

PROTECTING, SUPPORTING AND PROMOTING BREASTFEEDING



World Breastfeeding Week Commemoration, 1-7th August 2018

Breastfeeding: “Foundation of Life”

A Report by

**Sikitu Simon
Freddy Lwoga
Neema Joshua
Luitfrid Nnally**

Preparation

This 26th World Breastfeeding Week Report has been prepared by
secretariat of the 2018 World Breastfeeding Week

Enquiry

Information on Infant and Young Child Nutrition can be obtained from
TFNC

All enquires should be addressed to:

Managing Director
Tanzania Food and Nutrition Centre
22 Barack Obama Road,
P.O. Box 977,
DAR ES SALAAM

Phone: +255 22 2118137

Fax: +255 22 2116713

Website: www.tfnc.go.tz

E-mail: info@lishe.go.tz

Photo

Ali Daudi

Government Communication Unit (GCU) - Ministry of Health, Community
Development, Gender, Eldery and Children

Copyright

Tanzania Food and Nutrition Centre
@TFNC, 2018

TABLE OF CONTENT

| | |
|---|-----|
| ACKNOWLEDGEMENT..... | ii |
| TABLES AND FIGURES..... | iii |
| ACRONOYMS..... | iv |
| 1.0 INTRODUCTION..... | 1 |
| 1.1 The World Breastfeeding Week: Context and Rationale..... | 1 |
| 1.2 The Theme for World Breastfeeding week 2018..... | 2 |
| 1.3 Objectives of WBW..... | 2 |
| 1.4 Preliminary preparation..... | 2 |
| 1.5 Précis of achievements..... | 2 |
| 2.0 OPENING OF WBW..... | 3 |
| 2.1 Statement rom UN Agencies..... | 3 |
| 2.2 Speech by Guest of Honour..... | 3 |
| 3.0 MEDIA AND WBW COMMEMORATIONS..... | 5 |
| 3.1 Media seminar..... | 5 |
| 3.2 Media programs..... | 5 |
| 3.3 News bulletin..... | 7 |
| 3.4 Feature articles..... | 7 |
| 3.5 Promotion massages..... | 7 |
| 5.0 OBSERVATION AND CHALLENGES..... | 9 |
| 6.0 CONCLUSION AND WAYFOWARD..... | 9 |
| 7.0 ANNEXES..... | 9 |
| Annex 7.1: Program for media seminar..... | 9 |
| Annex 7.2: Programe for opening of the 2018 WBW commemoration, 31 st July 2018..... | 10 |
| Annex 7.3: Speech by Gueest of Honour..... | 10 |
| Annex 7.4: Statement from UNICEF Country Representative on behalf of UN agencies..... | 15 |
| Annex 7.5: Opening speech at media seminar..... | 18 |
| Annex 7.6: Concept note..... | 23 |
| Annex 7.7: List of Journalist attended Media seminar..... | 35 |
| Annex 7.8: Participants attended media seminar..... | 36 |
| Annex 7.9: List of Journalist attended at the opening of WBW 2018..... | 36 |
| Annex 7.10: Participats attended at the opening of WBW..... | 37 |

ACKNOWLEDGEMENT

The World Breastfeeding week celebrations for this year were made possible through strong cooperation between Tanzania Food and Nutrition Centre and Nutrition sector stakeholders who provided both technical and financial support.

In this regard, TFNC would like to express its sincere appreciation to all who participated in process of the WBW 2018 commemorations. It is not possible to mention everybody who contributed to the accomplishment of this important event. However, TFNC wishes to express sincerely appreciations to UNICEF, JHPIEGO and Save the Children for their financial support that facilitated accomplishment of this activity.

The Centre also expresses its Special gratitudes to the Ministry of Health, Community Development, Gender, Elderly and Children for its commitment to support WBW 2018 activity from initial stage to final stage of accomplishment.

Last but not least, TFNC recognizes the role of Media in promoting World Breastfeeding Week commemoration in Dar es Salaam and other regions/Districts through news bulletin, programs, and feature articles. The Centre appreciates their contribution towards reaching and sustaining the required optimal breastfeeding levels and appropriate child feeding practices while pursuing their work.

TABLES AND FIGURES

Tables

| | |
|--|---|
| Table 1: TV & Radio Programs broadcasted from 20 th July to 16 th August 2018..... | 7 |
|--|---|

Figures

| | |
|---|---|
| Figure 1: Minister for Health, Community Development, Gender, Eldery and Children Honourable Umyy Mwalimu speaking to the press during opening of WBW, 31 st July 2018 at MoHCDGEC conference Hall, DSM..... | 4 |
| Figure 2: Poster displaying a key message to promote breastfeeding..... | 8 |

ACRONYMS

| | |
|----------|--|
| EGPAF | Elizabeth Grasser Paediatric AIDS Foundation |
| ITV | Independent Television |
| JHPIEGO | John Hopkins School of Public Health |
| MC | Municipal Council |
| MoHCDGEC | Ministry of Health, Community Development, Gender, Eldery and Children |
| NI | Nutrition International |
| RAS | Regional Administration Secretary |
| RFA | Radio Free Africa |
| TBC | Tanzania Broadcasting Corporation |
| TBS | Tanzania Bureau of Standard |
| TDHS | Tanzania Demographic Health Survey |
| TFDA | Tanzania Food and Drug Authority |
| TFNC | Tanzania Food and Nutrition Centre |
| TV | Television |
| UN | United Nation |
| USAID | United States Agency for International Development |

1.0 INTRODUCTION

1.1 The World Breastfeeding Week: Context and Rationale

The World Breastfeeding Week (WBW) is a yearly event, which has been commemorated for two decades since footing of the first event in 1992. It is a global campaign which avail the opportunity of maximum outreach that raises public awareness and persuades nationals and communities to support breastfeeding movements. In this year, Tanzania joined hands with other countries and world communities to celebrate this annual occasion from 1st -7th August 2018.

World Breastfeeding Week is important event to celebrate due to its contribution to awareness creation on the issue of human health, nutrition and well being of a child. Apart from raising awareness, commemoration of World Breastfeeding Week energizes the action of influencing individual and social behavior towards optimal breastfeeding practices among mothers, families and society. More important, it is a forum for advocacy targeting decision makers, governments and partners to place the issue of promoting, supporting and protecting breastfeeding among topmost agenda in both global and domestic priorities and allocate resource in support of actions towards enhancement of child growth, survival and development. Above all, the event provides a platform for implementation of Article 18 (2) of the constitution of United Republic of Tanzania which provides that “every citizen has the right to be informed at all times of various events in the country and in the world at large which are of importance to the lives and activities of the people and also of issues of importance to society”, thus guaranteeing the provision of information to citizens.

While celebrating WBW, it is disturbing to note that in Tanzania the situation of breastfeeding is still trailing in unacceptable levels. Notwithstanding of the fact that majority of women in our country, about 98 percent are said to breastfeed their babies yet child feeding practices records unaccepted levels thus indicating that optimal breastfeeding practices are not satisfactorily implemented. Results from the TDHS 2015/16 indicate that initiation of breastfeeding which is recommended to start within an hour of child delivery was 51 percent and exclusive breastfeeding rate is only 59 percent. Also, available data show that only 9 percent of children aged 6-23 months are receiving Minimum Acceptable Diet (composite indicator which includes Minimum Feeding Frequency and Minimum Dietary Diversity). Inadequate infant feeding practices are one of the major causes of malnutrition, particularly stunting which stands at 34 percent. The result of TDH 2015/16 demonstrated that high stunting prevalence (> 40 percent) was found in some regions including Iringa, Njombe, Kagera, Ruvuma, Rukwa, Katavi and Geita.

There are a number of reasons behind the disappointing snapshot in relations to child feeding practices which leads to malnutrition in Tanzania. Among them is the so called '*time poverty*' among women. This is because although it's the women who are supposed to breastfeed their children from birth up to the age of 2 years and even beyond, these women often face shortage of time to practice optimal breastfeeding because they have many other productive and reproductive roles and responsibilities at home. Among the social responsibilities of women include many domestic chores, agriculture works, income generating activities and social obligations such as entertaining their male spouses and caring the sick and children upbringing. In this view it is imperative to upsurge support to all women so that to enable them practice optimal breastfeeding without jeopardizing their livelihood including the ability to earn income.

Therefore it is necessary to provide mothers with timely support and health education including correct information about breast feeding. The continuous support availed to breastfeeding women can bring gradual and permanent changes in the society and ultimately positive impact on maternal and child nutrition and health, thus building a better human capital for supporting sustainable development of our nation. Breast feeding sustainability can be supported traditionally by the family, community leaders, trained health workers, lactation consultants, friends and partners. The strategy of peer to peer counseling can be an effective approach to disseminate breastfeeding messages to a larger number of beneficiaries. Community volunteers can be trained as peer nutrition counselors, so as to enable them support mothers to practice exclusive breastfeeding and addressing their concerns including misconception about breastfeeding. World Breast feeding Week commemoration is significant avenue for breastfeeding actions particularly social mobilization for the global promotion of breast feeding, which is a foundation of life.

1.2 The Theme for World Breastfeeding week 2018

World breastfeeding commemoration normally carries different themes which inform targeting of advocacy and promotion of breast feeding. The theme for this year's World Breastfeeding Week is "*Breastfeeding: Foundation of Life.*" Breastfeeding improves the health and wellbeing of women and children and is the foundation of a country's development and future. Breastfeeding helps to prevent malnutrition in all its forms - under and overnutrition in children.

1.3 Objectives of WBW

The specific objective of World Breastfeeding Week 2018 were to

- i. **Inform:** To understand the importance of working together

- ii. **Firmly anchor:** Recognise your role and the difference you make within the area you work
- iii. **Galvanise:** Reach out to others to establish areas of common interest
- iv. **Engage:** Work together to achieve the SDGs by 2030

1.4 Preliminary preparation

Upon receiving action folder from WABA, concept note in Swahili version was developed. The global WBW theme was adopted in Tanzania context and disseminated to all regions and stakeholders. The process of adoption included the translation of the theme and action folder into Kiswahili. The translators prepared key messages and identified relevant activities to be undertaken before, during and after the commemoration week. Main activities undertaken were media seminar, official opening session of WBW, broadcasting of TV & Radio programs, development of promotional materials, nutrition counseling in health facilities/public places and show cases.

1.5 Précis of achievements

World Breastfeeding Week commemoration mission for 2018 is justified as value for money and cost effective strategy. The activity major accomplishment was provision of counseling services on appropriate child feeding and ideal breastfeeding to mothers, father and caretakers. Interpersonal contacts employing friendly stylish conversation provided a great opportunity of sharing information, exploring apprehension and common practices regarding breastfeeding and child feeding, with mutual learning happening between the counsellors and their clients. Also, the interpersonal communication strategy provide avenue for face-to-face conversation with possibility of allowing technical backstopping to beneficiaries.

Another significant stride was enhancing public awareness about maternal and child nutrition. During the official inauguration of the WBW a total of 50 newsmen and women from power media houses were briefed on breastfeeding and the importance of commemoration of WBW which thus helped to disseminate correct information to general public so as to increase their level of awareness on infant and young child feeding issues.

Prior to the opening of the event, a total of 50 media personnel was oriented on range of MIYCAN issues including an overview of WBW 2018 in Tanzania, maternal nutrition, infant and young child nutrition, adolescence nutrition and infant feeding situation in Tanzania, feeding of children aged 0-6 months, complementary feeding for children 6-24 months, National Regulations for Marketing of BreastMilk and Designated

Products; and Roles of Media in promoting MIYCAN. As a result of this undertaking there was stimulation of demand of MIYCAN information, and consequently high coverage through publication and broadcasting of newscast, stories, documentaries, programs and feature articles in a range of mass media namely television, radio, newspapers and blogs.

2.0 OPENING OF WBW

2.1 Statement from UN Agencies

On behalf of United Nation agencies, Ms. Maniza Zaman, UNICEF Country Representative applauded the Government of Tanzania for the determination to improving the health and well-being of citizens. In her statements, the UNICEF representative reiterated the UN commitments to support the Government efforts to promote breastfeeding as one of the smartest investment for the child foundation.

2.2 Speech by Guest of Honour

The opening ceremony of the world breastfeeding week commemorations was held at the MoHCDGEC Conference Hall on 31st July 2018. The WBW 2018 commemorations in the country was graced by the guest of honour The Minister for Health, Community Development, Gender, Eldery and Children, Honorable Ummu Mwalimu, Member of Parliament. Addressing the public in front of newspaper personnel and other nutrition stakeholders, the Guest of Honour underscored the importance of supporting, protecting and promoting breastfeeding at the work place not only through implementing the tenets of the maternity protection clause of the Employment and Labour Relations Act, but also establishing breastfeeding corner for working mothers to breastfeed their babies in their work places. She also called for effective use of the parternity leave among men, monitoring of implementation of maternity protection in both formal and informal sectors, promotion of nutrition education using digital channels of communication such as video portals and social media. She emphasized that the use of new media to promote, support and protect breastfeeding is critical since majority of people are using those channels of communication including mobile phone applications. Also, she encouraged the use of m-nutrition platform. The minister declared that all women who will be denied their maternity rights should inform labour officer in the respective council/district, men should be allowed to accompany their pregnant spouses in the maternity facilities so as they can give support during labour and delivery.



