

WABA World Breastfeeding Week 2021

## Protect Breastfeeding: A Shared Responsibility



#WBW2021 will focus on how breastfeeding contributes to the survival, health and wellbeing of all, and the imperative to protect breastfeeding worldwide. The theme is aligned with **thematic area 2** of the **WBW-SDG 2030 campaign** which highlights the links between breastfeeding and survival, health and wellbeing of women, children and nations.

A public health approach to breastfeeding is needed to build back better systems in normal and crisis situations.

**WBW-SDG 2030 CAMPAIGN**



31 May 2021 | Woodlane village focus group discussion with community mothers

Cemetery View Community Health Workers Tich Maroveke and Tsheleng Lekuba involved in the Focus group discussions to engage the community around breastfeeding support reviewing the video and commenting on the translation quality Cemetery view



1 -7 August World Breastfeeding Week

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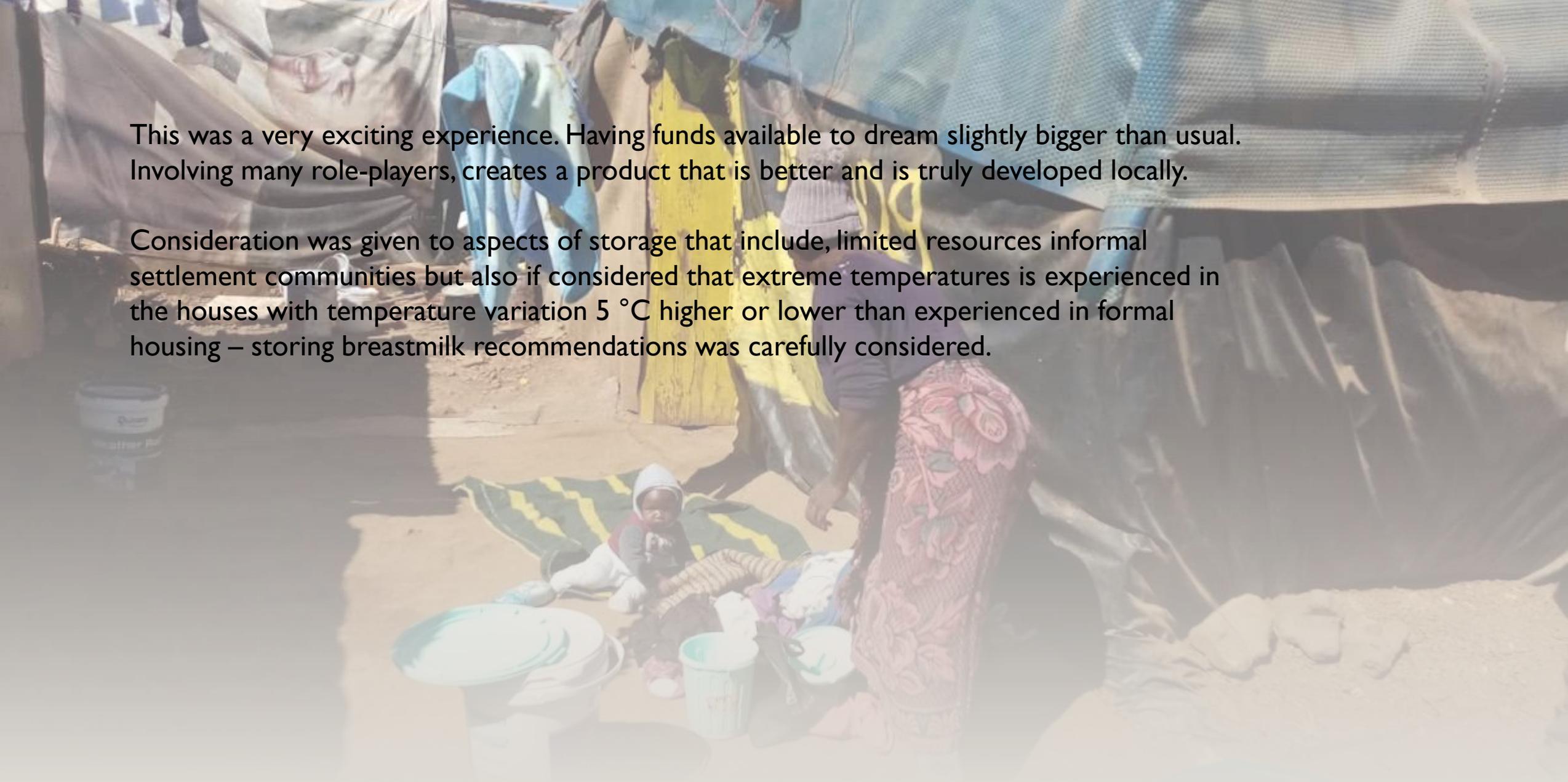
- Sr Elmarie Geldenhuys is a student with WITS SA Lactation Consultants course SALCC and writes her exam August 2021. As part of the UNICEF UP ONE project she identified that a video in Shona explaining how to hand express milk would be a very useful tool as the available tools on the internet/Global health is only in English and other languages available and does not address the needs of the Shona speaking population. In discussions with the company who manufactured the video it was termed an instructional video.

