



During the launching ceremony, the panel included representatives from (from right to left): Order of Midwives, WHO, MoPH, UNICEF, LAECD and IOCC 25 August 2015, Beirut – On the occasion of World Breastfeeding Week, "No substitute for a mother's milk" is the slogan launched by the Ministry of Public Health, the United Nations Children's Fund (UNICEF), World Vision in Lebanon (World Vision), World Health Organization in Lebanon (WHO), and the International Orthodox Christian Charities (IOCC) within the national campaign to support breastfeeding. The slogan was launched in a press conference held on Wednesday, 25 August 2015, at the Central Administration of the Lebanese University building in Mathaf.

This campaign is the first national initiative working to raise awareness on the importance of breastfeeding by adopting the World Health Organization (WHO) recommendation for the need of exclusive breastfeeding in the first six months of a child's life, and following it up until the age of two or more along with solid food. "Breast milk is the first natural food for babies. It provides all the energy and nutrients needed by the infant for the first months of life. Breast milk provides protection from respiratory infections, diarrheal diseases, and other diseases that can be life threatening," said Dr Gabriel Radner, World Health Organization acting representative in Lebanon.

The campaign's activities also include disseminating posters and leaflets that encourage breastfeeding. Moreover, awareness lectures will be conducted in all Lebanese regions, and activities will be organized in some commercial places frequented by breastfeeding mothers.

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