

Call to promote breast-feeding

OUR STAFF REPORTER

ISLAMABAD - To sensitise the healthcare professionals to play their effective role in promoting and protecting breast-feeding practice, The Network for Consumer Protection organised a seminar here on Wednesday.

From August 1-7, more than 150 countries worldwide are celebrating World Breast-feeding Week (WBW) for the 18th year. The theme of World Breast-feeding Week for this year is "Breast-feeding - a vital emergency response. Are you ready?" It highlights the need to protect, promote and support breast-feeding in emergencies for infant and young child survival, health and development.

Dr Sadia Assad, Programme Coordinator, The Network for Consumer Protection, while highlighting the objectives of the meeting, said the role of healthcare professionals is very important as they are the bridging link between the government and the general public. They are the main implementers of the Breast-feeding ordinance in the healthcare facilities and act as effective monitors for the promotion and protection of Breast-feeding practices.

Executive Director, PIMS, Prof. Mahmood Jamal, chief guest of the meeting, said that the indicators show that the rates of almost every healthcare issues including breast-feeding are coming down. This is the responsibility of professionals to show our commitment to address this serious issue.

How can we guide anyone else in society, till we will not improve our practices? We should be committed and set ourselves as role models for other to address this sensitive issue.