Figure 1: Minister for Health, Community Development, Gender, Eldery and Children Honourable Ummy Mwalimu speaking to the press during opening of WBW, 31st July 2018 at MoHCDGEC conference Hall, DSM

The minister's speech elicited discussions among Guest of Honour, newsmen and nutrition experts on matters relating breastfeeding and infant feeding as well. Among important stuff that drew a fruitful discussion include regions in the country which experiences low levels of breastfeeding, what kind of support required for mothers who deliver by C-Section and unable to breastfeed their babies within one hour or immediate after delivery as recommended, and is there any health effect for a breastfeeding mother to practice sex while breastfeeding a baby.

A total of 41 newsmen and women from major media houses attended in the opening ceremony. Among media houses worthy mentioning include Radio One, EFM, TVE, East Africa Radio, East Africa TV, Radio Maria, Citizen, Azam Radio, RFA, Kwanza TV, TVI, TBC1, Mlimani TV, Star TV, AZAM TV, and ITV. Others were The Guardian, Majira, Mtanzania, Mwananchi, Michuzi blog, Michuzi Online TV, Tanzanite TV, Uhuru FM, Uhuru newspaper, Upendo FM, Dar 24, Muungwana TV, Times FM, Capital FM, Tabibu TV, TBC Taifa and Mlimani Radio.

Apart from newspaper personnel, stakeholders who engage in nutrition subsector were among participants who attended the official unveiling ceremony of World Breastfeeding Week which accord an important mention include MoHCDEC, TFNC, Nutrition International, USAID Boresha Afya Project/JHPIEGO, USAID Boresha Afya Project/EGPAF, Save the Children, World Vision Tanzania, RAS DSM, Temeke MC, Kigamboni MC, Ubungu MC, Ilalla MC, TFDA and TBS.

3.0 MEDIA AND WBW COMMEMORATIONS

World Breastfeeding Week commemorations this year has witnessed a boom of media coverage in a range of media outlets. This achievement was triggered by great efforts of creating awareness among media personnel through major events of media seminar and opening of world breastfeeding week and has attracted high coverage through programs broadcasted in TV, radio; newscast and feature articles as preceedingly indicated.

3.1 Media seminar

Media seminar was intended to create awareness, sensitize and updates the media personnel on WBW platform stressing the importance of maternal nutrition, breastfeeding, child nutrition and this year's WBW theme. More important the seminar aimed at building collaboration and strengthening their capacity to effectively play their role of informing and educating the public on optimal Infant and Young Child Feeding. The orientation seminar was held at Tanzania Food and Nutrition Centre Hall on 19th July, 2018. Media seminar was official unveiled by Acting Managing Director for Tanzania Food and Nutrition Centre, Dr. Vincent Assey.

Media personnel was oriented on various issues including overview of WBW 2018 in Tanzania, Child nutrition and infant feeding situation in Tanzania, feeding of children aged 0-6 months, complementary feeding for children 6-24 months, Maternal health and nutrition, National Regulation for Marketing of Breastmilk Substitute and Designated Product and Roles of media in promoting breastfeeding. A total of 50 newsmen and women from power media houses and one staff from Habari MAELEZO attended the seminar. Media houses represented include ITV, TV1, Wapo Radio, Radio Maria, Daily News, Agape TV, EATV, EA Radio, Cloud TV, Mtanzania, Channel Ten, TBC, Tanzania Daima and Habari Leo. Others were Praise Power FM, Michuzi Blog, Tumaini Media, TV Tumaini, Majira, Safari FM, EFM, Radio One, Mlimani TV, Mtembezi.com, Habari Blog, Star TV, Mwananchi, Nipashe, Uhuru FM, City FM Radio, RFA, AZAM TV, Cloud TV, The Hill Observer, Imaan Radio and Mlimani TV, Channel Ten, The Guardian, Wapo Radio, TVE/EFM, Zeno FM, Upendo FM, Mwamba wa Habari Blog, Ebony FM, Magc FM, Capital TV, Morning Star Radio and Times FM.

The seminar elicited discussions among speakers and media people on matters related to breastfeeding and infant feeding among others. Important issues that draw a wider fruitful discussion include the effects of using infant formula to feed the babies, effects of bottle feeding, Storage/keeping of the expressed breast milk, Why do some mothers produce inadequate milk or sometime they don't have enough milk, breastfeeding and HIV, evidence/testimony of exclusive breastfeeding from Tanzania and reason for refusing to breastfeed among children and what can be done to help them breastfeed. Others were if there are special/particular food the mothers should eat to increase breastmilk production, promotion/dissemination of nutrition information among rural communities.

3.2 Media programs

The 2018 world breastfeeding week commemoration has witnessed a score of media programs which broadcasted in a range of media outlets. The topics which consistently broadcasted include *Wiki ya Unyonyeshaji Duniani* [World Breastfeeding Week], *Unyonyeshaji maziwa ya mama* [Breastfeeding], *matatizo ya unyonyeshaji* [Breastfeeding Problems] *na ulishaji watoto vyakula vya nyongeza* [Complementary Feeding]. However, there were other topics which accorded a modest coverage. As a result of awareness creation among media personell, media stations engaged in dissemination of breastfeeding and child nutrition information to the public, as indicated in Table 1.

Table 1: TV & Radio Programs broadcasted from 20th July to 16th August 2018

| No | Topic | Program broadcasted | Time | Date |
|----|--|------------------------------|------------------|-----------|
| 1. | Umhimu wa Maziwa ya Mama | Jambo Tanzania (TBC1) | 12.00 Asubuhi | 20/7/2018 |
| 2. | Ulishaji wa Watoto | Supermix (E A Radio) | 4.15 Asubuhi | 23/7/2018 |
| 3. | Ulishaji mbadala | EATV | Recorded | 25/7/2018 |
| 4. | Kwanini Wanawake Hawanyonyeshi Ipasavyo na nini kifanyike? | Hoja ya Leo (Radio One) | 10.30 Jioni | 23/7/2018 |
| 5. | Umuhimu wa Vitamini A mwilini | Pevuka (Uhai FM) | 10.00 Asubuhi | 25/7/2018 |
| 6. | Unyonyeshaji Maziwa ya Mama | Afya TV Online | Recorded | 31/7/2018 |
| 7. | Unyonyeshaji Maziwa ya Mama | Morning Trumpet (Azam TV) | 1.00 Asubuhi | 1/8/2018 |
| 8. | Unyonyeshaji Maziwa ya Mama | Morning Express UFM) | 2.30 Asubuhi | 1/8/2018 |
| 9. | Wiki ya Unyonyeshaji Duniani | ITV Afya ya Jamii (Recorded) | 4.00 Asubuhi | 1/8/2018 |

| | | | | |
|-----|---|---|------------------------|-----------|
| 10. | Wiki ya Unyonyeshaji Duniani | Mlindimo (TBC Taifa) | 1.30 Asubuhi | 1/8/2018 |
| 11. | Unyonyeshaji na ulishaji Watoto vyakula vya nyongeza | TBC Taifa (Uhai na Ulinzi wa Mtoto) | | 1/8/2018 |
| 12. | Wiki ya Unyonyeshaji | Clouds | 10.30 Jioni | 1/8/2018 |
| 13. | Unyonyeshaji | Radio France International | | |
| 14. | Wiki ya Unyonyeshaji na Umuhimu wa maziwa ya mama | RFA | 4.00 Asubuhi | 2/8/2018 |
| 15. | Unyonyeshaji na ulishaji mbadala | TV1 | Recorded | 2/8/2018 |
| 16. | Wiki ya Unyonyeshaji | Upendo Radio | 9.00 Mchana | 3/8/2018 |
| 17. | Breastfeeding | Morning Express (TBC International-English service) | 8.00 am | 3/8/2018 |
| 18. | Umuhimu wa unyoyeshaji maziwa ya mama | Afya Kwanza (TABIBU TV) | Recorded | 6/8/2018 |
| 19. | Unyonyeshaji | Joto la Asubuhi (EFM Radio) | 12.00 Asubuhi Recorded | 6/8/2018 |
| 20. | Unyonyeshaji na Wiki ya Unyonyeshaji | Mlimani TV | Recorded | 6/8/2018 |
| 21. | Unyonyeshaji na Wiki ya Unyonyeshaji | Mlimani Redio | Recorded | 6/8/2018 |
| 22. | Wiki ya Unyonyeshaji Duniani | Tuongee Asubuhi (StarTV) | 1.00 Asubuhi | 6/8/2018 |
| 23. | Unyonyeshaji na HIV/AIDS | Mteza Media (Blog and TV Online) | Recorded | 7/8/2018 |
| 24. | Unyonyeshaji | Redio Maria | | 9/8/2018 |
| 25. | Unyonyeshaji | Miale (TBC1) | 11.00 Jioni | 10/8/2018 |
| 26. | Kukosekana kwa Malezi ya Wazazi (Baba na Mama) kunatajwa kuwa ni miongoni mwa sababu kuu ya ongezeko la utapiamlo na udumavu kwa watoto chini aa miaka 5. Je, wadau wa afya wanashiriki vipi kutatua changamoto hiyo? | Hoja ya Leo(Redio One) | 10.00 Jioni | 13/8/2018 |
| 27. | Akina mama wanao kataa kunyonyesha maziwa ya mama. Je wanafahamu athari zake? | Redio One (Kumepambazuka) | 1.40 Asubuhi | 14/8/2018 |
| 28. | Ulishaji watoto vyakula vya nyongeza | Afya Kwanza (Tabibu TV) | Recorded | 15/8/2018 |
| 29. | Matatizo ya unyonyeshaji | Afya Kwanza (Tabibu TV) | Recorded | 15/8/2018 |
| 30. | Unyonyeshaji | Mlimani Leo (Mlimani TV) | 2.30 Asubuhi | 16/8/2018 |
| 31. | Unyonyeshaji | Mlimani Leo (Mlimani Radio) | 3.00 Asubuhi | 16/8/2018 |

Return on investment

With operating budget of 14 Million shillings we were able to broadcast 31 TV and Radio Programmes. By conservative estimates, assuming that the cost of one hour of air time is a million shillings, its imperative to suggest that the total value of aired programmes is 31 Million shillings. Social Return On Investment¹ (SROI), thus for every 1 Million shilling invested on WBW the it generated around 2.2 Million shillings. It should be noted that the 14 Million investments was not used for media seminar alone, but also spent on official opening and other activities. Hence, the investment was worthy not only economically but also socially due to benefit of providing the citizens with right information about how to improve health and nutrition of women and children.

3.3 News bulletin

Awareness creation among media personnel resulted into high coverage of breastfeeding issues in the news bulletin and stories published in TV, radio and newspapers respectively. Tracking of media coverage unconcealed among others included TBC1, Radio Mlimani, ITV, TVE, EFM, East Africa Radio, TBC Taifa, Clouds and TV1. Others were Tabibu TV. Regardless of the foregoing mentioned, it is acknowledged a high coverage particularly of the major events of opening and media seminar in the newscast of other various media. However, media stations such as TBC1 developed the so called **“TAFAKURI YA LEO” (Talks after news bulletin)** on Breastfeeding which was broadcasted immediately after news bulletin for the whole period of the week.

3.4 Feature articles

Media seminar and opening of WBW feature articles were published in Habari Leo, Mwananchi, Citizen Website, Michuzi blog, Miradi Ayo blog and Mteza blog. Article on nutrition and breastfeeding was also published in Nipashe newspapers.

3.5 Promotion messages

Promotion materials were developed as vehicles for disseminating messages in relation to the theme. Messages were *“Unyonyeshaji ni Msingi wa Maisha.”* [Breastfeeding is a Foundation of Life]; *“Unyonyeshaji ni Msingi wa Maisha. Sote kwa pamoja tuendeleze unyonyeshaji.”* [Breastfeeding is a Foundation of Life. Together let promote breastfeeding]. Promotions materials produced were T-Shirts, banners, posters and leaflets. These materials were distributed to press personnel in form of press pack.

¹ SROI is calculated as = 31Million/14 Million



Figure 2: Street Banner displaying a key message to promote breastfeeding

4.0 TECHNICAL SUPPORT ON WBW

In the commemoration of WBW, TFNC provided technical support on media seminar organised by Nutrition Section of the MoHCDGEC in collaboration with World Vision Tanzania - Central zone. The activity took place in Dodoma at the MoHCDGEC Conference hall on 3rd August, 2018. A total of 30 newsmen and women from major media houses in Dodoma were oriented on Child feeding and the essence of commemorating the week. The seminar helped to disseminate the information to general public. The media houses participated in the seminar includes TBC, Star TV, Uhuru newspaper, ABM, Mtanzania, Jamvi la Habari, Majira, Ngasa TV Online, The Guardian, Azam TV, AFM, The Citizen, Mwananchi Communication, Daily News, Uhuru FM, Mwangaza FM, Nyemo FM, ITV, Channel 10, Clouds Media, Nipashe, Habari Leo, Maisha FM and Dodoma FM.