- She prepared a script that was aligned with the Department of Health and latest scientific evidence.

- She then asked the two community health workers of LIFT Nomsa Mbanje and Senzia Chihwowa to translate into Shona. Nomsa Mbanje and Senzia Chihwowa had received breastfeeding training as part of COPC partnership with WBA- Well Being Africa and was familiar with the why and how that sr Elmarie wanted to convey.

- A Shona breastfeeding fieldworker and new mother Melissa Maposa from the Zama Zama community independently translated the script.



A woman wearing a purple top and a floral-patterned skirt stands in a makeshift shelter. The shelter is constructed with various materials, including blue and yellow tarps and a wooden door. On the ground in front of her, a baby is sitting on a striped blanket. There are several white plastic buckets and a blue bucket scattered around. The background shows more of the shelter's structure and some hanging items.

This was a very exciting experience. Having funds available to dream slightly bigger than usual. Involving many role-players, creates a product that is better and is truly developed locally.

Consideration was given to aspects of storage that include, limited resources informal settlement communities but also if considered that extreme temperatures is experienced in the houses with temperature variation 5 °C higher or lower than experienced in formal housing – storing breastmilk recommendations was carefully considered.



Sr Elmarie doing breastfeeding education with Nomisa and Senzia



The making of the video sr Elmarie and Thandeka Ndlovu

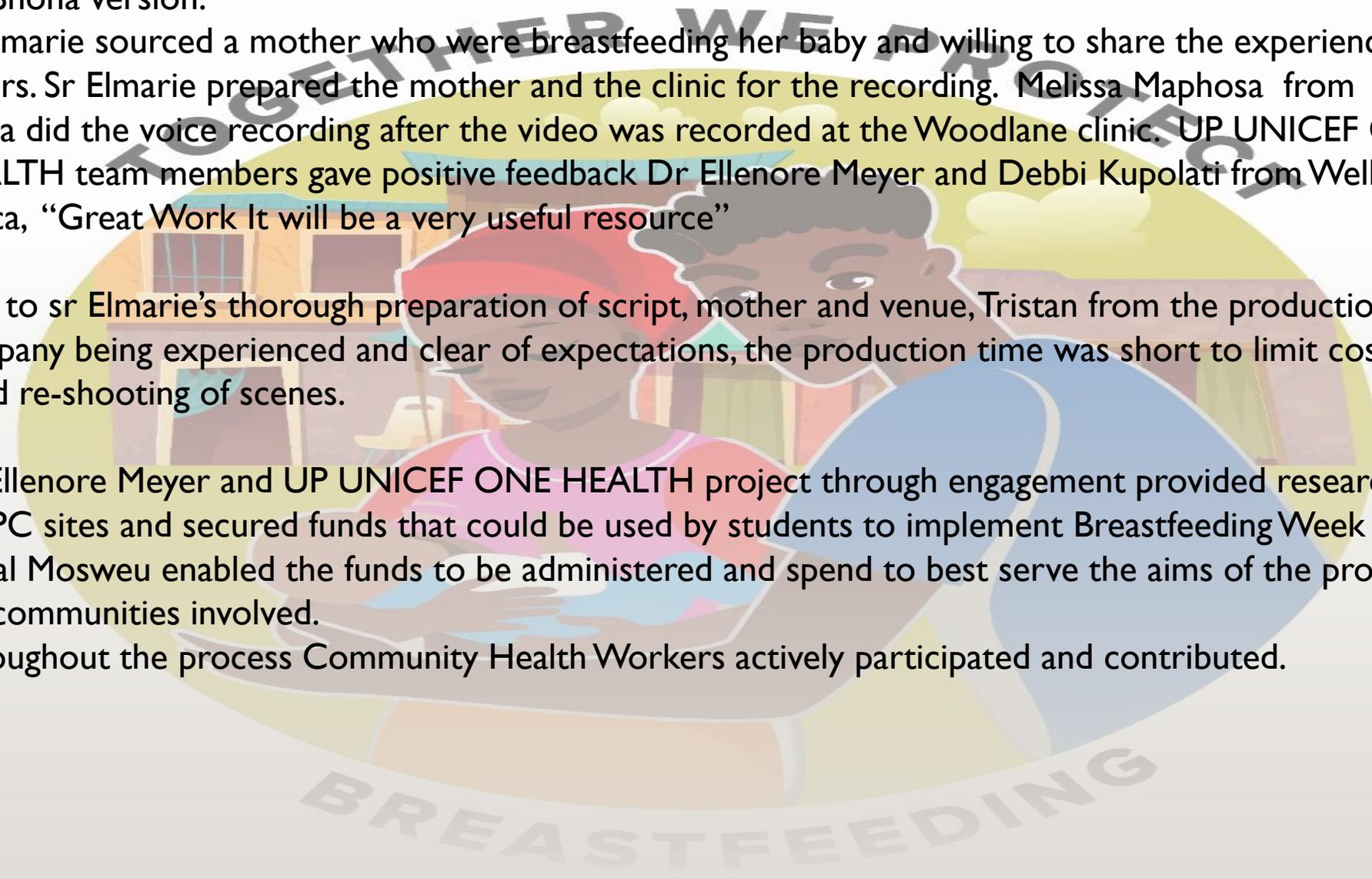
The two translation versions were compared, and the original script was then used with slight changes to the Shona version.

Sr Elmarie sourced a mother who were breastfeeding her baby and willing to share the experience with others. Sr Elmarie prepared the mother and the clinic for the recording. Melissa Maphosa from Zama Zama did the voice recording after the video was recorded at the Woodlane clinic. UP UNICEF ONE HEALTH team members gave positive feedback Dr Ellenore Meyer and Debbi Kupolati from Well-being Africa, “Great Work It will be a very useful resource”

Due to sr Elmarie’s thorough preparation of script, mother and venue, Tristan from the production company being experienced and clear of expectations, the production time was short to limit cost and avoid re-shooting of scenes.

Dr Ellenore Meyer and UP UNICEF ONE HEALTH project through engagement provided research at the COPC sites and secured funds that could be used by students to implement Breastfeeding Week activities. Ronal Mosweu enabled the funds to be administered and spend to best serve the aims of the project and the communities involved.

Throughout the process Community Health Workers actively participated and contributed.





