



## **You Can't Be A Celebrity Overnight – Medical and Dental wing.**

**Event name:** Breastfeeding Awareness Week 2020

**Event nature:** Online campaign

**Mode of delivery:** via. Social media applications like Facebook, Instagram, WhatsApp and Twitter.

**Event Date:** 01.8.2020 to 07.8.2020

**Organised by:** You Can't Be A Celebrity Overnight – Medical and Dental wing

### **CAMPAIGN SUMMARY**

An online campaign was organized by Medical and Dental wing of You Can't Be A Celebrity Overnight from August 1<sup>st</sup> to 7<sup>th</sup> 2020, on **Breast Feeding Awareness Week 2020**. An initiative by Dr. Bijivin Raj MDS, Ph.D (**Director of Medical and Dental Wing YCBACO**) and the members of YCBACO. On this note a **self-designed posters** were circulated on the **social media platforms like WhatsApp, Facebook, Instagram and Twitter.**

This campaign supports the idea of WHO's global campaign on the **theme** of World Breastfeeding Awareness Week 2020 which is **“Support breastfeeding for a healthier planet.”**

**World Breastfeeding Week (WBW)** aimed at raising awareness and galvanise action on themes related to **breastfeeding**. WBW is celebrated every year from 1-7<sup>th</sup> August in commemoration of the 1990 Innocenti Declaration .

The concept of planetary health has been defined as ‘the health of human civilisation and the state of the natural systems on which it depends’. The interconnected nature of people and the planet requires that we find sustainable solutions that benefit both.

Sustainable development meets the needs of the current generation without compromising future generations. Breastfeeding is key to all of the United Nations' Sustainable Development Goals (SDGs).

**On Day 1;**



To ensure optimal child health, survival, nutrition and development the WHO and UNICEF recommend initiating breastfeeding within one hour of birth, exclusive breastfeeding for the first 6 months and continued breastfeeding for 2 years or beyond along with adequate and appropriate complementary feeding after 6 months of age and skin-to skin contact immediately at birth.

**On Day 2;**



**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD BREASTFEEDING WEEK**  
**AUGUST 1<sup>st</sup> - 7<sup>th</sup> 2020**

**SUPPORT BREASTFEEDING  
FOR A HEALTHIER PLANET**

WABA | WORLD BREASTFEEDING WEEK 2020

**BREASTFEEDING IS THE  
BEST GIFT THAT A  
MOTHER CAN GIVE  
HER A BABY.**

 [celebrity.overnight](https://www.instagram.com/celebrity.overnight)  [celebrityofficial2014@gmail.com](mailto:celebrityofficial2014@gmail.com)  [@ycbaco](https://www.facebook.com/ycbaco)

Skilled counselling services can ensure that mothers and families receive this support, along with the information, the advice, and the reassurance they need to nourish their babies optimally. Breastfeeding counselling can help mothers to build confidence while respecting their individual circumstances and choices. Counselling can empower women to overcome challenges and prevent feeding and care practices that may interfere with optimal breastfeeding, such as the provision of unnecessary liquids, foods, and breastmilk substitutes to infants and young children.

**On Day 3;**



The poster features a teal background with a yellow border. At the top left is a circular logo with a person and the text 'YOU CAN'T BE A CELEBRITY OVERNIGHT'. To its right, the text 'YOU CAN'T BE A CELEBRITY OVERNIGHT' is written in white. Below this, 'WORLD BREASTFEEDING WEEK' is written in black on a yellow textured banner. Underneath, 'August 1st -7th, 2020' is written in white. The center features a yellow oval with a black silhouette of a woman breastfeeding. Below the oval, a white box contains the text: 'Breastfeeding must be exclusive, initiated within half an hour of birth continued through six months after birth'. At the bottom, there is a circular logo for 'SUPPORT BREASTFEEDING FOR A HEALTHIER PLANET' and the text 'THE FACTS' on a yellow textured banner. The footer includes social media icons for Instagram (@celebrity.overnight), Email (celebrityofficial2014@gmail.com), and Facebook (@ycbaco).