During the seminar, important things noted include little awareness among media personnel on child feeding and persistent myths and misconception

in the society. There were fruitful discussion among participants and facilitators in the following aspects:

- Problems of breastfeeding the child while working in the sun
- Is thick porridge causing constipation in infants?
- Plan to increase parternity leave in Tanzania from 5 days, to at least 28 days.
- Reasons for mothers who deliver by S-section to not practice early initiation of breastfeeding within 1 hour.
- Effects of most women nowadays who are not breastfeeding for the recommended duration of 2 years or beyond.
- Animal milk is not recommended for infants below six months. What is the alternative feeding for the infant if a mother dies
- Breastfeeding and HIV
- Storage of expressed breastmilk
- Data shows that most of the regions which produce more food are the ones leading in malnutrition in Tanzania. Why?
- Why other mothers do not produce milk after delivery?
- What foods a breastfeeding mothers should eat to produce milk?
- Is it recommended for a breastfeeding mother to practice sex with her partner?
- Why do other children refuse/stop breastfeeding?

5.0 OBSERVATION AND CHALLENGES

- i. Limited plans and budget allocated for nutrition sector activities leading to difficultness in accomplishing activities related to nutrition including commemorations of the world breastfeeding week.
- ii. Little male participation in attending clinics to obtain counselling services in matters relating to infant and young feeding.
- iii. Health care providers needs on job training on MIYCAN so that they can provide quality counselling services to the community.

6.0 CONCLUSION AND WAY FORWARD

WBW is among important forums for creating awareness among people on maternal, infant, adolescent and young child nutrition. Therefore, the activity should be maintained and expanded to cover all levels from national, regional, district and community levels. The next step or improvement includes:

- i. Implementation and follow up of Actions/ instructions given by the Minister for Health during the Opening of the WBW 2018
- ii. Engagement with media people in awareness creation and promotion of optimal child feeding

- iii. Collaborate with all relevant partners to support and promote optimal IYCF and maternal nutrition at different levels and in different avenues
- iv. Advocacy for optimal IYCF at different levels
- v. Scale up IYCF activities to community level to reach more mothers and families
- vi. Integrate behavior change communication in IYCF interventions (SBCC)
- vii. Develop a handbook on Questions and Answers about Breastfeeding for public use.

7.0 ANNEXES

Annex 7.1: Program for media seminar

**RATIBA YA SEMINA KWA WAANDISHI WA HABARI
MADA KUU: WIKI YA UNYONYESHAJI 2018
UKUMBI: TFNC, 19 JULAI 2018**

| MUDA | MADA | MUHUSIKA |
|---------------|---|---------------------------------------|
| 02:00 - 02:30 | Kujiandikisha na utambulisho | TFNC |
| 02:30 - 02:35 | Neno la Ukaribisho | DNET |
| 02:35 - 02:45 | Ufunguzi. | MD |
| 02:45 - 02:55 | Dhana ya wiki ya unyonyeshaji Tanzania. | Walbert Mgeni |
| 02:55 - 03:15 | Hali ya sasa ya lishe na ulishaji watoto wachanga na wadogo nchini Tanzania. | Neema Joshua |
| 3.15 - 3.30 | Ulishaji wa watoto katika miezi sita ya mwanzo (umri wa miezi 0 mpaka 6) | Neema Joshua |
| 03:30 - 03:50 | Ulishaji wa watoto vyakula vya nyongeza (baada ya miezi sita) | Walbert Mgeni Geragista Gwarasa |
| 03:50 - 04:00 | Majadiliano | Wote |
| 04:00 - 04:20 | Chai | Wote |
| 04:20 - 04:40 | Afya na lishe ya vijana balehe, mama mjamzito na anayenyonyesha | Walbert Mgeni Geragista Gwarasa |
| 04:40 - 05:00 | Ijue sheria inayosimamia vyakula vya watoto wachanga na wadogo, sheria za kazi na uyonyeshaji wa maziwa ya mama | TFDA/MoWE |
| 05:00 - 05:20 | Wajibu wa Waandishi wa Habari katika kufanikisha unyonyeshaji | Freddy Lwoga |
| 05:20 - 05:50 | Maswali na Majibu | Wote |
| 05:50 - 06:05 | Kufunga | DNET |

Annex 7.2: Programme for opening of the 2018 WBW commemoration, 31st July 2018

**TANZANIA FOOD AND NUTRITION CENTRE
TENTATIVE SCHEDULE FOR OPENING OF THE 2017 WORLD
BREASTFEEDING WEEK COMMEMORATION
31ST JULY 2018**

VENUE: MoHCDGEC CONFERENCE HALL, DAR ES SALAAM

| TIME | ACTIVITY | RESPONSIBLE |
|---------------|---|---|
| 03:00 - 03:30 | Arrival of Invited guests and Registration | ALL |
| 03:30 - 03:35 | Introduction to Participants | Communication Officer - Ministry of Health Community Development, Gender, Elderly and Children (MoHCDGEC) |
| 03:35 - 03:45 | A word from UN Agencies Representative (UNICEF, WHO, WFP) | One Representative on behalf of others |
| 03:45 - 03:50 | Welcoming the Minister | Ag. Managing Director TFNC |
| 03:50 - 04:20 | Speech from Guest of Honor (Main Speaker) | Minister for Health (MoHCDGEC) |
| 04:20 - 05:20 | Questions and Answers | ALL |
| 05:20 - 05:40 | <i>Tea</i> | ALL |

Annex 7.3: Speech by Guest of Honour

HOTUBA YA WAZIRI WA AFYA, MAENDELEO YA JAMII, JINSIA, WAZEE NA WATOTO KWA WANAHABARI KWENYE UFUNGUZI WA MAADHIMISHO YA WIKI YA UNYONYESHAJI DUNIANI, AGOSTI 1 - 7, 2018

Katibu Mkuu, Wizara ya Afya, Maendeleo ya Jamii, Jinsia, Wazee na Watoto,
Kaimu Mkurugenzi Mtendaji wa Taasisi ya Chakula na Lishe,
Wawakilishi kutoka mashirika ya Umoja wa Mataifa (UNICEF, WHO, WFP, FAO),
Wawakilishi wa Idara na Taasisi za serikali,
Wanahabari,
Wawakilishi wa asasi za kiraia,
Wadau wa Lishe,
Mabibi na Mabwana,

Ndugu wanahabari,

Awali ya yote napenda kutoa shukrani zangu za dhati kwa wadau wote wa lishe ya watoto wachanga na wadogo ikiwa ni pamoja na waandishi wa habari kwa kuungana nasi kuadhimisha wiki hii muhimu ulimwenguni inayotukumbusha unyonyeshaji wa maziwa ya mama pekee katika miezi sita ya mwanzo ya maisha ya mtoto na kuendelea kunyonyeshwa mpaka umri wa miaka miwili au zaidi. Ninayo furaha kubwa kuungana nanyi wadau wa unyonyeshaji katika kuhakikisha kuwa watoto wote

wananyonyeshwa maziwa ya mama kwa sababu ni haki ya msingi kwa uhai na maisha ya mtoto wetu.

Ndugu wanahabari,

Kila mwaka kuanzia Agosti 1 hadi 7, Tanzania huungana na nchi nyingine ulimwenguni kuadhimisha wiki ya unyonyeshaji maziwa ya mama duniani. Maadhimisho hayo yamekuwa yakifanyika kila mwaka tangu mwaka 1992 kufuatia Azimio la Innocent (nchini Italia) ambalo linaisitiza umuhimu wa kulinda, kuendeleza na kusaidia unyonyeshaji na ulishaji bora wa watoto. Wiki ya Unyonyeshaji Duniani hutoa fursa maalum kwa watu wote kuungana pamoja katika kukumbushana umuhimu wa kuendeleza na kuimarisha unyonyeshaji maziwa ya mama kama njia bora zaidi ya kujenga afya ya mtoto kimwili, kiakili na kijamii.

Ndugu wanahabari,

Wiki ya Unyonyeshaji Maziwa ya Mama ina umuhimu mkubwa sana katika kuzuia aina zote za utapiamlo kwa watoto. Madhumuni ya Wiki ya Unyonyeshaji Duniani kwa mwaka 2018 ni:

- Kujenga uelewa wa jamii juu ya umuhimu wa unyonyeshaji na Ulishaji sahihi wa watoto wachanga na wadogo katika uhai na maisha yao.
- Kuihabarisha jamii ni kwa jinsi gani unyonyeshaji ni muhimili mkuu katika kuzuia utapiamlo kwa watoto.
- Kuhamasisha jamii kuhusu kusaidia wanawake wote waweze kunyonyesha watoto wao ipasavyo.
- Kushirikisha wadau mbalimbali katika kuendeleza, kulinda na kusaidia unyonyeshaji wa maziwa ya mama.

Ndugu wanahabari,

Kwa kawaida, Maadhimisho ya Wiki ya Unyonyeshaji Duniani yamekuwa yakibeba jumbe tofauti kila mwaka, zinazolenga katika kulinda, kuendeleza na kusaidia unyonyeshaji wa maziwa ya mama. Kwa mwaka huu 2018, ujumbe mahususi wa maadhamisho haya ni **“UNYONYESHAJI WA MAZIWA YA MAMA NI MSINGI WA MAISHA.”** Kauli mbiu ya mwaka huu 2018 inalenga katika kusaidia kufikia malengo ya maendeleo endelevu ifikapo mwaka 2030. Kimsingi kaulimbiu hii inahimiza umuhimu wa unyonyeshaji katika kuzuia aina zote za utapiamlo ili kuwa na rasilimali watu imara ambayo inahitajika ili kufikia maendeleo ya taifa kwa ujumla.

Ndugu wanahabari,

Kama tunavyofahamu unyonyeshaji wa maziwa ya mama huchangia kwa kiasi kikubwa katika kuboresha afya, kulinda uhai na maisha ya mtoto. Kunyonyesha maziwa ya mama pekee katika miezi sita ya mwanzo ya maisha ya mtoto ndio njia bora na salama ya kumpatia virutubishi vyote muhimu kwa ukuaji na maendeleo yake. Maziwa ya mama yana sifa ya

kipekee ya kuwa na kinga mwili ambazo humkinga mtoto dhidi ya magonjwa mbali mbali hivyo kuchangia katika kupunguza vifo vya watoto wachanga na walio chini ya umri wa miaka mitano. Unyonyeshaji sahihi wa maziwa ya mama katika miezi sita ya mwanzo pia huweza kutumika kama njia ya uzazi wa mpango. Tendo la kunyonyesha pia linajenga mahusiano kati ya mama na mtoto wake hivyo kumjenga mtoto kijamii zaidi. Mtoto anapofikia umri miezi sita, anapaswa kuanzishiwa vyakula vya nyongeza, lakini aendeele kunyonyeshwa maziwa ya mama mpaka atimize miaka miwili au zaidi. Hata hivyo takwimu zinaonesha kuwa ni wanawake wachache (asilimia 43 tu ndio huendelea kunyonyesha watoto hadi kutimiza umri wa miaka 2. Unyonyeshaji maziwa ya mama pekee kwa miezi 6 na kuendelea kunyonyesha mtoto kwa muda mrefu yaani afikishe miaka 2 au zaidi inasaidia kupunguza uwezekano wa mtoto kupata uzito uliozidi kwa asilimia 13 na uwezekano wa kupata kisukari kwa asilimia 35. Hivyo unyonyeshaji una mchango mkubwa katika kupunguza magonjwa yasiyoambukiza

Ndugu wanahabari,

Wanawake wengi Tanzania (zaidi ya asilimia 97) hunyonyesha watoto. Pamoja na kiwango hiki kizuri cha unyonyeshaji, bado kuna tatizo la wanawake wengi kutonyonyesha kwa kufuata taratibu zinazoshauriwa na wataalamu wa afya, hivyo napenda kusisitiza kuwa taratibu sahihi za unyonyeshaji zinapaswa kuzingatiwa. Taratibu hizo ni pamoja na kuanza kumnyonyesha mtoto ndani ya saa moja ya kwanza ya mama kujifungua, kunyonyesha mtoto mara kwa mara kadiri anavyohitaji, kuendelea kunyonyesha maziwa ya mama pekee bila kumpatia mtoto kitu kingine chochote hata maji katika miezi sita ya mwanzo na kuendelea kunyonyesha hadi anapofikisha umri wa miaka miwili au zaidi. Takwimu za utafiti wa hali ya kidemografia na afya uliofanyika mwaka 2015 zinaonesha kuwa asilimia 59 ya watoto wenye umri wa miezi 0 hadi miezi 6 wananyonyeshwa maziwa ya mama pekee bila kupewa kinywaji au chakula kingine kama inavoshauriwa na Wizara ya Afya. Hii inamaanisha kwamba asilimia 51 ya watoto wenye umri huo hawanyonyeshwi ipasavyo hivyo wapo kwenye hatari ya kupata utapiamlo na magonjwa yanayotokana na taratibu zisizofaa za ulishaji watoto.

Ingawa watoto wengi katika umri wa miezi 6 - 8 wanakuwa tayari wameanzishiwa vyakula vya nyongeza kama inavyotakiwa ni asilimia 8 tu ya watoto wenye umri wa miezi 6 - 23 wanapewa vyakula vya mchanganyiko vinavyokidhi mahitaji yao kilishe. Hii inamaanisha kuwa asilimia 92 ya watoto wa umri huo wanapewa vyakula ambavyo havina mchanganyiko wa aina mbali mbali za vyakula ikiwa ni pamoja na vyakula vya asili ya wanyama yaani wanakula mlo usiokidhi mahitaji yao kilishe. Taratibu duni za ulishaji watoto ni mojawapo ya sababu kuu za utapiamlo hapa nchini.

