

GHANA HEALTH SERVICE
GOMOA WEST DISTRICT HEALTH DIRECTORATE
REPORT ON WORLD BREASTFEEDING MONTH CELEBRATION
FROM 1ST -31ST AUGUST 2025.



THEME: "PRIORITISE BREASTFEEDING: CREATE SUSTAINABLE SUPPORT SYSTEMS".

INTRODUCTION

The world breastfeeding month is a month long celebration on breastfeeding which is celebrated annually in the first week of August to create awareness on the importance Early initiation of the breastmilk, correct breast positioning and attachment during breastfeeding and the need to exclusively breastfeed for the first six (6) month and continual breastfeeding until the child attains two (2) years.

The 2025 breastfeeding month celebration was scheduled from 1st - 31st August 2025. The main aim is to raise public awareness, encourage exclusive breastfeeding and promote the creation of supportive environment in homes, workplace and communities to help mothers sustain breastfeeding for longer periods.

As part of the breastfeeding month celebration the District Director of Health Service (DDHS) together with the District Chief Executive (DCE) and other opinion leaders lunched the program to create awareness of the the general public on the month long celebration.

The theme for this year's celebration is ``**prioritize breastfeeding, create sustainable support system**'' The celebration aimed to raise awareness about the importance of breastfeeding for the health of both mother and child, while also addressing the need for supportive environment for the breastfeeding month.

All facilities in the district comprising of (1) Hospital, one (1) Polyclinic (6) Health centers and (1) RCH and thirty (30) CHPS zones participated in the month long celebration activities such us;

- Radio discussion/talkshow on the importance of breastfeeding
- Growth monitoring and promotion/nutritional counselling
- Vitamin A Supplementation
- Immunization
- Birth registration

OBJECTIVE:

1. Create awareness on the benefits of breastfeeding
2. Encourage mothers to practice exclusive breastfeeding for the first six months
3. Engage stakeholders in promoting breastfeeding for the first six months-friendly work places and communities.
4. Address Gaps and Misconceptions associated with breastfeeding

GROWTH MONITORING AND PROMOTION

Growth monitoring and promotion is aimed at assessing the weight/height of children under-fives (U5) regularly and using the information gained to counsel mothers and caregivers appropriately.

REGISTRANTS ASSESSED FOR STUNTING

No. weighed (U5)	Total measured for stunting	Severe	Moderate	normal
2159	12159	0	8	2151

REGISTRANTS ASSESSED FOR UNDERWEIGHT

No. weighed (U5)	Total assessed for u-weight	Severe	Moderate	normal
1213	1213	0	5	1208

VITAMIN A SUPPLEMENTATION

Vitamin A is a capsule given to children starting from six months, and is repeated every six months until the child attain age five (5). 100000IU is for children between 6-11 months and 200000IU for children 12-59 months to help compensate for the insufficient vitamin A in their meals.

- Eligible population for vitamin A in the district **25186**
- Blue capsule(100000IU) in stock was **445**
- Red capsules (200000IU) in stock was **1125**

100000IU(dosed)	200000IU(dosed)	Total Chns Dosed	Coverage
1445	1125	1570	6.2%

The strategies used by the district was CWC services, home visits, school health services and outreaches.

IMUMUNIZATION SERVICES (EPI)

The following antigens were given during the week program through static, outreaches and home visit services.

Indicator	BCG	DPT/HEP/Hip	PCV(1,2&3)	Measles	Yellow fever	Men A
No: of children	484	1672	1478	417	488	473

BIRTH REGISTRATION

The health directorate collaborated with the officials at the birth and death registry to send officers to some facilities for registration and assisted caregivers who visited the office with directive from health professional and at the extreme situation nurses accompanied caregivers to the registry during the program.

- The total number of children registered during the period were one hundred and thirty- four (134)

BREASTFEEDING

Caregivers were given education on the importance of exclusive breastfeeding for the first 6months and continue breastfeeding until two (2) years and above, there were demonstration on proper breast positioning and attachment at maternity wards, CWC sessions, PNC and ANC as well.

