



Save infants' lives by promoting breastfeeding

A fundraising initiative by Breastfeeding Promotion Network of India

WHO ARE WE?

We are the Breastfeeding Promotion Network of India (BPNI)/International Baby Food Action Network (IBFAN) Asia.

BPNI was founded on 3rd December, 1991 at Wardha, Maharashtra. We are a registered, independent, nonprofit, national organization; working towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants & young children.

BPNI is a part of a global network of organizations called International Baby Food Action Network (IBFAN). It serves as the Regional Coordinating office of Asia to protect, promote and support optimal infant and young child nutrition in over 25 countries.

IBFAN is a Right Livelihood Laureate, the award received in 1998, which is popularly known as the Alternative Nobel Prize.



We live in strange times, when a simple, natural act like breastfeeding is under attack by big food businesses, and requires organized, courageous action to defend it.



*Baby formula
can never
replace
breastfeeding,
Processed food
can never
replace
natural food.*

OUR CAUSE

The world is witnessing an unprecedented acceleration of baby food consumption which is drastically affecting our food choices for our babies. Natural food is being replaced by artificial food be it breastfeeding for infants or follow up food for toddlers.

Baby food industry is out to destroy the natural feeding culture of infants and young children in our society and we are resisting it.

It is like; process food industry is destroying our food culture replacing real food with manmade stuff. Over the years Big Food Company's deceptive marketing gimmicks has positioned artificial food/processed food as an equivalent to natural food which it is NOT!

Breastfeeding is natural, safe and healthy. It cannot be replaced by artificial or processed food. Let's pledge a happy and healthy future for our children because our "Babies Need Mom-Made Not Man-Made". Let's protect, promote and support Breastfeeding!

WHY PROMOTE BREASTFEEDING?

Breastfeeding saves children's lives

If all women begin breastfeeding within the first hour of birth, 22% newborn babies could be saved, about 1 million babies saved per year globally. Breastfeeding can save more than 50% of diarrheal and pneumonia deaths during the first six months of life of baby if universalized. It also prevents Undernutrition and Obesity.

Breastfeeding boosts IQ and Income

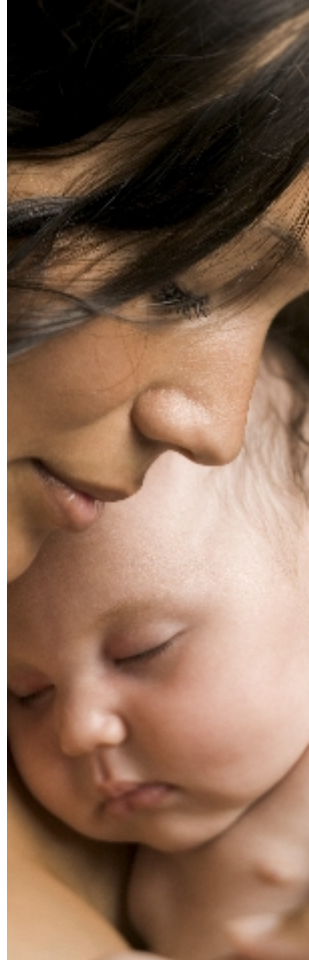
New evidence has emerged that breastfeeding has a direct impact on adult intelligence, educational attainment and income.

Breastfeeding reduces non communicable diseases (NCDs)

Breastfeeding has been shown to reduce diabetes, hypertension, heart diseases and cancers.

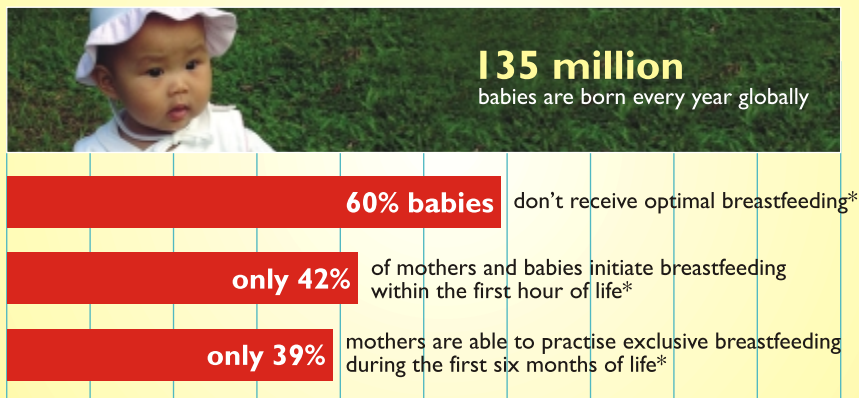
Risks of formula feeding

Several scientific studies have proven the risks of formula feeding and processed baby foods, which includes childhood obesity, asthma, diabetes, hypertension, heart disease and many cancers. Infant are dying daily at the altar of greed, and we are fighting tooth and nail to stop this colossal crime.



Suboptimal Breastfeeding

The Scenario Today



*From WHO/UNICEF 2012-13

WHAT ARE THE THREATS TO BREASTFEEDING?

