

Pakistan Observer

July 29, 2010

Popularization of breast-feeding stressed

ISLAMABAD—Advisor to Prime Minister on Women Development Yasmeeen Rehman has said breast-feeding is essential for the proper health and growth of the child.

Addressing a seminar on Breast-feeding arranged by UNICEF and a non-governmental organization The Network, Yasmeeen said access to the latest products in the market has replaced the trend of breast-feeding.

Yasmeeen said that "It is the responsibility of the parents that they must educate the young generation about the benefits of breastfeeding." Media is playing vital role in promoting awareness about the significance of breast-feeding and there is need to introduce a

health channel, she said adding that Standing Committee on health should also work for this cause.

The Advisor emphasized on providing such facilities to the working women so they could keep their children there and feed them. Mortality rate in children is far higher in South Asian region and Pakistan stand first in number. A large number of infants died due to cholera and diarrhoea and breast-feeding can prevent the children from such diseases, she said. She urged the ministries of women development, human rights and health must join their hands to aware mothers about the benefits of breast-feeding.

Representative of The Network, Dr. Rafay said that

the government issued Breast-feeding Ordinance in 2002 while the rules and regulations were notified in 2009.

He stressed the need to provide education to families regarding the importance of breastfeeding during pregnancy and soon after birth by grandmothers and other influential family members.

Representative UNICEF, Sheeba said that the ministries of women development, health and other should work collectively to implement Breast-feeding Ordinance in letter and spirit. The BF day is being arranged in first week of August to raise awareness among people. The Global Breast-feeding Week is celebrated from 1-7 August.—APP