

Event/Activity	Purpose/Audience
<p>August 1st – 4th</p> <p>Male breastfeeding counselors available to share their experience via various media (radio/TV), (either in group or individually). One of these counselors is a well known air force major. (See attached profile of each one of the breastfeeding counseling men.)</p> <p>UNICEF encourages media agencies to engage these male counselors as resource persons in the campaign for breastfeeding.</p>	<p>In Indonesia, breastfeeding is often considered an issue for mothers or women only. Most males, including health care professionals, do not pay much attention to breastfeeding issues. One of the important interventions to improve breastfeeding practices is individual counseling to breastfeeding mothers. In Indonesia there are only about 5 qualified male breastfeeding counselors. These men have demonstrated their knowledge on understanding how breast milk is produced in the body, their skill in counseling and skills in hands helping mothers in appropriate attachment and positioning of babies to the breast. These men can effectively help mothers to start successful breastfeeding after birth or help them re-start lactation (produce breast milk) after stopping breastfeeding.</p> <p>UNICEF believes that portraying the work of these men through various media will have impact on the way “men” think and support breastfeeding in Indonesia and encourages mothers to practice optimal breastfeeding</p>
<p>Thursday, August 3rd:</p> <p>The National Ministry for Women's Empowerment together with Ministry of Health, National Family Planning Agency, and PKK launch World Breastfeeding Week in Indonesia by signing a 4-partite commitment to protect breastfeeding in Indonesia</p> <p>Time: 9:00 until finish Venue: Gedung Krida Bhakti Sekretariat Negara, Jl. Veteran 17 – 18, Jakarta Pusat</p>	<p>The National Ministry for Women's Empowerment with support from UNICEF and other agencies is hosting a launch for World Breastfeeding Week in Indonesia involving about 1,000 individuals from various sectors. Highlights of the launch include:</p> <ul style="list-style-type: none"> - Signing of 4-partite agreement between Ministries of Women's Empowerment, Health, BKKBN and PKK to protect and improve breastfeeding in Indonesia - Dissemination of "Ideas for Action" towards implementing the international Code of marketing breastmilk substitutes - Special award to public figures/celebrities who have actively promoted breastfeeding, including Moza Paramitha P. Siregar, Indy Barends, Arzeti B. Setyawan, Sophie Navita, and Shelomita Diah. <p>A press conference will be organized at the same venue with MOH, MoWE and UNICEF at 11.30</p>
<p>Wednesday, August 9th</p> <p><u>Morning:</u> Meeting of Nutrition Experts in Indonesia on “High impact nutrition interventions and how to address severe malnutrition in Indonesia”</p> <p><u>Afternoon:</u> Workshop with Journalists on “Tackling malnutrition: what works?”</p> <p>Time and venue to be announced</p>	<ul style="list-style-type: none"> - There have been many scientific advancements made over the past decade that have relevance to Indonesia, and breastfeeding is in the center of all high impact nutrition/health interventions. However there is no consensus among experts how public nutrition is positioned in Indonesia and which interventions to support. The meeting hopes to get consensus among experts on what and how to support interventions that are effective in improving nutritional status. - Media plays a big role in communicating various public issues, and lately there is much involvement in reporting on nutrition/health issues of the population. The meeting aims to provide the right underlying knowledge that will help media to communicate effectively on nutrition matters.
<p>Thursday, August 10th (postponed to a later date)</p> <p>Ibu Negara becomes the spokes person for Child and Maternal Health taking breastfeeding as one of the priority interventions.</p> <p>Time: TBA Venue: Istana Negara</p>	<p>The First Lady of Indonesia has agreed to become the National Spokesperson for Maternal and Child Health, upon request of the Ministry of Health and UNICEF. Breastfeeding will be one of the key issues which she will promote through:</p> <ul style="list-style-type: none"> - Dissemination of key messages on the benefits of breastfeeding through mass media - Advocate to religious and community leaders on the importance of breastfeeding <p>At this event, the First Lady will give an encouraging message to all to improve breastfeeding, and the Minister of Health and UNICEF will officially appoint her as the National Spokesperson for Maternal and Child Health.</p>
<p>Monday, August 14th</p> <p>Workshop with Health Providers on “Enforcing the International Code on Marketing of Breastmilk Substitutes”</p> <p>Time and venue to be announced</p>	<p>Many health care providers are not aware of the International Code on Breastmilk Substitutes and/or lack information on how to implement. The meeting aims to further familiarize health workers on the Code and their role to implement it in order to protect breastfeeding.</p>

For further information, please contact UNICEF Nutrition Officers: Fitsum Assefa & Anna Winoto, tel. 570 5816, email: fassefa@unicef.org, awinoto@unicef.org