



Are you a Breastfeeding Advocate?

What can the health care community do?

- Incorporate the recommendations of UNICEF/WHO on Baby Friendly Hospital Initiative and Baby Friendly Community Initiative.
- Provide breastfeeding education for clinicians who care for women and children

What can employers do?

- Develop workplace policies regarding flex time, including short breaks to express breast milk, to support women who are exclusively breastfeeding for the first six months after delivery.
- Promote and support lactation space exclusive breastfeeding through workplace sensitization.
- Adhere to the health Act, (section 71 and 72) by providing:
 - a) a designated clean, private area for mother's to express breastmilk or breastfeed their babies**
 - b) supportive environment including appropriate furniture (chair/table) and access to water and soap to clean storage items**
 - c) agreeing on a flexi hours/working arrangement for breastfeeding employees**

What can community leaders do?

- Strengthen programs that provide mother-to-mother support and peer counseling
- Use community organizations to promote and support breastfeeding
- Come up with community policies that support breastfeeding.
- Advocate for creation of breastfeeding sites for mothers working in farms and in the informal work places in the community (e.g.: markets, churches, hair salons)
- Sensitize the community to support women to breastfeed babies in public, including the workplace

What can families and friends of mothers do?

- Providing a comfortable sitting area
- Provide a comfortable area for the mother to breastfeed.
- Support in feeding and taking care of older children so that the mother has more time with the baby
- Allowing the baby to breastfeed adequately
- Support and encourage the mother to feed the baby with only breast-milk for the first 6 months, since breast-milk is a complete meal for children at this age
- Helping with household chores such as cleaning, cooking, fetching water, etc, in order to allow the mother adequate time to breastfeed the baby
- Family should educate young mothers and reinforce the need to exclusively breastfeed children until 6 months
- Assist the mother in feeding the baby with expressed breast milk
- Offering to take babies to their workplace for breastfeeding if necessary
- Support breastfeeding mothers to eat healthy meals in order to get all the nutrients that they and the baby need. This will include consuming 3 meals and snacks in between 1-2 small extra meals for pregnant and breastfeeding mothers respectively.

What can policy makers do?

- Support compliance with the Code of Marketing Breastmilk Substitutes
- Increase funding of high quality research on breastfeeding.
- Support better tracking of breastfeeding rates as well as factors that affect breastfeeding.
- Support small non-profit organizations that promote breastfeeding in the community.

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