpartum blood loss, decreased breast cancer, ovarian cancer, endometrial cancer, and osteoporosis. Breastfeeding also contributes to increasing birth intervals, reducing the risks of pregnancies too close together.

GOAL  
**6**

## Combat HIV/AIDS, malaria and other diseases

Exclusive breastfeeding together with antiretroviral therapy for mothers and babies can reduce the transmission of HIV from mother to child to a very low level.

GOAL  
**7**

## Ensure environmental sustainability

Breastfeeding is linked to less milk industry waste, pharmaceutical waste, plastic and aluminium waste, and reduced use of firewood and fossil fuels.

GOAL  
**8**

## Develop a global partnership for development

The Global Strategy for Infant and Young Child Feeding fosters multi-sectoral collaboration, and can build upon various partnerships for support of development through breastfeeding and complementary feeding programs.

# World Breastfeeding Week



- **Score a goal or two - a breastfeeding goal- for life** and sports
- **Engage as many groups, and people** of various ages as possible
- **Make your contribution** towards the protection, promotion and support of breastfeeding





Join us for the BIG count  
at 10.30am local time  
1st and 2nd August 2014

Thank you | Dankie | Enkosi



# Contact Us



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