Ndugu wanahabari,

Ili kuboresha afya na kulinda uhai na maisha ya mtoto jitihada zifanyike katika:

- Kuhamasisha wanasiasa na viongozi wengine watambue umuhimu wa unyonyeshaji na kutoa kipaumbele katika shughuli zinazolinda, kuendeleza na kuhamasisha unyonyeshaji ili kuweza kufikia Malengo ya Maendeleo Endelevu na kuwa taifa la uchimi wa kati.
- Kuhakikisha kuwa wanawake katika jamii wanapata msaada wa kitaalamu wa masuala ya unyonyeshaji na ulishaji wa watoto.
- Kuhakikisha kuwa vituo vyote vinavyotoa huduma ya afya vinatekeleza vidokezo kumi vya kufanikisha unyonyeshaji wa maziwa ya mama na hivyo kuwa Rafiki wa Mtoto.
- Kuhamasisha jamii impunguzie mama kazi ili aweze kunyonyesha ipasavyo.
- Kulinda unyonyeshaji watoto maziwa ya mama dhidi ya taratibu zisizofaa za uuzaji na usambazaji holela wa maziwa na vyakula vya watoto wachanga na wadogo
- Kuhamasisha kuingiza masuala ya unyonyeshaji na lishe ya watoto katika mitaala ya kufundisha katika vyuo mbalimbali vinavyotoa mafunzo ya afya.

Ndugu wanahabari,

Hivi sasa sote tumeshuhudia kuwa dunia imekumbwa na mabadiliko makubwa ya tabia nchi yanayosababishwa na shughuli mbalimbali za binadamu na majanga ya aina mbalimbali. Kutokana na hali hii watu wengi hususani wa hali ya chini ndio wamekuwa wahanga wa mabadiliko hayo. Kwa mfano, upatikanaji wa maji salama kwa matumizi ya binadamu, makazi safi na salama umekuwa ni shida kubwa hivyo matumizi ya maziwa mengine badala ya maziwa ya mama haufai kwani ni vigumu kuyaandaa katika hali ya usafi na ukosefu wa maji safi na salama na miundombinu muhimu katika makazi yetu. Katika hali hiyo, unyonyeshaji wa maziwa ya mama ndiyo njia ya pekee ya kulinda afya na uhai wa watoto wachanga.

Ndugu wanahabari,

Sababu kubwa ya utapiamlo kwa watoto ni ulishaji usio sahihi ambao huchangiwa na majukumu mengi yanayomkabili mama na hivyo kukosa muda wa kutosha wa kumtunza mtoto. Ni dhahiri kuwa mchango wa mwanamke katika familia, ajira na uzalishaji kwa ujumla ni mkubwa hivyo ni muhimu kuwatia moyo na kuwasaidia wanawake ili waweze kufanya majukumu ya uzalishaji na utunzaji familia kwa ukamilifu.

Kwa kuzingatia jambo hili nchi yetu imechukuwa hatua mbalimbali kuendeleza unyonyeshaji ikiwa ni pamoja na kuwepo kwa Sheria ya Ajira na Mahusiano kazini ya mwaka 2004 inayotambua kuwa unyonyeshaji ni haki ya mtoto na hivyo hutoa mafao mbalimbali ya uzazi ili kuwawezesha

wazazi kumlea mtoto hususani kumnyonyesha ipasavyo. Mama mwajiriwa anayenyonyesha hupewa ruhusa ya masaa mawili kila siku ili akamnyonyeshe mtoto wake. Pia, sheria hiyo hutoa fao la likizo ya uzazi kwa mama na baba wa mtoto. Mama anapata likizo ya siku 84 kama amejifungua mtoto mmoja na siku 100 kwa watoto zaidi ya mmoja. Sheria hii pia humpa baba likizo ya siku 5 ndani ya wiki moja aliyojifungua mama.

Vile vile sheria hiyo inakataza mama aliye ajiriwa na ambaye ananyonyesha au mjamzito kufanya kazi ngumu au za hatari kwa afya yake au ya mtoto wake, kumpangia kazi za usiku na ubaguzi wa aina yoyote. Kwasababu hii, tunatoa wito kwa Taasisi zisizo za kiserikali, Taasisi za kijamii na za kidini, jamii na familia kwa ujumla kuhamasisha na kuwasaidia wanawake ambao wapo kwenye ajira rasmi na zisizo rasmi ili waweze kuwanyonyesha watoto wao ipasavyo. Aidha tunaomba jitihada za dhati zifanyike ili kuwapatia nafasi/eneo wanawake wanaonyonyesha waweze kunyonyesha watoto wao wakiwa katika maeneo yao ya kazi. Tuige mfano wa ofisi ya Bunge la Jamhuri ya Muungano wa Tanzania – Dodoma kwani wameonesha kuwajali wamama wanaonyonyesha watoto wao kwa kutenga eneo maalum kwa ajili ya mama wanaonyonyesha.

Ndugu wanahabari,

Ili kufanikisha unyonyeshaji, sambamba na uzalishaji mali, ajira kwa wanawake yafuatayo yanaweza kufanyika:

- Kusimamia ufuatiliaji wa utekelezaji wa sheria za kazi hususani Sheria ya Ajira na Mahusiano Kazini katika sekta binafsi na serikali
- Kuhamasisha watoa maamuzi ikiwa ni pamoja na wabunge ili kuboresha Sheria ya kazi ili kutoa likizo ya uzazi kwa wiki 14 au zaidi kama inavyopendekezwa na shirika lakazi Duniani.
- Kujenga uelewa kwa wanawake walioajiriwa kuhusu haki ya uzazi katika sehemu zao za kazi
- Kufanya tathmini ya mara kwa mara ya jinsi gani Sheria ya haki ya uzazi inavyotekelezwa katika sehemu mbalimbali za kazi
- Kutenga sehemu maalumu katika sehemu za kazi kwa ajili ya wanawake wanaonyonyesha waweze kuja na watoto wao kazini na kuwanyonyesha kila wanapohitaji au kukamua maziwa yao ili kuepukana na athari za kujaa kwa matiti ikiwa ni pamoja na kupungua utokaji wa maziwa au kukauka maziwa kabla ya mtoto kutimiza miaka 2.

Ndugu wanahabari,

Sote tunatambua dhima ya vyombo vya habari ni kutoa taarifa, kuelimisha na hata kuburudisha. Lakini katika miaka ya hivi karibuni dhima hiyo imepanuka na kujumuisha masuala ya ufuatiliaji, kupaza sauti za watu wasio na sauti katika jamii, kusaidia kulinda maslahi ya jamii na mambo mengine mengi. Vyombo vya habari vina wajibu wa kuendelea kuhabarisha, kuelimisha kuhusu umuhimu na taratibu sahihi za

unyonyeshaji kama vile kuanzisha kunyonyesha mtoto ndani ya saa moja baada ya kuzaliwa, Kumnyonyesha mtoto maziwa ya mama pekee katika miezi sita bila kumpa kitu kingine chochote, Kumnyonyesha mtoto kila anapohitaji na kuendelea kumnyonyesha hadi anapofikisha miaka miwili.

Halikadhalika, vyombo vya habari vinaweza kufuatilia utekelezaji wa sheria mbalimbali zinazolinda haki za uzazi na ulishaji wa watoto kwa kufanya utafiti, kuandika au kuripoti matukio mbalimbali kama vile ukiukwaji wa haki za uzazi na sheria ambao hufanywa na waajiri, makampuni yanayofanya biashara ya maziwa na vyakula vya watoto hivyo kudidimiza unyonyeshaji wa mtoto. Vile vile vyombo vya habari vinaweza kuwasemea makundi mbalimbali yasiyo na sauti katika jamii hususani watu maskini ili wapate msaada waweze kuongeza kipato chao na kusaidia kuboresha lishe kwa ajili ya familia zao hasa watoto wadogo.

Ndugu wanahabari,

Katika kutekeleza malengo ya wiki ya unyonyeshaji ya mwaka 2018 shughuli mbalimbali zitafanyika ikiwa ni pamoja na uhamasishaji katika ngazi ya Taifa na Mkoa /wilaya kwa kutoa unasihi wa ulishaji wa watoto katika vituo vya afya na maeneo maalum yatakayotengwa katika kila mkoa au wilaya, semina kwa waandishi wa habari, uelimishaji na uhamasishaji wa jamii kupitia vyombo vya habari.

Ndugu wanahabari,

Maadhimisho haya yanaanza rasmi tarehe 01/08/2018 hadi tarehe 07/08/2018. Elimu na taarifa mbalimbali zinazohusu unyonyeshaji na lishe ya watoto kwa ajili ya kujenga msingi imara wa afya na maisha ya watoto zitatolewa wakati wote wa maadhimisho. Mabango na vijarida mbalimbali vyenye taarifa za Unyonyeshaji pia vinapatikana.

Ndugu wanahabari,

Ninaamini kuwa katika kipindi hiki cha maadhimisho ya wiki ya unyonyeshaji duniani mtatumia taaluma yenu kwa kuzingatia nafasi muhimu mliyonayo katika jamii ili kuhamasisha na kuelimisha umma kuhusu utunzaji wa watoto hasa wale wachanga na wadogo ili tupate taifa lenye watu bora wanaoweza kuleta maendeleo hasa tukizingatia lengo la Serikali la kuwa na uchumi wa viwanda. Haya yote yatawezekana endapo kila mmoja ataamua kwa dhati kutimiza wajibu wake ili kulinda na kuendeleza afya na lishe ya watoto wetu kwani ndio msingi wa maisha.

Asanteni Sana kwa kunisikiliza

Annex 7.4: Statement from UNICEF Country Representative on behalf of UN agencies

SPEECH MADE BY Ms. MANIZA ZAMAN; UNICEF COUNTRY REPRESENTATIVE IN TANZANIA ON BEHALF OF UNITED NATIONS AGENCIES AT THE WORLD BREASTFEEDING WEEK (WBW), 1 - 7 August 2018

Honourable Minister of Health, Community Development, Gender, Elderly and Children, Honourable Ummy Mwalimu
Permanent Secretary, Community Development, Gender, Elderly and Children, Dr. Mpoki Ulisubisya
Managing Director of Tanzania Food & Nutrition Centre, Dr Vincent Assey
Representatives from Government Ministries, Departments, Agencies, Regions and Councils
Representatives of Donor organization, UN Agencies, CSOs, and the Private sector
Representatives from the media
Distinguished guests
Ladies and Gentlemen,

Habari za Asubuhi!

I am delighted to be here with all of you today and speak on behalf of United Nations in Tanzania as we launch **World Breastfeeding Week 2018** with the theme **Breastfeeding: Foundation of Life**".

Firstly, the UN congratulates the **Government of Tanzania** for the steadfast commitment to improving the health and well-being of its citizens. This year's theme for World Breastfeeding Week reminds us of the importance of breast-feeding for child survival, prevention of malnutrition, child development, mother's health and wider societal benefits. The Government of Tanzania is sincerely commended for all its efforts to promote, protect and support mothers to optimally breastfeed.

A. Let us put today's event and topic in perspective. We are now in the third year of implementation of an ambitious set of global goals, the **Sustainable Development Goals (or SDGs)**, which Tanzania has signed up to. These goals are reflected in Tanzania's 5 Year Development Plan, Mkuza III in Zanzibar and several sectoral policies and plans. Breastfeeding is important for achieving **SDG 3 (ensuring healthy lives and promoting well-being for all)**. But not only that. Breast milk is the best source of nutrition for infants — and breastfeeding can be practiced universally. Therefore, encouraging and supporting women in **low-resource settings** to breastfeed can play a vital role in achieving **SDG 1 (end poverty)**, **SDG 2 (end hunger, achieve food security and improved nutrition)** and **SDG 10 (reduce inequality within and among countries)**.

The multiple benefits of breastfeeding are worth emphasizing. Science has re-affirmed that breastmilk contains **all the nutrients an infant needs in the first six months of life** and it protects babies and young children against a myriad of diseases and infections.

Tanzania is making great strides in reducing deaths among children under-five. However there are still an unacceptable number of preventable child deaths - a large number occurring in the first 28 days of life - or newborn period. Data shows that **Tanzania is one of the top ten countries with the highest numbers of new-born deaths in the world**. Each year, approximately 51,000 new-borns die, 22,000 of them in their first day of life.

In addition, we have the problem of malnutrition. We recognize that over the years there is progress is reducing malnutrition - but today **one in three Tanzanian children under five are stunted** - or suffering from chronic malnutrition.

For both these issues - child survival and combatting malnutrition - breast-feeding is key. Evidence shows that **breastfeeding protects children** against diarrhoea and common childhood illnesses such as pneumonia which often are the causes of death in children under five. Proper breastfeeding means proper nutrition for children - one key factor in combatting malnutrition. Breastfeeding also has longer-term health benefits, such as **reducing the risk of overweight and obesity** in childhood and adolescence, by at least 15%.