**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD BREASTFEEDING WEEK**

August 1st -7th, 2020

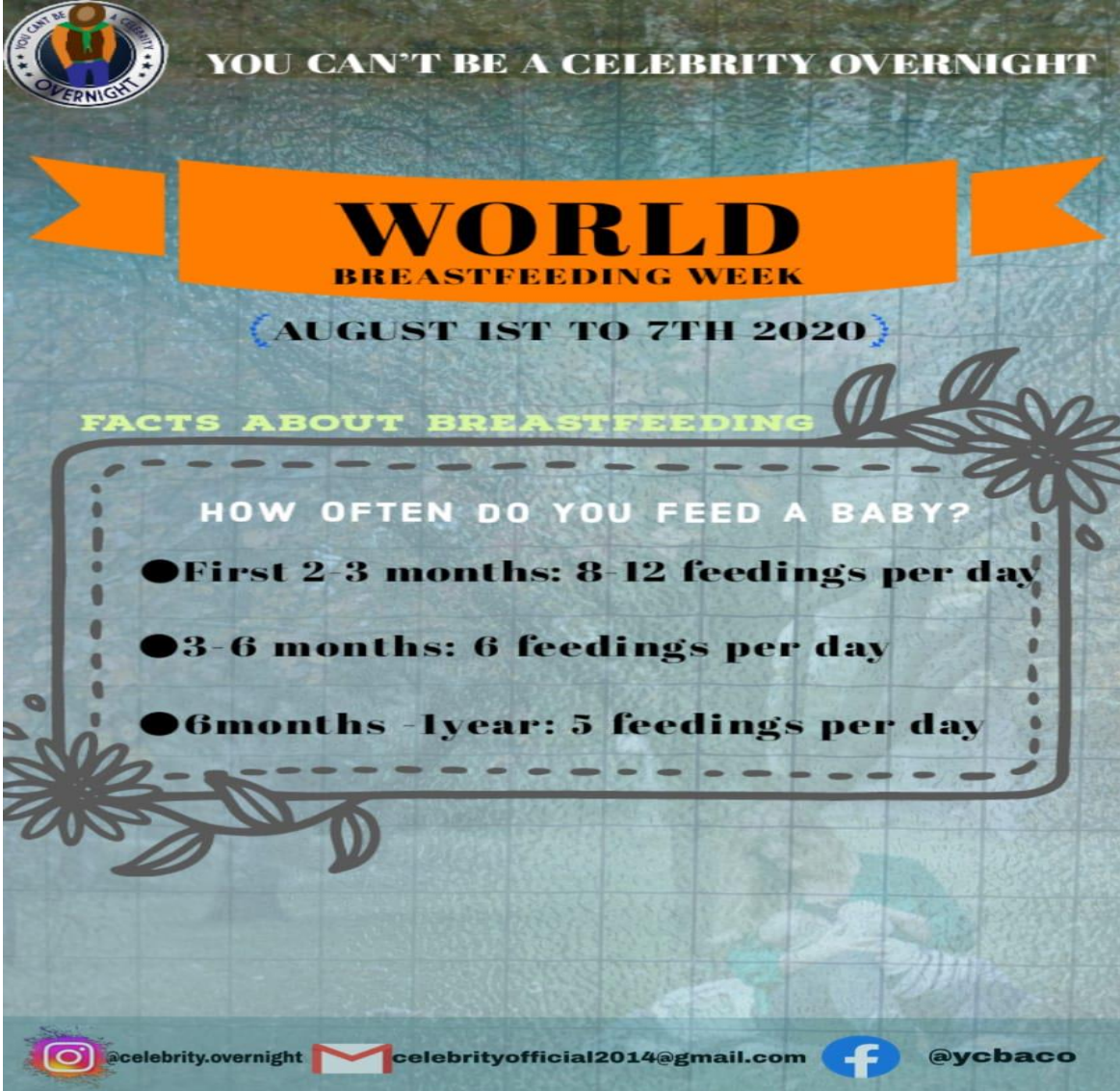
*Breastfeeding must be exclusive, initiated within half an hour of birth continued through six months after birth*

**THE FACTS**

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To increase breastfeeding, women need to be informed accurately and supported at home, health facilities and work place and to breastfeed wherever they are. Exclusive breastfeeding and continued breastfeeding for two years and beyond provide high quality energy and nutrients and can help prevent hunger and malnutrition. Breastfeeding is natural and affordable as compared to artificial feeding.

**On Day 4;**



**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD**  
**BREASTFEEDING WEEK**

**(AUGUST 1ST TO 7TH 2020)**

**FACTS ABOUT BREASTFEEDING**

**HOW OFTEN DO YOU FEED A BABY?**

- **First 2-3 months: 8-12 feedings per day**
- **3-6 months: 6 feedings per day**
- **6 months -1 year: 5 feedings per day**

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The poster features a circular logo in the top left corner with the text 'YOU CAN'T BE A CELEBRITY OVERNIGHT' around a central figure. The main title 'WORLD BREASTFEEDING WEEK' is on an orange banner. Below it, the dates 'AUGUST 1ST TO 7TH 2020' are in a blue banner. The 'FACTS ABOUT BREASTFEEDING' section is enclosed in a decorative dashed-line frame with floral illustrations. At the bottom, there are social media icons for Instagram, Email, and Facebook, along with their respective handles and email address.