According to WHO, mothers' milk is all that a baby needs during the first six months. Then after six months till about 2 years and beyond, the baby needs the mother's milk plus solid, homemade foods. This natural process, however, is being attacked by a campaign of misinformation and shaming.

Corporate influence on mothers

Large corporate aggressively market their product, in the absence of strong government policy for protecting and supporting women for breastfeeding. They push breastmilk substitutes (processed baby foods) and create misinformation campaigns to mislead mothers and deprive infants of the limitless benefits of breastmilk. Also, they push bottle-feeding as the 'modern' method of feeding targeting working women, rather than creating support systems for women where women's work and breastfeeding could be combined. They advertise directly to the public and also influence health professionals to prescribe their products.

Lack of healthcare & social support

At the same time women do not receive adequate support from health care system and lack of family support and social support at work.

OUR ACHIEVEMENTS IN THE YEAR 2014-15

- ➡ Trained more than 6500 health care workers at various levels on breastfeeding, infant and young child feeding counseling.
- ➡ Touched more than 50,000 lives of mothers & babies through skilled counseling.
- ➡ Sensitized and mobilize more than 2 lakh people in 224 cities from 22 states in India during World Breastfeeding Week.
- ➡ Conducted and produced breastfeeding policy analysis reports of 70 countries through local country groups from Europe, Oceania, Africa, Asia and Latin America regions.
- ➡ Exposed big baby food brands like Nestle, Heinz & Abbott more than 20 times for inappropriate labeling, luring online offers, approaching doctors for indirect marketing and misleading information.





WHY DO WE NEED YOUR HELP?

BPNI is not just an organization but a movement which needs unflinching involvement and support of the society to save our children and future of the nation. To reach every mother baby dyad in the world we need your help.

We have a strict ethical policy of not receiving commercial funding from companies producing infant milk substitutes, infant foods, feeding bottles and related equipments and from organisations, agencies and industries having conflict of interests. Currently we are getting funds from donors belonging to governments like Sweden and Norway.

To attain sustainability of funds for our breastfeeding movement, we are now moving to individual donors like you!

**We need your help to drive
this movement**

HOW CAN YOU HELP?

For Online Donation



Log on to: www.globalgiving.org

Project Name: Save infants' lives by promoting breastfeeding

Project Hash tag: PROJECT #19037

The Global Giving Foundation is a US 501(c)3 registered non-profit. Their federal tax ID # is 30-0108263

Donate

\$40	To build the capacity of one village level health worker on breastfeeding counselling
\$100	To prepare one trainer to train the front line workers as breastfeeding counsellor
\$300	To organize a media campaign for awareness
\$1,000	To organize a sensitization meeting for policy makers and civil society organizations
\$2,000	To conduct breastfeeding policy assessment of one country
—————	Other amount

Can Donate Monthly/Annually

For Bank Transfer (Outside India Donors)

Name of Account : Breastfeeding Promotion Network of India (BPNI)
Account No. : 03901010 84701
Name of Bank : Canara Bank
Bank Address : Nehru Place, New Delhi-110019 (India)
Swift Code : CNRBINBBDXN / CNRBINBBDXS
Correspondent Bank : BANK OF AMERICA, NY (Swift: BOFAUS3N)

For Bank Transfer (Indian Donors)

Name of Account : Breastfeeding Promotion Network of India
Account No. : 1565101026370
Name of Bank : Canara Bank
Bank Address : Pitampura, DELHI-110034
IFSC Code : CNRB0001565



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Our funding policy:

BPNI follows clear and ethical funding policies that do not lead to any conflict of interest. We do not accept funds or sponsorships of any kind from companies producing infant milk substitutes, infant foods, feeding bottles and related equipment, and from organizations, agencies and industries having a conflict of interests.

Project Title: Help create 2000 breastfeeding counselors in India

Project Summary: The project will train 2000 breastfeeding counselors over a span of 2 years in India. BPNI's four- day skill training program will be used to empower existing health workers like Accredited Social Health Activists (ASHAs), Auxiliary Nurses and Midwives (ANMs) and Anganwadi Workers (AWWs) to become counsellors (30 counselors/batch with 3 trainers). They will be enabled to help mothers to follow good breastfeeding practices and avoid harmful formula feeding and thus prevent disease and deaths.

Budget

S.No.	Particulars	Unit	Rate	Total
1.	Train village level breastfeeding counsellors in 2 states of India (2000 counsellors) Approximately 66 batches <i>{it includes training material, meals, trainers cost etc.}</i>	2000 counsellors	US\$ 40 per counsellor	US\$ 80,000
2.	Policy assessment in 2 states <i>{it includes meetings cost, material, meals, venue, kit material etc.}</i>	2 states	US\$ 2000 per assessment	US\$ 4,000
3.	Advocacy meeting with the state functionaries /official (2 meetings per state) x2 = 4 <i>{it includes kit material, meals, resource person, venue, AV cost etc.}</i>	4 meetings	US\$ 1000 per meeting	US\$ 4,000
	Total			US\$ 88,000
	Administrative Costs (10%)			US\$ 8,800
	Grand Total			US\$ 96,800