The benefits are not only for children. **When it comes to women's health**, we know that breastfeeding helps with birth spacing, reduces the risk of breast and ovarian cancer and hypertension.

Beyond the individual level, we should consider the benefits of breastfeeding for the countries. Here are 3 facts:

- Increased rates of breastfeeding means children will be healthier and less money has to spent on health care and treatment of illnesses.
- The Lancet series on breastfeeding published in 2016 show that optimal breastfeeding is also associated with **higher IQ** and results in economic benefits for the country.
- In 2017 the World Bank estimated that every \$1 invested in promoting optimal breastfeeding will generate \$35 in economic returns.

B. With all this evidence let us examine how Tanzania is faring.

The good news is that breastfeeding is a norm in Tanzania. Almost all Tanzanian children (98%) are breastfed for some time during their life. In fact **Tanzania has already achieved the World Health Assembly**

(WHA) target of at least 50% children 0-5 months receiving exclusive breastfeeding by 2025. This really is positive!

However, OPTIMAL breastfeeding remains a challenge.

Optimal breastfeeding, recommended by **WHO and UNICEF, means:**

- Early initiation of breastfeeding within 1 hour after birth;
- Exclusive breastfeeding for the first 6 months of life;
- Continued breastfeeding up to 2 years of age or beyond, with introduction of nutritionally adequate and safe complementary foods at 6 months.

According to TDHS 2015/16, only half (51%) of infants are breastfed within one hour after birth, and 14% are given water, infusions or other pre-lacteal feeds.

Over 40% of Tanzanian children do not yet benefit from exclusive breastfeeding for the first 6 months and are hence denied the best start in life.

When we examine some of the common barriers to breast-feeding the following emerge:

- a. The main bottleneck to optimal breastfeeding is not lack of knowledge among mothers, **but lack of support from their family entourage**, and especially their husbands.
- b. Most of Tanzanian **mothers are over-burdened with heavy demands on their time** - so prioritizing breastfeeding becomes difficult
- c. **Not enough attention is given to maternal nutrition during pregnancy and lactation** - and yet this is essential for a mother to breastfeed optimally
- d. In terms of provision of services, an analysis done in 2017, showed that only 34% of health service providers received training on promotion of optimal breastfeeding during **the last 5 years**; and only 18% of (male and female) caregivers of babies received counselling on optimal breastfeeding
- e. **Funding** - interventions to promote infant and young child feeding receive little funding from the LGAs and the Central Government budget. There is great reliance on donor funding for such programmes and so these can start and stop depending on donor support.

C. Ladies and gentlemen, in order to address some of these challenges, there are a few actions that will help Tanzania progress even more on optimal breastfeeding. These are:

- **Enforcement and monitoring** of the relevant good policies, legislation, guidelines that Tanzania already has
- Consider ratification of the ILO Maternity Protection Convention n. 183 of year 2000 which requires paid maternity leave of not less than 14 weeks (98 days). Currently *Employment and Labour Act of 2004* provides 84 days paid maternity leave, and breastfeeding breaks

- Improve **access to skilled breastfeeding counselling** in health facilities and also in communities
- Engage **more men** in the communities to share child care and domestic responsibilities so that mothers can practice optimal breastfeeding
- **Reach out to more young people** as future parents in understanding the benefits of optimal breastfeeding so that they adopt the good practices
- **Invest more in breastfeeding programmes** - putting more domestic resources will help expand coverage of programmes and make these interventions sustainable.

Before I end, **it is important to stress that no infant formula will be able to replicate the benefits of breastmilk and breastfeeding.** I have already spoken about the unparalleled nutritional value of breastmilk and longer term benefits to both the babies and mothers. Let us remember that the act of breastfeeding **also** creates a deep bond between the mother and the child, making the baby feel comfortable and safe - exactly what babies need for optimal development.

Hon Minister and distinguished guests, **United Nations Agencies are committed to continuing our support to health and nutrition programmes in Tanzania in line with the Government's priorities.** We will work with the Government and partners to promote, protect and support breastfeeding in every part of the country so that all children in Tanzania, irrespective of where they are born, get this best start to life.

ASANTENI SANA

Annex 7.5: Opening speech at media seminar

SEMINA YA WAANDISHI WA HABARI KUHUSU MAADHIMISHO WIKI YA UNYONYESHaji MWAKA 2018 MAZIWA YA MAMA DUNIANI

**Hotuba ya Ufunguzi ya Kaimu Mkurugenzi Mtendaji
Taasisi ya chakula na Lishe Tanzania
Dk. Vincent Assey,
19 Julai 2018**

Wadau wa Lishe,
Waandishi wa Habari,
Wageni Waalikwa,
Mabibi na Mabwana,

Ndugu wanahabari,
Awali ya yote napenda kuchukua fursa hii kuwakaribisha wanahabari wote kwenye semina hii inayo husu Wiki ya Unyonyeshaji Maziwa ya Mama Duniani kama sehemu ya maadhimisho kitaifa.

Ndugu wanahabari,

Kama tunavyo fahamu, kuanzia tarehe 1 hadi 7 Agosti, kila mwaka Tanzania huungana na nchi nyingine duniani kuadhimisha Wiki ya Unyonyeshaji Maziwa ya Mama. Maadhimisho hayo ni fursa ya pekee katika kuunganisha nguvu za wadau mbalimbali na jamii kwa ujumla ili kufikia malengo ya **Azimio la Innocenti** lililopitishwa mwaka 1992. Azimio hilo linaisitiza umuhimu wa kulinda, kuimarisha na kuendeleza unyonyeshaji wa maziwa ya mama. Kulinda, Kuimarisha na Kuendeleza unyonyeshaji ni muhimu ili kuwezesha wanawake waweze kutekeleza taratibu sahihi za unyonyeshaji ambazo ni:

- Kuanza kumnyonyesha mtoto maziwa ya mama katika saa moja ya kwanza mara tu baada ya kujifungua.
- Kumnyonyesha mtoto anyonyeshwe mara kwa mara usiku na mchana kadiri ya uhitaji wake bila kupangiwa ratiba.
- Kumnyonyesha mtoto maziwa ya mama pekee kuanzia anapozaliwa hadi anapotimiza umri wa miezi sita.
- Kutompa mtoto maji, vinywaji au chakula cha aina yeyote isipokuwa dawa na chanjo kwa ushauri wa mtoa huduma wa afya hadi atomize umri wa miezi sita.
- Kumwanzishia mtoto vyakula vya nyongeza, anapofikia umri wa miezi sita, lakini aendeleo kumnyonyesha maziwa ya mama hadi anapofikisha umri wa miaka miwili au Zaidi.

Ndugu wanahabari,

Madhumuni ya Wiki ya Unyonyeshaji Duniani kwa mwaka 2018 ni haya yafuatayo:

- **Kuitaarifu jamii** kuhusu uhusiano uliopo kati ya lishe bora, uhakika wa chakula, kupunguza umasikini na unyonyeshaji.
- **Kusisitiza** unyonyeshaji ni msingi wa maisha
- **Kushirikisha** watu binafsi, asasi za kiraia ili kuleta matokeo mazuri
- **Kuimarisha** hatua za kuhamasisha unyonyeshaji kwa lengo la kujenga jamii yenye lishe bora, uhakika wa chakula na kupunguza umasikini.

Kama ilivyo ada, kila mwaka, maadhimisho ya Wiki ya Unyonyeshaji Duniani hubeba kauli mbiu ambayo hulenga katika kulinda, kuimarisha na kuendeleza unyonyeshaji. Kauli mbiu ya mwaka huu 2018 ni: ***“Unyonyeshaji wa Maziwa ya Mama ni Msingi wa Maisha.”*** Kauli mbiu ya mwaka huu inasisitiza umuhimu wa maziwa ya mama kwa afya na uhai wa mama na mtoto. Inashauriwa kuwa mama anyonyeshe mtoto wake maziwa yake pekee katika kipindi cha miezi sita ya mwanzo, na apewe chakula cha nyongeza anapotimiza miezi sita, huku akiendelea kunyonyeshwa hadi kufikia miaka miwili au zaidi. Hivyo basi, ni muhimu kwa mama kupata msaada katika jamii husika kwa wakati na pamoja na

kupata elimu ya afya na unyonyeshaji unaofaa kutoka katika vituo vinavyotoa huduma ya afya.

Uyonyesha ni jukumu la kila mtu katika nafasi yake, wadau hao ni pamoja na familia, viongozi ngazi ya jamii, wafanyakazi wa afya wenye ujuzi, wataalamu wa masuala ya unyonyeshaji na marafiki. Ni vizuri kwa mama kupata muda na msaada wa kutosha katika kipindi cha kunyonyesha na pia apate elimu ya makuzi na malezi kwa mtoto wake. Hivyo basi ili kuufanya unyonyeshaji uwe endelevu mama anahitaji msaada toka kwa kila mwana jamii na hasa mama apate unasihi wa maswala ya unyonyeshaji toka kwa mhudumu wa afya ya jamii kuweza kumsaidia kutatua changamoto za ulishaji wa mtoto wake.

Ndugu wanahabari,

Wiki ya Unyonyeshaji Duniani kwa mwaka 2018 imeweka msisitizo zaidi katika mambo yafuatayo :

Kuzuia aina zote za utapiamlo

Utapiamlo unajumuisha matatizo ya upungufu wa virutubishi mwilini (kwa mfano ukondefu) na matatizo ya kuzidi kwa virutubishi mwilini (kwa mfano uzito uliozidi) unaambatana na magonjwa sugu yasiyo ya kuambukiza yenye uhusiano na masuala ya ulaji na mitindo ya maisha. Kuwepo kwa aina hizi mbili za utapiamlo kwa pamoja katika nchi yetu kunaleta athari muda mfupi na za muda mrefu za kiafya, kiuchumi na kijamii , siyo tu kwa waathirika, bali pia kwa familia zao, jamii na taifa kwa ujumla.

Kwa muda mrefu imejulikana kwamba utapiamlo hususani uzito pungufu pamoja na udumavu ni matatizo yaliyojikita kwenye nchi nyingi zenye kipato cha chini ikiwemo Tanzania. Kwa sasa tatizo la uzito uliozidi ambalo huambatana na magonjwa sugu na yasiyo ya kuambukiza linaongezeka kwa kasi katika jamii yetu hivyo kufanya tatizo la utapiamlo kuongeza .

Kuhakikisha kuwepo kwa uhakika wa chakula hata wakati yanapotokea majanga

Uhakika wa chakula ni kuwepo kwa hali nzuri ya upatikanaji endelevu wa chakula kwa watu wote na wakati wote. Uhakika wa chakula unachangiwa na upatikanaji wa chakula pia uwezo wa kumudu gharama za kununua chakula hicho.

Taratibu sahihi za ulishaji watoto wachanga na wadogo zinaleta faida za kiafya na ustawi kwa wanawake na watoto katika maisha yao yote.

Shirika la Afya Duniani, Shirika la Umoja wa Mataifa la Kuhudumia Watoto na kupitia Wizara yetu ya *Afya, Maendeleo ya Jamii, Jinsia, Wazee na Watoto* wanapendekeza:

- Kuanza kunyonyesha mtoto maziwa ya mama mapema katika kipindi kisichozidi saa moja baada ya kujifungua.

- Kunyonyesha maziwa ya mama pekee bila kumpa mtoto maji, kinywaji au chakula kingine katika miezi sita ya mwanzo baada ya kuzaliwa. Mtoto apewe chanjo, dawa na matibabu mengine kwa ushauri wa watoa huduma za afya.
- Kumwanzishia mtoto vyakula vya nyongeza anapotimiza umri wa miezi sita. Kuendelea kumnyonyesha mtoto maziwa ya mama hadi atimize umri wa miezi 24 (miaka miwili) au zaidi.

Kuvunja mzunguko wa umasikini

Umasikini unachangiwa na masuala mbalimbali ikiwemo njaa na utapiamlo. Njaa husababisha uchumi wa familia maskini kuporomoka, hivyo kuzisababishia familia hizo kushindwa kuvunja mzunguko wa umasikini. Dunia endelevu inaanza kwa kutokomeza umasikini wa kila aina na mahali popote Kulingana na mtafiti aitwaye *Pinstrup-Andersen* “siyo kila mtu masikini anatatizo la njaa, lakini karibu kila mtu mwenye njaa ni masikini “Mamilioni ya watu wanaishi katika hali ya njaa na utapiamlo kwa sababu tu hawana uwezo wa kununua chakula cha kutosha, kupata chakula ambacho kinavirutubishi vya kutosha au hawana uwezo wa kupata pembejeo wanazohitaji kwa ajili ya kulima chakula cha kutosheleza mahitaji yao wenyewe.”

Kunyonyesha maziwa ya mama kunaimarisha afya na ustawi wa wanawake na watoto na ni msingi wa maendeleo ya nchi na mstakabali wake wa baadaye pia ni njia ambayo inaleta usawa mkubwa katika kuvunja mzunguko wa umaskini nchini.