Breastfeeding provides long terms health and nutrition benefit to the child. Breastmilk is an affordable form of nutrition and as such an important way of reducing the effects of poverty. According to the series increased breastfeeding has a potential to reduce type -2 diabetes by 35%. According to an estimate every year 9.5 million new cases of type 2 diabetes are added in India. Universalising breastfeeding may prevent 3.3 million such cases. Breastfeeding can reduce overweight/ obesity by 26%. It means cutting obesity by almost ¼th of India's 20% obese children between 5-17 age groups .

On Day 5;

**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD BREASTFEEDING WEEK**

August 1st to 7th, 2020

**POSITIONS OF BREASTFEEDING**

CRADLE POSITION

CROSS-CRADLE POSITIONS

FOOTBALL HOLD

LAI D BACK POSITIONS

SIDE LYING

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Breastfeeding is one of the best investments for saving infant lives and improving the health, social and economic development of individuals and nations. Creating an enabling environment for optimal infant and young child feeding patterns is a societal imperative.

**On Day 6;**

A poster for World Breastfeeding Week. At the top left is a circular logo with a person and the text 'YOU CAN'T BE A CELEBRITY OVERNIGHT'. The main title reads 'YOU CAN'T BE A CELEBRITY OVERNIGHT WORLD BREASTFEEDING WEEK August 1st to 7th'. Below this, it lists 'THE FOUR SIGNS OF GOOD ATTACHMENT WHEN BREASTFEEDING ARE:' followed by four numbered points. At the bottom, there are social media icons for Instagram, Email, and Facebook with their respective handles: @celebrity.overnight, celebrityofficial2014@gmail.com, and @ycbaco. The background of the poster is a close-up of a baby's face.

**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD BREASTFEEDING WEEK August 1st to 7th**

**THE FOUR SIGNS OF GOOD ATTACHMENT WHEN BREASTFEEDING ARE:**

- 1. More of the areola is visible above the baby's top lip than below the lower lip*
- 2. The baby's mouth is wide open.*
- 3. The baby's lower lip is curled outwards.*
- 4. The baby's chin is touching or almost touching the breast.*

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Despite strong health and economic benefits from breastfeeding, only less than half of infants initiate breastfeeding within an hour and just about half are exclusively breastfed until 6 months as recommended by WHO. Breastfeeding and adequate complementary feeding are fundamentals for readiness to learn. Breastfeeding and good quality complementary foods significantly contribute to mental development and thus promote learning.

**On Day 7;**



**YOU CAN'T BE A CELEBRITY OVERNIGHT**

**WORLD BREASTFEEDING WEEK**

August 1st to 7th, 2020

**ADVANTAGES OF BREASTFEEDING**

<b>MOTHER</b>	<b>BABY</b>
■ Reduces the risk of breast cancer, type 2 diabetes and osteoporosis.	■ Fewer episodes of illness.
■ Reduces the risk of ovarian and uterine cancer.	■ Reduces risk of hypertension, diabetes, obesity, asthma.
■ Promotes post partum emotional health and post partum weight loss.	■ Increased IQ
■ Emotional support/ bonding	■ Lowers risk of developing allergies.
	■ Lower rate of SIDS, Cancer, ear infections, gastrointestinal disrupt.
	■ Emotional Support/ bonding

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Breastfeeding is associated with decreased maternal postpartum blood loss, breast cancer, ovarian cancer, endometrial cancer, and the likelihood of bone loss post-menopause. Breastfeeding also contributes to contraception and child spacing, reducing maternal risks of pregnancies too close together.



Supporting breastfeeding has short- and long-term impact on planetary health. It is an urgent imperative and we must intensify the conversations, call for more robust research and engage all relevant sectors to take action. There is an ongoing need to advocate for breastfeeding as a public health intervention that saves lives and prevents infections and illnesses in the population at large. It is our duty as global citizens to act. This Campaign was well appreciated and received by the people.

**Verified by:** Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. (CEO & Founder of YCBACO)

**Event Report prepared by:** Sara Yeldhos (Co-ordinator of internal affairs)

**Event reported on date:** 08.08.2020

**Authorised by:** Dr. Bijivin Raj, MDS, Ph.D, Director of Medical and Dental Wing – You Can't Be A Celebrity Overnight.

