

HELP's celebrate World Breast-Feeding Week.

HELP a non-profit community based NGO working in the slums areas of Karachi, organized a healthy baby show to celebrate World Breast-Feeding Week.

Every year this week is celebrated as a mark of appreciation for all mothers who have young children. This week is dedicated to encouraging women to follow the dictates of nature and as instructed in Islam to feed their young from birth to 2 years of age.

This of extreme importance in Pakistan although in our country 96% of our mothers start breast feeding, but only 37%, exclusively breast feed. By giving water, ghutti other drinks in addition, young infants end up with serious infections including diarrhea. This leads frequently to malnutrition.

During this week, the world over, emphasis is given on the advantages of exclusive breast-feeding upto 6 months and continued breast-feeding upto 2 years combined with healthy solid food. Every year the world breast feeding week has a slogan. This year it is breast feeding, a vital emergency response. This year when we are facing the problem of displaced citizens the slogan is very pertinent

The program which was held at Khuda ki Basti, began with the recitation of Holy Quran, followed by welcome address by HELP's coordinator, Dr. Farhana Masroor. HELP's Honorary Chairperson and renowned pediatrician, Prof. D S Akram highlighted the importance of breast feeding, particularly in situations of emergencies and disasters. Speaking on the occasion, respected figure of the society, Chief Guest Mrs Zubaida Tariq of T.V and radio fame appreciated the efforts of HELP in promotion of breast- feeding in the community. Later she distributed prizes amongst the healthiest breast-fed babies and their mothers. The programme ended with the vote of thanks by Dr. Ammara Shakeel (WMO)