Unyonyeshaji watoto maziwa ya mama huzuia aina zote za utapiamlo, uhakikisha uhakika wa chakula kwa watoto wachanga na wadogo, na hivyo husaidia kuondoa watu na taifa katika njaa na mzunguko wa umasikini. Kwa hiyo unyonyeshaji ni msingi wa maisha. Kulinda, kuendeleza na kuimalisha unyonyeshaji wa maziwa ya mama ni jambo lenye umuhimu katika kujenga dunia na Tanzania endelevu

Ndugu wanahabari,

Kwa kutambua ukweli huo Serikali ya Tanzania imechukua hatua mbalimbali Kulinda, Kuimarisha na Kuendeleza unyonyeshaji. Hatua hizo ni pamoja na

- KutungaSheria ya Ajira na Mahusiano kazini ya mwaka 2004 inayotambua kuwa unyonyeshaji ni haki ya mtoto na hivyo hutoa mafao mbalimbali ya uzazi ili kuwawezesha wanawake kumlea mtoto hususani kumnyonyesha ipasavyo. Mama mwajiriwa aliyejifungua mtoto anahaki ya kupata likizo ya siku 84 (iwapoamejifungua mtoto mmoja) AU siku 100 (iwapo amejifungua zaidi ya mtoto mmoja). Aidha, baba pia hupata likizo ya ubaba ya siku tatu katika wiki moja ya kwanza baada ya mkewe

kujifungua. Pia seria hiyo inampa mama anayenyonyesha ruhusa ya saa mbili kila siku ili akamnyonyeshe mtoto wake.

- Aidha kwa mujibu wa sheria mwajiri haruhusiwi kumpangia mama mjamzito au anayenyonyesha kazi ngumu au za hatari kwa afya yake yeye mwenyewe au afya ya mtoto, kumpangia kazi za usiku au unyanyasaji wa aina yoyote.
- Changamoto iliyopo katika suala hili ni wanawake wengi kufanya kazi katika sekta isiyokuwa rasmi, kazi binafsi, na kilimo. Huko, hawafaidiki na likizo ya uzazi. Hivyo ni wajibu wa wanajamii, hususani wanaume kuliangalia suala hili kwa makini ili wanawake wenye watoto wachanga wapewe fursa ya kupumzika na kuwanyonyesha watoto wao kikamilifu hususani katika miezi sita ya mwanzo baada ya kujifungua.
- Nchi yetu pia imetunga sheria mbalimbali zinazolinda haki ya afya na lishe kwa mama na mtoto. Miongoni kwa sheria hizo ni: Sheria ya Mtoto ya mwaka 2009 inayotambua kuwa chakula ikiwa pamoja na unyonyeshaji ni haki ya mtoto. Pia kuna Kanuni inayodhibiti Uzaji wa Maziwa Mbadala na Bidhaa zinazoambatana na maziwa hayo ya mwaka 1994, na kufanyiwa maboresho mwaka 2013.
- Aidha, Tanzania ni miongoni mwa nchi zilizo ridhia mikataba mbambali ya kimataifa na kuiwekea mazingira ya kisheria ili kuwezesha utekelezaji wake katika kulinda haki na afya ya mama na mtoto. Miongoni mwa mikataba hiyo ni pamoja na:
 - Mkataba wa Kulinda Haki za Uzazi wa Shirika la Kazi Duniani
 - Mkataba wa Kimataifa wa Haki za Mtoto
 - Kanuni ya Kimataifa ya Kudhibiti Uzaji na Usambazaji wa Vyakula Mbadala vya Watoto Wachanga.

Ndugu wanahabari,

Sote tunatambua mchango wa vyombo vya habari katika kutoa taarifa, kuelimisha na pia kuburudisha. Lakini kwa miaka ya hivi karibuni dhima hiyo imepanuka na kujumuisha masuala ya ufuatiliaji, kupaza sauti za watu wasio na sauti katika jamii, kusaidia kulinda maslahi ya jamii na mambo mengine mengi. Vyombo vya habari vina weza kuendelea kuhabarisha, kuelimisha kuhusu umuhimu na taratibu sahihi za unyonyeshaji kama vile kuanzisha kunyonyesha mtoto ndani ya saa moja baada ya kuzaliwa, kumnyonyesha mtoto maziwa ya mama pekee katika miezi sita bila kumpa kitu kingine chochote, kumnyonyesha mtoto kila anapohitaji na kuendelea kumnyonyesha hadi anapofikisha miaka miwili au zaidi.

Hali-kadhalika, vyombo vya habari vinaweza kufuatilia utekelezaji wa sheria mbalimbali zinazolinda haki za uzazi na ulishaji wa watoto kwa kufanya tafiti, kuandika au kuripoti matukio mbalimbali kama vile utekelezaji wa haki mbalimbali ikiwemo haki ya kupata likizo ya uzazi. Aidha, vyombo vya habari vinaweza kutoa taarifa sahihi kuhusu

unyonyeshaji na ulishaji wa watoto kwa ujumla, hivyo kupambana na imani potofu kuhusu unyonyeshaji, taarifa zisizo sahihi zinazolenga maslahi ya kibishara ya maziwa mbadala na vyakula vya watoto- na hivyo kuchangia uboreshaji wa lishe na afya ya mama na motto, kujenga taifa lenye nguvukazi imara yenye tija, kwa maendeleo endelevu ya Taifa letu na ujenzi wa uchumi wa viwanda.

Ndugu Wanahabari,

Ninyi ni miongoni mwa wadau wakuu wa mawasiliano yanayolenga kubadili mitazamo na tabia za jamii kuhusu masuala ya lishe na afya. Nina uhakika kwamba baada ya semina hii mtakuwa na uelewa mpana zaidi kuhusu masuala ya lishe na ulishaji wa watoto wachanga na wadogo. Nendeni mkatumie yale mtakayojifunza ili kuendelea kutoa taarifa sahihi na kuhamasisha jamii kuhusu masuala ya lishe. Taifa letu lina wahitaji sana katika juhudi za kupambana na adui maradhi. Kalamu, kamera, sauti, ubunifu na weledi wenu ni nyenzo bora zenye ufanisi mkubwa katika kupambana na utapiamlo na kujenga Tanzania yenye watu wenye afya bora.

Kwa maneno hayo nawakaribisheni sana kwenye Taasisi yetu. Naomba sasa kutangaza kuwa semina ya Waandishi wa Habari kuhusu Wiki ya Unyonyeshaji Duniani mwaka 2018 imefunguliwa rasmi.

Annex 7.6: Concept note

**DHANA YA WIKI YA UNYONYESHAJI WA MAZIWA
YA MAMA DUNIANI MWAKA 2018**



KAULI MBIU: “Unyonyeshaji wa Maziwa ya Mama ni Msingi wa Maisha”

1.0 Utangulizi

Kila mwaka kuanzia tarehe 1 hadi 7 Agosti, Tanzania huungana na nchi nyingine kuadhimisha Wiki ya Unyonyeshaji wa Maziwa ya Mama Duniani. Maadhimisho hayo yana lengo la kusisitiza umuhimu wa kulinda, kuimarisha na kuendeleza unyonyeshaji wa maziwa ya mama na pia kuweka msukumo wa kipekee katika kuunganisha nguvu ya wadau mbalimbali ili kufikia Malengo ya Maendeleo Endelevu.

Maadhimisho hayo huambatana na kauli mbiu maalum zinazolenga kuhamasisha na kuongeza uelewa wa jamii kuhusu umuhimu wa lishe bora kwa watoto na taratibu sahihi za ulishaji watoto wachanga na wadogo. Hii husaidia kukabiliana na tatizo la utapiamlo nchini na hasa udumavu kwa watoto chini ya umri wa miaka mitano. Kauli mbiu ya mwaka huu 2018 ni: ***“Unyonyeshaji wa Maziwa ya Mama ni Msingi wa Maisha”***. Pia maadhimisho haya hutoa fursa nzuri kwa viongozi wa ngazi mbalimbali kutoa uamuzi na kulipa kipaumbele suala zima la unyonyeshaji na hivyo kulifanya ni ajenda katika mikutano mbalimbali na kutenga raslimali fedha ili kuweza kutekeleza afua zinazohusu ukuaji na maendeleo ya mtoto. Maadhimisho ya wiki ya unyonyeshaji wa maziwa ya mama ni fursa muhimu ya kutoa hamasa kwa jamii katika kulinda, kuimarisha na kuendeleza unyonyeshaji. Unyonyeshaji ni suluhisho ambalo linampa kila mtu msingi imara wa mwanzo wa maisha. Husaidia katika kuboresha afya na ustawi wa wanawake na watoto duniani kote.

1.2 MALENGO YA WIKI YA UNYONYESHAJI DUNIANI 2018

Mwaka huu 2018 malengo ya unyonyeshaji ni:

- **Kuitaarifu jamii** kuhusu uhusiano uliopo kati ya lishe bora, uhakika wa chakula, kupunguza umasikini na unyonyeshaji.
- **Kusisitiza** unyonyeshaji ni msingi wa maisha
- **Kushirikisha** watu binafsi, asasi za kiraia ili kuleta matokeo mazuri
- **Kuimarisha** hatua za kuhamasisha unyonyeshaji kwa lengo la kujenga jamii yenye lishe bora, uhakika wa chakula na kupunguza umasikini.

1.3 Kauli mbiu ya Wiki ya Unyonyeshaji kwa mwaka 2018

Kauli mbiu ya mwaka huu inasisitiza umuhimu wa maziwa ya mama kwa afya na uhai wa mama na mtoto. Inashauriwa kuwa mama anyonyeshe mtoto wake maziwa yake pekee katika kipindi cha miezi sita ya mwanzo, na apewe chakula cha nyongeza anapotimiza miezi sita, huku akiendelea kunyonyeshwa hadi kufikia miaka miwili au zaidi. Hivyo basi, ni muhimu kwa mama kupata msaada katika jamii husika kwa wakati na pamoja na kupata elimu ya afya na unyonyeshaji unaofaa kutoka katika vituo vinavyotoa huduma ya afya.

Uyonyesha ni jukumu la kila mtu katika nafasi yake, wadau hao ni pamoja na familia, viongozi ngazi ya jamii, wafanyakazi wa afya wenye ujuzi, wataalamu wa masuala ya unyonyeshaji na marafiki. Ni vizuri kwa mama kupata muda na msaada wa kutosha katika kipindi cha kunyonyesha na pia apate elimu ya makuzi na malezi kwa mtoto wake. Hivyo basi ili kuufanya unyonyeshaji uwe endelevu mama anahitaji msaada toka kwa kila mwana jamii na hasa mama apate unasihi wa maswala ya unyonyeshaji toka kwa mhudumu wa afya ya jamii kuweza kumsaidia kutatua changamoto za ulishaji wa mtoto wake.

1.4 Kwa nini tunaadhimisha wiki ya Unyonyeshaji?

Takwimu kutoka maeneo yote duniani zinaonesha kuwa kiwango cha watoto wanaoanzishiwa kunyonya maziwa ya mama kwa wakati sahihi ni vya kuridhisha, ni asilimia 40 tu ya watoto wote wenye umri chini ya miezi sita hunyonyeshwa maziwa ya mama pekee bila kupewa maji, vinywaji au vyakula vingine, na ni asilimia 45 tu huendelea kunyonyeshwa maziwa ya mama hadi wanapofikisha umri wa miaka miwili. Zaidi ya hayo, kuna tofauti kubwa za takwimu za unyonyeshaji kikanda pia kati ya nchi moja na nyingine na hata kati ya mkoa mmoja na mwingine ndani ya nchi. Tunapotoa msukumo katika unyonyeshaji wa maziwa ya mama kwa kufuata taratibu sahihi huzuia vifo vya watoto zaidi ya wapatao 823 000 na vifo 20 000 vya wanawake vinavyotokana na uzazi kila mwaka. Pia, kutonyonyesha watoto maziwa ya mama kunapunguza uwezo wa kiakili wa watoto na kusababisha hasara kiuchumi ambapo dunia hupoteza takribani dola za kimarekani 302 bilioni kila mwaka.

Tanzania imefanya juhudi kubwa katika Ulishaji wa watoto wachanga na wadogo, lakini mpaka sasa hali hairidhishi kama takwimu za mwaka 2015/16 zinavyoonyesha. Utafiti wa Hali ya Afya na Demografia wa mwaka 2015/16 unaonyesha kuwa katika kila wanawake 10 wanaonyonyesha 9 wananyonyesha watoto wao, lakini unyonyeshaji huo haufanyiki kama inavyostahili. Wanawake 5 tu kati ya 10 wanaojifungua hunyonyesha watoto wao katika saa moja ya mwanzo na wanawake 6 kati ya 10 huendelea kunyonyesha maziwa ya mama pekee katika miezi sita ya mwanzo.

Hata hivyo utafiti huo unaonyesha kuwa watoto 4 kati ya 10 wenye umri chini ya miezi sita hupewa vinywaji au vyakula vingine mbali na maziwa ya mama. Watoto 3 kati ya hao (10) hupewa vinywaji kwa kutumia chupa za kulishia watoto. Takwimu pia zinaonyesha kuwa ni asilimia 8 tu ya watoto walio katika umri wa miezi 6-23 hupewa vyakula vya nyongeza kwa kuzingatia vigezo muhimu vya umri, kiasi, idadi ya milo kwa siku, uzito na ulaini wa chakula na mchanganyiko wa vyakula mbalimbali ikiwa ni pamoja na chakula cha asili ya wanyama. Takwimu zinaonyesha kuwa asilimia 90 ya watoto wenye umri kati ya miezi 6-8 wanakuwa wamepata

vyakula vya nyongeza na asilimia 97 ni kwa watoto wenye umri kati ya miezi 9-11.

