



This workshop, inaugurated by Dr Hussein A. Gezairy, the WHO Regional Director for the Eastern Mediterranean, and H.E. Dr Mohamed Cheikh Biadillah, Minister of Health of Morocco, brought together teaching staff of 21 universities and national child health programme managers from 10 countries in the Region, UNICEF staff from the hosting country and four staff from the WHO Regional Office for the Eastern Mediterranean and country level, to discuss university staff's contributing role to breastfeeding promotion. The workshop followed another workshop on breastfeeding promotion held in June for religious leaders and other EMRO-led initiatives on IMCI pre-service training. Despite the fact that breastfeeding is one of the most cost-effective interventions to reduce neonatal and child deaths, breastfeeding indicators in the Region remain low. These EMRO initiatives aim to involve influential actors to improve infant and young child feeding practices and, thus, child health. The development of a regional training package on counselling on infant and young child feeding and the child health policy initiative (covering also breastfeeding) are just examples of other recent regional initiatives to support breastfeeding promotion. After a stimulating technical presentation on breastfeeding, workshop participants reviewed the placement of breastfeeding in their school teaching curriculum and facilitating factors and barriers to breastfeeding promotion in their settings, and developed plans of action.

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