

## Call to implement breast feeding laws

OUR STAFF REPORTER

ISLAMABAD-

TheNetwork, a non-profit organisation, organised a consultative meeting on the "Role of media in creating awareness on the issues of Breast feeding and Iodine Deficiency Disorders (IDDs) here on Wednesday aimed to form a national alliance with media persons and opinion makers.

TheNetwork has launched a campaign for advocacy, awareness & monitoring of implementation of breast feeding laws and promotion of Iodine Deficiency Disorders (IDDs) legislation enforcement.

"The media alliance has been formed for playing an effective role to help protect and promote breastfeeding and to control Iodine Deficiency Disorders through raising mass awareness among masses," said Waqar Ahmed, Executive Coordinator, TheNetwork in his welcoming remarks.

A discussion was also held after the presentations.

The discussion resulted in a number of valuable recommendations from speakers as well as media persons.

Speakers were of the view breast feeding is most important for infant health and protecting child from a plethora of diseases, including diarrhea, ARI and malnutrition.

It is pertinent to mention here that a large number of infants in Pakistan suffer from malnutrition as the breast milk substitutes (BMS) are marketed and promoted due to lack of proper implementation of law.