



**VALUE HEALTH AFRICA ACTIVITY REPORT FOR  
WORLD BREASTFEEDING WEEK 2020**

**Theme: Support breastfeeding for a healthier planet.**

PRESENTED BY  
VALUE HEALTH AFRICA

This report outlines the activities conducted in commemoration of the world breastfeeding month which is the month of August. The activity conducted was sensitization of new moms and pregnant women attending infant welfare clinic at the Atuakom integrated health center in the North West of Cameroon and was carried out on the 11<sup>th</sup> of August 2020. Over 20 new moms and pregnant women benefitted from this activity.

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## **BACKGROUND**

Breastfeeding is nourishment of babies and young children with milk from a woman's breast. It is the cornerstone of child survival, nutrition and development and maternal health. The World Health Organization (WHO) and UNICEF recommend exclusive breastfeeding for the first 6 months of life, followed by continued breastfeeding with appropriate complementary foods for up to 2 years or beyond. However, majority of mothers in most countries start giving their babies artificial feeds or drinks before 4 months, and many stop breastfeeding long before the child is 2 years old. The common reasons for this are that, mothers believe that they do not have enough breast milk, or that they have some other difficulty breastfeeding. Sometimes it is because a mother is employed outside the home, and she does not know how to breastfeed at the same time as continuing with her job. Sometimes it is because there is no one to give a mother the help that she needs, or because health care practices and the advice that she receives from health workers does not support breastfeeding.



Health talk on breastfeeding

As part of our healthy lifestyle pillar with nutrition being a part and coupled with the current socio-political crisis plaguing the North West region of Cameroon, there was a need to continually encourage new moms so that, they can have the courage to brave all odds and still nurse their young ones rightly. Value Health Africa therefore conducted a breastfeeding sensitization activity at the Atuakom intergrated health center where new moms and pregnant women were educated on breastfeeding, its benefits, the recommendations of breastfeeding, how to make breastfeeding a wonderful experience for both mother and baby, breast care tips and different breastfeeding positions. Over 20 new moms and pregnant women benefitted from this activity.

## OBJECTIVES

- To educate new moms and pregnant women on the importance of breastfeeding
- To Educate them on how to properly breastfeed their infants
- To empower new moms in crisis areas to enjoy the breastfeeding experience despite all odds



## BODY

### Activities

- Sensitization on breastfeeding, its benefits, the recommendations of breastfeeding, how to make breastfeeding a wonderful experience for both mother and baby and breast care tips
- Graphic demonstration on different breastfeeding positions
- Pasting of posters carrying breastfeeding messages.

### Outcomes

- New moms become more conscious on the importance of breastfeeding
- New moms are able to effectively feed their newborns properly
- New moms are empowered on how to prepare in order to make breastfeeding a good experience.

## CONCLUSION

Over 20 new moms and pregnant women benefitted from the health talk and demonstrations

## BUDGET

Item	Quantity	Unit Prices	Amount
Projector	1	5000	5000
T-shirts	5	2500	12,500
Posters	4	1000	4000
Transportation to deposit letters	1	4000	4000
Transportation to IWCs	3	4,000	12,000
Transportation to make stickers and T-shirts	1	1500	1500
Stipends	3	7000	21,000
<b>TOTAL</b>			<b>60,000XAF</b>