Ni ukweli usiopingika kuwa Maziwa ya mama ni chakula maalumu ambacho kimetengenezwa kukidhi mahitaji ya lishe na kingamwili kwa mtoto. Unyonyeshaji ni njia asilia ya ulishaji watoto na huimarisha uhusiano baina ya mama na mtoto, katika mazingira na hali yeyote ya kiuchumi na kijamii. Kuna vikwazo vingi vinavyoathiri mazingira yanayoweza wanawake kunyonyesha watoto wao. Baadhi ya vikwazo hivyo ni pamoja na kuwa na huduma hafifu za afya na lishe hususani katika ngazi ya jamii, wanawake wanaonyonyesha kukosa msaada katika ngazi ya familia, jamii na mahala pa kazi, na hata baadhi ya waajiri kutokutekeleza sera za kazi zinazolenga kuwawezesha wanawake kuwanyonyesha na kuwalisha watoto wao. Sababu nyingine ni wafanyabiashara wa maziwa mbadala, vyakula vya watoto wachanga na wadogo na bidhaa zinazoambatana navyo kutozingatia Kanuni zinazosimamia Usambazaji na Uzaji wa vyakula hivyo katika nchi yetu.

Kutokana na changamoto hizi, juhudi za pamoja zinahitajika ili kuweza kufikia lengo la Baraza la Afya Duniani. Lengo hilo ni kufikia angalao asilimia 50 ya watoto wanaonyonyeshwa maziwa ya mama pekee bila kupewa maji, vinywaji au vyakula vingine ifikapo mwaka 2025.

Ingawa tumeweza kupiga hatua katika kuboresha viwango vya unyonyeshaji, bado kuna kazi kubwa ya kufanya ili kuondoa mapungufu yaliyopo kati sera na mikakati ya utekelezaji. Sote tunapaswa kuhamasisha unyonyeshaji ikiwa ni mojawapo ya mkakati wa kuboresha lishe ya jamii, kuimarisha uhakika wa chakula na kupunguza umasikini.

2.0 Wiki ya Unyonyeshaji Duniani kwa mwaka 2018 imeweka msisitizo zaidi katika :

2.1 Kuzuia aina zote za utapiamlo

Utapiamlo unajumuisha matatizo ya upungufu wa virutubishi mwilini (kwa mfano ukondefu) na matatizo ya kuzidi kwa virutubishi mwilini (kwa mfano uzito uliozidi) unaambatana na magonjwa sugu yasiyo ya kuambukiza yenye uhusiano na masuala ya ulaji na mitindo ya maisha. Kuwepo kwa aina hizi mbili za utapiamlo kwa pamoja katika nchi yetu kunaleta athari muda mfupi na za muda mrefu za kiafya, kiuchumi na kijamii, siyo tu kwa waathirika, bali pia kwa familia zao, jamii na taifa kwa ujumla. Kwa muda mrefu imejulikana kwamba utapiamlo hususani uzito pungufu pamoja na udumavu ni matatizo yaliyojikita kwenye nchi nyingi zenye kipato cha chini ikiwemo Tanzania. Kwa sasa tatizo la uzito uliozidi ambalo huambatana na magonjwa sugu na yasiyo ya kuambukiza linaongezeka kwa kasi katika jamii yetu hivyo kufanya tatizo la utapiamlo kuongeza.

Utapiamlo miongoni mwa watoto hususani ukondefu, kwa kawaida husababishwa na ulishaji watoto vyakula mbadala ambavyo havina virutubishi vya kutosha na watoto hupewa kiasi kidogo na idadi ya milo

huwa michache ukilinganisha na umri wa mtoto. Hali huweza kuwa mbaya zaidi hususani katika familia zenye kipato cha chini. Ukondefu unaweza kuzuiwa kwa njia mbalimbali, kwa mfano kwa kuzuia tatizo la kuhara, kuzingatia taratibu sahihi za ulishaji wa watoto ikiwa ni pamoja na kuwaanzishia watoto vyakula vya nyongeza kwa wakati wanapotimiza umri wa miezi sita, kuzingatia kiasi na chakula, idadi ya milo kwa siku. Uwezekano wa kupata uzito uliozidi na kiribatumbo kwa mtoto huongezeka maradufu kadri mtoto anapolishwa vyakula mbadala kwa chini ya miezi sita, na tatizo hili limeanza kujitokeza katika jamii na mazingira mbalimbali hapa nchini.

Kwa kiasi kikubwa unyonyeshaji pia unahusishwa na lishe ya mama mjamzito na anayenyonyesha. Hali nzuri ya lishe ya mama mjamzito humsaidia kuufanya mwili uwe na hifadhi ya kutosha la tabaka la mafuta na hivyo kujiandaa vema kwa unyonyeshaji mara anapojifungua. Dhana inayojengwa kuwa mama anapata utapiamlo na kupungua uzito kutokana na kunyonyesha ni dhana potofu. Hivyo mama anahitaji kupata mlo mmoja wa ziada wakati wa unjauzito na hata baada ya kujifungua ili aweze kukidhi mahitaji yake na ya mtoto wake. Lishe bora ya mama ya mjamzito pamoja na kupanga uzazi na matumizi ya huduma za kisasa za uzazi wa mpango ni mambo ya msingi yanayosaidia kuzuia utapiamlo na kuufanya mwili wa mama ujengeke vema kabla ya kupata ujauzito mwingine. Unyonyeshaji watoto maziwa ya mama pekee pia humsaidia mama kurudia hali yake ya uzito wa kawaida sawa sawa na uzito aliokuwa nao kabla ya ujauzito.

Takwimu zinaonyesha ulimwenguni, kuna watoto takribani milioni 155 wa umri chini ya miaka 5 ambao wamedumaa, milioni 52 wanaukondefu na milioni 41 wanauzito uliozidi. Inakadiliwa kuwa unyonyeshaji wa maziwa ya mama unaweza kupunguza athari za uzito uliozidi na uzito uliokithiri kwa takribani asilimia 10% ikilinganishwa na maziwa mbadala. Vilevile takwimu za kimataifa zinaonyesha kuwa, zaidi ya watu wazima bilioni 1.9 (Wenye umri zaidi ya miaka 18 na zaidi) walikuwa na uzito uliozidi. Kati ya hawa zaidi ya watu milioni 650 walikuwa na uzito uliokithiri. Katika nchi zinazoendelea na zile zenye uchumi wa kati, watoto walionyonyeshwa maziwa ya mama walikuwa katika hatari ndogo ya kufa kwa asilimia 21% ndani ya mwaka wa kwanza wa kuzaliwa, ikilinganishwa na watoto ambao hawakunyonyeshwa kabisa.

Nchini Tanzania, takwimu za TDHS 2015/16 zinaonyesha idadi ya watoto waliodumaa ni milioni 2,700,000; uzito pungufu 340,000 na ukondefu 160,000.

Kutokana na takwimu hizi kuna ushahidi mkubwa wa faida za unyonyeshaji kwa pande zote kwa mama na mtoto na faida hizo ni:

Mama: Humsaidia kupangilia uzazi, kupunguza uwezekano wa kupata saratani ya matiti na via vya uzazi, kuzuia upotevu wa kiwango kikubwa

cha damu baada ya kujifungua, na kupunguza uwezekano wa kupata tatizo la shinikizo kubwa la damu.

Mtoto: Maziwa ya mama yanakinga mwili ambazo humsaidia kupambana na maambukizo ya magonjwa, kupunguza kasi ya kuugua mara kwa mara hususani ugonjwa wa kuharisha, maambukizi kwenye mapafu na mfumo wa njia ya hewa, na maambukizi kwenye masikio, kuzuia magonjwa ya meno na kuboresha ukuaji wa mwili na akili hivyo kuinua kiwango cha akili ya mtoto katika kujifunza na utambuzi wa masuala mbalimbali.

2.2 Kuhakikisha kuwepo kwa uhakika wa chakula hata wakati yanapotokea majanga

Uhakika wa chakula ni kuwepo kwa hali nzuri ya upatikanaji endelevu wa chakula kwa watu wote na wakati wote. Uhakika wa chakula unachangiwa na upatikanaji wa chakula pia uwezo wa kumudu gharama za kununua chakula hicho. Pia kuna mambo mengine yanayoathiri uhakika wa chakula ikiwa ni pamoja na njaa, majanga mbalimbali ya kiasili kama vile ukame, hali ya kiusalama katika jamii ikiwemo vita na machafuko yanayoathiri amani, na uharibifu wa mazingira.

Shirika la Umoja wa Mataifa linatafsiri Uhakika wa chakula ni watu wote na kwa muda wote katika jamii wanakuwa na uwezo wa kupata chakula chakutosha, salama na chenye virutubishi vinavyokidhi mahitaji yao ya chakula kwa ajili ya uzalishaji na afya bora. Siku 1000 za mwanzo wa uhai wa mtoto ni kipindi muhimu sana, kwa sababu ni wakati ambao msingi wa maisha, maendeleo na ukuaji wa mtoto unaanza kujengwa. Unyonyeshaji wa maziwa ya mama unatupatia uhakika wa chakula kwa ajili ya watoto wachanga, kuanzia mwanzo wa maisha yao na tena huchangia katika uhakika wa chakula kwa familia nzima.

Sera ambazo zinalinda, zinaimarisha na zinazo endeleza unyonyeshaji wa maziwa ya mama, hazina budi pia kujumuisha masuala yanayohusu uhakika wa chakula kwa wanawake wajawazito na wanaonyonyesha. Unyonyeshaji wa maziwa ya mama ni mfano mzuri ambao unaonyesha kwa undani mahusiano baina ya afya ya mwanadamu na mfumo wa mazingira anayoishi. Unyonyeshaji wa maziwa ya mama ni njia ambayo ni ya asili na ni chakula ambacho hupatikana wakati wote bila kuwa na uharibifu wowote ule wa mazingira. Hii ni kwa sababu maziwa ya mama yanazalishwa na kupatikana kwa mlaji (mtoto) bila uchafuzi wa mazingira, kuhitaji vifungashio au kusababisha masalia yeyote yale ya uchafuzi wa mazingira. Hii hutofautiana pale ulishaji kwa kutumia maziwa mbadala unapotumika. Ulishaji wa maziwa mbadala unasababisha uchafuzi mkubwa wa mazingira kwa kuacha masalia mengi ya uchafu ambayo yanachangia kwa kiasi kikubwa katika kupunguza upatikanaji wa rasilimali za asili, uhalibifu wa mazingira na mabadiliko ya hali ya hewa (Mabadiliko ya tabia nchi) kwa njia mbalimbali.

Ufugaji wa mifugo unachangia katika uzalishaji wa hewa chafu duniani. Zaidi ya haya uzalishaji, uwekaji katika vifungashio, utunzaji, usambazaji

na uandaaji wa maziwa maalumu ya kopo ya watoto wachanga hujumuisha matumizi makubwa ya nishati na maji. Kwa hiyo basi, Ulishaji mbadala unachangia katika uchafuzi wa mazingira na tatizo la ukosefu wa maji duniani ambavyo huchangia katika ongezeko la mabadiliko ya hali ya hewa duniani. Mabadiliko ya hali ya hewa huchangia katika kusababisha majanga ya asili na ya kibinadamu.

Kutokuwepo kwa uhakika wa upatikanaji wa waziwa ya kopo na uwepo wa mazingira yasiyo safi na salama ambayo ni kawaida wakati wa majanga, hufanya unyonyeshaji wa maziwa ya mama kuwa ni chaguo salama zaidi. Hivyo basi kulinda, kuimarisha na kuendeleza unyonyeshaji wa maziwa ya mama ni muhimu kwa ajili ya afya na usalama wa sayari yetu na watu wake.

Takwimu pia zinaonesha kimataifa;

- Watu takribani milioni 815 wana upungufu mkubwa wa chakula na wanautapiamlo, pia wengi wao (milioni 489) wanaishi katika nchi ambazo zimeathirika na vita.
- Soko la uuzaji maziwa mbadala ulimwenguni linakadiriwa kufikia karibu kiasi cha dola za kimarekani bilioni 70.6 itakapofika mwaka 2019.
- Zaidi ya lita 4000 za maji zinahitajika katika kuandaa Kilogramu 1 ya maziwa mbadala.
- Ulimwenguni, kuna wakimbizi na watu wasio na makazi takribani milioni 60, wengi wao wakiwa watoto wachanga na wadogo na wanawake ambao wako katika hatari ya kupata aina mbalimbali za utapiamlo. Kwa kawaida kiasi na ubora wa maziwa ya mama kinachozalishwa hakiadhiriki na hali ya lishe ya mama, isipokuwa tu pale mama anapokuwa na utapiamlo mkali (Hii ni asilimia 1 tu ya wanawake).

Taratibu sahihi za ulishaji watoto wachanga na wadogo zinaleta faida za kiafya na ustawi kwa wanawake na watoto katika maisha yao yote.