- Number of mothers initiating breastfeeding within 30minutes after delivery two hundred and thirty-five (235)
- Number of mothers practicing exclusive breastfeeding for the first 6months five hundred and twenty-four (524)

- Number of mothers practicing complementary feeding at exactly six (6) months three hundred and sixty-nine (689)

ANC AND PNC SERVICES

Activities carried out were routine check-ups for pregnant women; BP, sugar level, weight and laboratory investigation as well as talks on;

- Demonstration on early initiation of breastmilk
- Demonstration on the correct breast positioning and attachment
- Education on the importance of practicing exclusive breastfeeding for the first 6 months
- Education on birth preparedness
- Additional meals for pregnant women
- Additional 2 meals for lactating mothers
- Appropriate cord care with chlorhexine 7.1% gel
- Neonatal care and dangers signs in new borns

Two hundred and thirty-five (235) babies were delivered of which all the 235 used chlorhexidine gel for cord care representing 100%

ACTIVITIES UNDER TAKEN

1. Awareness campaign, health professionals led discussions on maternal nutrition and exclusive breastfeeding.
2. Radio discussion at lifeline FM to sensitize the general public about the celebration.
3. Health talks, social media campaign were used to spread key breastfeeding messages
4. Community outreach; breastfeeding support groups were formed to encourage peer to peer support for new mothers
5. Exhibitions by health workers to showcase breastfeeding friendly, demonstrate proper breast positioning and attachment and display of educational materials

BEST PRACTICES

- Distribution of baby items to mothers who were regular and punctual at CWC (Baby show)
- Lactating mothers demonstrated proper positioning and attachment to the breast.
- Myths and misconception associated with breastfeeding by mothers were cleared from their taugts.

CHALLENGES

- Inadequate funding for program implementation
- Some CWC sites are not conducive for sessions-chairs, benches not available

CONCLUSION AND RECOMMENDATION

The whole program ended on 31ST August 2025 with

- Care-givers reached 1272
- Birth registration 134
- BCG 484
- DPT/HEP/Hip 1672
- PCV 1478
- Yellow fever 488
- Men A 473
- Measles rubella 366
- Vitamin A coverage 9.6 %

Health workers at the various facilities have been encouraged to intensify education on the importance of breastfeeding, demonstration of proper positioning and attachment of the breast during CWC, PNC, and ANC sessions and clear all

the myths and misconceptions associated with breastfeeding. Based on the challenge during the program, it is recommended that;

- Funds to be made available by national level for such program
- Sub-districts should provide chairs and tables during CWC session to make counselling easily

ATTACHED ARE PICTURES OF ACTIVITIES CARRIED OUT DURING THE CHILD HEALTH PROMOTION WEEK.

PIC 1: RADIO DISCUSSION ON THE WORLD BREASTFEEDING MONTH AT LIFELINE FM TO SENSITIZE THE PUBLIC.





PIC 2: DDHS TOGHER WITH THE DCE AND OTHER OPINION LEADERS LAUNCHING THE WORLD BREAST FEEDING MONTH



PIC 3: EDUCATION ON EARLY INITIATION AND CORRECT BREAST POSITIONING AND ATTACHMENT AT ONYADZE HEALTH CENTER.



PIC 4: MIDWIFE EDUCATING MOTHERS ON THE IMPORTANCE OF DOING EXCLUSIVE BREASTFEEDING AND CORRECT POSITIONING AND ATTACHMENT OF THE BREAST AT BOATYARD CHPS



PIC5: WEIGHING AND DEMONSTRATION OF CORRECT BREAST POSITIONING AND ATTACHMENT AT AKROPONG CHPS



PIC 6: IMMUNIZATION ONGIONG DURING THE BREASTFEEDING MONTH AT APAM SUB

