

ACT Today!

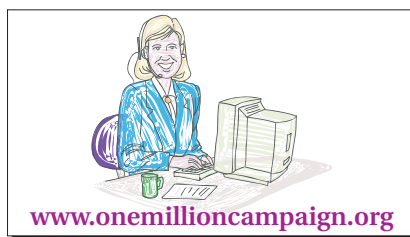
1. Log on and Sign the Petition

www.onemillioncampaign.org

2. Be a **Connector**. Ask people you know to **JOIN** the campaign



3. Upload your voices, video clips and pictures related to the campaign on the portal



4. Pledge to support atleast one woman for breastfeeding



Who are we?

The “**ONE MILLION CAMPAIGN: Support Women to Breastfeed**” is spearheaded by International Baby Food Action Network (IBFAN) - Asia hosted by a national group the Breastfeeding Promotion Network of India (BPNI).

Recipient of the '1998 Right Livelihood Award', IBFAN has more than 200 public interest groups working around the world to improve infant feeding practices and save lives of infants and young children for nearly 30 years. IBFAN works for the universal and full implementation of 'International Code of Marketing of Breast milk Substitutes and subsequent relevant World Health Assembly (WHA) resolutions. IBFAN conducts training to prepare skilled counsellors for supporting women to breastfeed, and advocacy with national and international leaders to protect, promote and support breastfeeding.

The **ONE MILLION CAMPAIGN** is an integral part of the “global Breastfeeding Initiative for Child Survival” (gBICS) in partnership with Norad and the “Global Proposal for Coordinated Action of IBFAN & WABA: Protecting, Promoting and Supporting Breastfeeding through Human Rights and Gender Equality” in partnership with Sida. This activity is to achieve an objective: ‘To launch the international web campaign and build public opinion to support women and mothers’.

The **ONE MILLION CAMPAIGN** is the key element of IBFAN Asia’s 5-year strategic plan 2008-2012.



ONE MILLION CAMPAIGN

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Join & Support



ONE MILLION CAMPAIGN

Support Women to Breastfeed

A global people's movement to demand protection, promotion and support for women to breastfeed

<http://www.onemillioncampaign.org>

ONE MILLION CAMPAIGN: SUPPORT WOMEN TO BREASTFEED



A movement to focus national and international attention on the several challenges women face in successful breastfeeding and to **STOP** the push towards formula feeding.

Why this campaign?

Breastfeeding saves lives

- Over 1100 children under the age of five die every hour across the world; this means over 27,000 per day or about 10 million every year.
- This also means that during the first year of life about 700 babies die every hour.
- A significant number of these children can be saved by just one action: beginning breastfeeding within one hour of birth, and exclusive breastfeeding for the first six months.
- About 135 million babies are born every year, **BUT**
- Only ~ 64 million can begin breastfeeding within one hour, and
- Only ~ 48 million women can exclusively breastfeed their babies for six months.

BECAUSE they lack support from the family, the health services, the work place and the family.

Besides saving lives

Breastfeeding improves baby's IQ; provides protection against obesity, hypertension, cardiovascular diseases and type II diabetes in adulthood; helps women lose the extra weight gained during pregnancy; reduces the risk of women getting breast cancer; keeps babies healthy; is environment friendly and saves money.

What is this campaign?

The **ONE MILLION CAMPAIGN- Support Women to Breastfeed**, is an initiative to bring together people from across the globe to demand support to women for breastfeeding from decision makers in the public and private sector.

The **ONE MILLION CAMPAIGN** begins with the first call "No More Milk Scandals", in future like the one happened recently with melamine.

The **ONE MILLION CAMPAIGN** gives each person the chance to take a stand - to send messages to national and international leaders to create and implement policies and programmes that support women, to take hundreds of innovative actions across the world to focus on the need to support women - TO BRING A CHANGE.

The **ONE MILLION CAMPAIGN** will take the form of national petitions, rallies, marches, candlelight vigils, forming human chains, breastfeeding sit ins, maintaining "Hall of Shame" and "Hall of Fame" for the corporate sector, and other creative and innovative methods of keeping national and global attention on the challenges faced by women in breastfeeding. The **ONE MILLION CAMPAIGN** will mobilise people for national and international action to create a PUSH to support women.

It's DIFFERENT!

It has the potential to be a **SOCIAL EPIDEMIC!!**

- It is directed at and involves millions of individuals in their individual capacity and in their organizational capacity
- It makes the individual a vital stakeholder in the future of human kind
- It generates action at the individual level in every home, in every community, in every institution, in every nation in a social chain
- It generates public demand for supporting women to breastfeed successfully
- It creates the environment for genuine political will to save babies and thus save humankind.

Why can't women breastfeed successfully?

Women cannot breastfeed successfully because of

- cultural practices and myths;
- lack of supportive health systems;
- aggressive promotion by commercial baby food manufacturers;
- lack of support at workplace such as crèches and breastfeeding breaks;
- lack of family support and counselling services;
- fear of becoming less attractive;
- need to work and work load;
- fear of not able to produce enough breastmilk for her baby;
- inadequate labour laws;
- domestic and workplace violence and harassment;
- formula feeding is an accepted societal norm.