Melissa Maphosa voice of video young mommy

## Breastfeeding support within a multi-layered community context

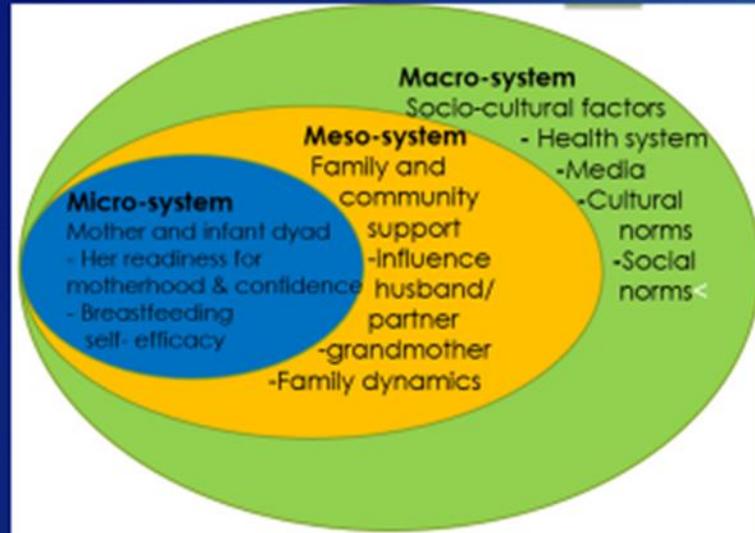


Figure 1: An adapted conceptual framework of the ecological approach to breastfeeding practices (Tiedje et al., 2002 in Witten, 2020)

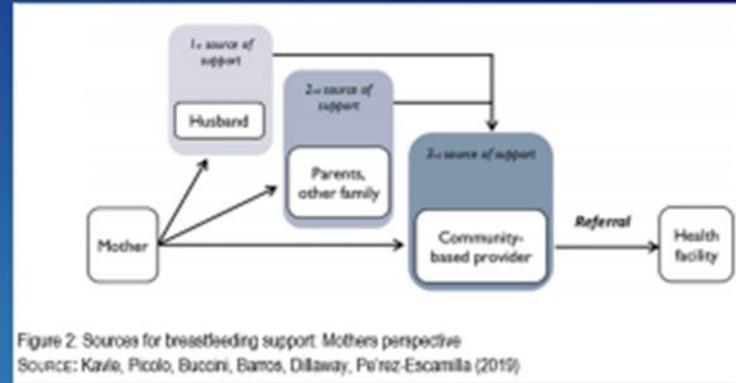


Figure 2: Sources for breastfeeding support: Mothers perspective  
 Source: Kazile, Picolo, Buccini, Bamos, Dilaway, Pe'rez-Escamilla (2019)

## Photo essay of Breastfeeding Support Structure – a mother's perspective on the order of importance of support



Melissa Maposa from the beginning to end part of the UNICEF program, supported by WBA – Well Being Africa fieldworker during pregnancy

Shona Translators Florence and Melissa Maposa Zama Zama community – to final check the video script



## OBJECTIVES OF #WBW2021



### **Inform**

people about the importance of protecting breastfeeding



### **Anchor**

breastfeeding support as a vital public health responsibility



### **Engage**

with individuals and organisations for greater impact



### **Galvanise**

action on protecting breastfeeding to improve public health



World Breastfeeding Week 2021

**Protect Breastfeeding: A Shared Responsibility**

## Facts and Figures



The [global breastfeeding rates](#) remain low with only **43% of newborns** initiating breastfeeding within one hour of birth and **41% of infants under six months** of age exclusively breastfed. Although **70% of women continue to breastfeed for at least one year**, the breastfeeding rates decline to **45% at two years of age**.



Disparities in breastfeeding rates exist across and within countries. For example in the United States, there is a difference in breastfeeding initiation and duration [among the different racial groups](#) due to socio-economic background.



Reaching the global nutrition target of **increasing exclusive breastfeeding to 50% by 2025** will require [an additional investment of \\$5.7 billion over 10 years](#), or \$4.70 per newborn, for all low- and middle-income countries.



BREASTFEEDING