Shirika la Afya Duniani, Shirika la Umoja wa Mataifa la Kuhudumia Watoto na kupitia Wizara yetu *ya Afya, Maendeleo ya Jamii, Jinsia, Wazee na Watoto* wanapendekeza:

- Kuanza kunyonyesha mtoto maziwa ya mama mapema katika kipindi kisichozidi saa moja baada ya kujifungua.
- Kunyonyesha maziwa ya mama pekee bila kumpa mtoto maji, kinywaji au chakula kingine katika miezi sita ya mwanzo baada ya kuzaliwa. Mtoto apewe chanjo, dawa na matibabu mengine kwa ushauri wa watoa huduma za afya.
- Kumwanzishia mtoto vyakula vya nyongeza anapotimiza umri wa miezi sita. Vyakula hivyo vitokane na mchanganyiko kutoka katika makundi matano ya vyakula yanayotengeneza mlo kamili. Makundi hayo ni:
 - Vyakula vya asili ya nafaka, mizizi na ndizi zisizoiva

- Vyakula vya asili ya wanyama na mikunde
 - Mbogamboga
 - Matunda
 - Mafuta, sukari na asali (kwa kiasi kidogo)
- Kuendelea kumnyonyesha mtoto maziwa ya mama hadi atimize umri wa miezi 24 (miaka miwili) au zaidi .

2.3 Kuvunja mzunguko wa umasikini

Umasikini unachangiwa na masuala mbalimbali ikiwemo njaa na utapiamlo. Njaa husababisha uchumi wa familia maskini kuporomoka, hivyo kuzisababishia familia hizo kushindwa kuvunja mzunguko wa umasikini. Dunia endelevu inaanza kwa kutokomeza umasikini wa kila aina na mahali popote Kulingana na mtafiti aitwaye *Pinstrup-Andersen* “siyo kila mtu masikini anatatizo la njaa, lakini karibu kila mtu mwenye njaa ni masikini “Mamilioni ya watu wanaishi katika hali ya njaa na utapiamlo kwa sababu tu hawana uwezo wa kununua chakula cha kutosha, kupata chakula ambacho kinavirutubishi vya kutosha au hawana uwezo wa kupata pembejeo wanazohitaji kwa ajili ya kulima chakula cha kutosheleza mahitaji yao wenyewe.”

Tatizo la njaa na umasikini vinaenda pamoja na mzunguko ambao unawafanya watu kushindwa kufikia katika maendeleo yao ya kweli. Unyonyeshaji ni suluhisho la jumla linalompatia kila mtoto fursa sawa ambayo inampa msingi wa afya bora na ustawi wa watoto na wanawake.

Unyonyeshaji wa maziwa ya mama unawawezesha mamilioni ya watoto wachanga na wadogo kuishi na kuwa na maendeleo mazuri ya ukuaji. Pia unyonyeshaji huweza kuwajengea afya njema ambayo itawafanya wawe wenye mafanikio katika maisha yao.

Maziwa ya mama ni chanzo bora cha lishe na kinga mwili kwa ajili ya watoto wachanga na wadogo, pia ni chakula kinachoupatia ubongo wa mtoto nishati lishe kwa ajili ya maendeleo na ukuaji wake kuliko chanzo kingine chochote.

Unyonyeshaji wa maziwa ya mama unaupatia nguvu mfumo wa ukuaji na maendeleo ya ufahamu na utambuzi (IQ) wa mtoto, hivyo kwa kiasi kikubwa husaidia katika kuimarisha mafanikio ya elimu, ushiriki katika nguvu kazi na kuongeza kipato katika maisha ya baadaye ya mtoto. Pale inapokosekana hatua hii muhimu ya ukuaji wa ubongo wakati wa utoto, kunaweza kukasababisha upungufu mkubwa katika mfumo wa ukuaji na maendeleo ya ufahamu na utambuzi (IQ) wa mtoto na katika nyanja ya uchumi.

Kunyonyesha maziwa ya mama kunaimarisha afya na ustawi wa wanawake na watoto na ni msingi wa maendeleo ya nchi na mstakabali

wake wa baadaye pia ni njia ambayo inaleta usawa mkubwa katika kuvunja mzunguko wa umaskini nchini.

Wataalamu wameonyesha kuwa:

- Muda mfupi wa kipindi cha unyonyeshaji wa maziwa ya mama huwa unaendana na kupungua kwa alama za utambuzi na kwa kiasi cha 2.6 (IQ scores)
- Katika kila dola moja inayowekezwa katika unyonyeshwaji wa maziwa ya mama inazalisha dola 35 kama faida
- Tukikokotoa kwa shilingi za Kitanzania ukiwekeza shilingi 2200 utapata faida ya shilingi 77000.
- Kutokunyonyesha maziwa ya mama kunaambatana na upotefu wa kiuchumi takribini dola bilioni 302 kwa mwaka au 0.49% ya mapatato yote ya mataifa mbalimbali duniani. Hivyo basi unyonyeshaji wa maziwa ya mama ni moja kati ya uwekezaji bora kabisa ulimwenguni katika masuala ya afya.

Kutonyonyesha watoto maziwa ya mama kunaleta athari za muda mfupi na mrefu katika jamii yote kama ifuatavyo:

- Watoto wasionyonyeshwa maziwa ya mama wanaweza kudumaa kiakili na hivyo kupunguza kiwango chao cha kujifunza na kutambua mambo mbalimbali, na hivyo kuwapunguzia fursa ya kupata elimu bora, na hatimaye kupunguza fursa ya kupata kipato kikubwa katika siku za usoni maishani mwao.
- Viwango duni vya unyonyeshaji huchangia kuongeza kasi ya magonjwa miongoni mwa watoto wachanga na wadogo, hivyo kuongeza gharama za matibabu na huduma za afya. Pia hupunguza muda wa wazazi au walezi kufanya kazi nyingine za kujipatia kipato na kujikimu kimaisha. Uzalishaji, ufungashaji, uhifadhi, usambazaji na utayarishaji wa maziwa mbadala ya kulishia watoto wachanga na wadogo unachangia katika uharibifu wa mazingira.

Unyonyeshaji watoto maziwa ya mama huzuia aina zote za utapiamlo, uhakikisha uhakika wa chakula kwa watoto wachanga na wadogo, na hivyo husaidia kuondoa watu na taifa katika njaa na mzunguko wa umasikini. Kwa hiyo unyonyeshaji ni msingi wa maisha. Kulinda, kuendeleza na kuimalisha unyonyeshaji wa maziwa ya mama ni jambo lenye umuhimu katika kujenga dunia na Tanzania endelevu

3.0 Mambo ya kufanya katika kuadhimisha wiki ya unyonyeshaji duniani.

Katika kuadhimisha wiki hii ya unyonyeshaji popote ulipo, unaweza kutoa Taarifa, kuisitiza, Kushirikisha, Kuimarisha unyonyeshaji kama msingi wa maisha na haya ni baadhi ya mambo tunayoweza kutatekeleza katika wiki ya unyonyeshaji.

3.1 WATAARIFU

- Wajengee watu uelewa juu ya athari na hasara za kutumia ulishaji mbadala, hasa kwenye makundi maalum.
- Watu wengine juu ya faida za muda mrefu za unyonyeshaji kamilifu wa maziwa ya mama
- Na kuhamasisha watu juu ya unyonyeshaji wa maziwa ya mama kama njia ya kupunguza hewa ya ukaa duniani
- Na jadiliana na jamii juu ya gharama zinazoweza kujitokeza iwapo unyonyeshaji hautafanyika katika kaya na nchi kwa ujumla

3.2 SISITIZA

- Kujumuisha kuulinda, kuendeleza na kutoa msaada katika unyonyeshaji katika kipindi chote cha miezi sita ya mwanzo hasa kwenye programu zinazopambana na uzito uliokithiri.
- Hamasisha katika wizara mfano, Wizara ya kilimo kuhakikisha upatikanaji na usalama wa chakula tunaanzia kwanza na umuhimu wa kunyonyesha maziwa ya mama .
- Jumuisha maswala ya unyonyeshaji katika mitaala mbalimbali ya mafunzo.
- Jumuisha maswala ya unyonyeshaji wa maziwa ya mama katika programu ambazo zinaelezea maswala ya mama, watoto wachanga na wadogo, afya na maendeleo ya vijana.
- Hakikisha kuwa Mwongozo wa Uendeshaji katika Usimamizi wa Maswala ya Ulishaji wa Watoto Wachanga na Wadogo katika Mazingira Hatarishi (UN - 2017) unatumika katika maeneo ya misaada yenye mazingira hatarishi.

3.3 SHIRIKISHA

- Taasisi au mashirika mbalimbali yanayofanya kazi za lishe, njaa, upatikanaji na usalama wa chakula, misaada ya chakula, mazingira, mabadiliko ya hali ya hewa na maswala yote kuhusu kupunguza umasikini.
- Vijana katika kubuni njia mbalimbali za kuleta mabadiliko ya maendeleo
- Wanaume na watu wengine katika familia ili waweze kutoa msaada na kushiriki katika majukumu mbalimbali ya familia.
- Wajengee uwezo watalaam mbalimbali kuhusu unyonyeshaji ili waweze kutengeneza mazingira mazuri yanayomsaidia mama.

3.4 IMARISHA

- Utekelezaji wa mpango wa Hospitali kuwa Rafiki wa Mtoto na program za kijamii ambazo hutoa unasihi kwa kusaidia unyonyeshaji
- Usimamizi na utekelezaji wa Sera zinazohusu malipo ya likizo ya uzazi na ulinzi katika malezi ya watoto kama ilivyoainishwa na Mikataba ya Shirika la Kazi Duniani.

- Utekelezaji na ufuatiliaji wa moja kwa moja wa Kanuni ya Kitaifa ya Kusimamia Uuzaji na Usambazaji wa Maziwa Mbadala na Bidhaa zinazoambatana na Vyakula vya Watoto Wachanga na Maazimio husika ya Bunge la Afya la Dunia.
- Kufuatilia athari za mazingira katika mnyororo wa uzalishaji, usambazaji na matumizi ya maziwa maalum ya watoto wachanga na wadogo.
- Uhamasishaji wa uwekezeshaji mkubwa katika progamu za unyonyeshaji katika ngazi zote.

4.0 Ni kwa jinsi gani tunaweza kuleta mabadiliko katika afya na kuwa na mafanikio zaidi ambayo ni endelevu kwa pamoja.

Kauli mbiu ya wiki ya unyonyeshaji Tanzania mwaka 2018 ni “Unyonyeshaji wa Maziwa ya Mama ni Msingi wa Maisha”.

- Unyonyeshaji kamilifu husaidia kuzuia aina zote za utapiamlo ambazo zina athari chanya kwa akina mama na watoto
- Unyonyeshaji wa maziwa ya mama ni uamuzi sahihi ambao hauathiriwi na mazingira na husaidia katika ukakika wa chakula hata katika nyakati za majanga. Kulinda, kuimarisha na kuendeleza unyonyeshaji ni muhimu kwa afya ya sayari yetu na watu wake. Pamoja na kuwa unyonyeshaji ni msingi wa maendeleo ya afya ya mtoto, vilevile ni msingi wa maendeleo ya nchi. Kwa kiwango kikubwa unyonyeshaji unasaidia mzunguko wa umasikini.
- Nguvu za pamoja zinahitajika ili kuhakikisha unyonyeshaji unafanyika, kwa kuwakusanya pamoja wadau mbalimbali kutoka vituo vya kutolea huduma za afya, na sekta mbalimbali za kazi katika jamii, sehemu za kazi na hata serikali za mitaa, tunaweza kubuni mnyororo wa nguvu ya pamoja ili kusaidia au kuwezesha unyonyeshaji kwa mama.
- Jumbe sahihi na mfumo wa rufaa wenye nguvu, jukumu lake ni kuhakikisha kwamba mama baada ya kujifungua anapata faida ya kugusana ngozi kwa ngozi na mtoto kwa usaidizi kutoka kwa watoa huduma wa afya wenye ujuzi. Inawezekana kubuni jumbe sahihi na zenye kufanana ili kusaidia unyonyeshaji mahali popote ulipo. Je, una mfano wa jumbe sahihi na zenye kufanana katika jamii yenu? Shirikisha wengine hadithi yako. Kwa pamoja tunaweza kuleta mabadiliko katika afya na mafanikio zaidi na endelevu.

5.0 Walengwa wa maadhimisho ya Wiki ya Unyonyeshaji

Maadhimisho ya Wiki ya Unyonyeshaji Duniani huwalenga watu wa aina mbalimbali. Walengwa hao ni pamoja na wadau wakuu wa masuala ya ulishaji wa watoto wachanga na wadogo, watunga sera, vyombo vya habari, wanawake na watoto, familia na jamii kwa ujumla.

6.0 SHUGHULI MBALIMBALI ZINAZOTARAJIWA KUFANYIKA KATIKA WIKI YA UNYONYESHAJI MWAKA 2018.

Shughuli katika maadhimisho ya Wiki ya unyonyeshaji zinazotarajiwa kufanyika katika ngazi ya kitaifa na mkoa.

6.1 NGAZI YA TAIFA

a) Kuandaa andiko la Dhana ya Wiki ya unyonyeshaji Duniani kwa mwaka 2018 kulingana na mtazamo wa nchi.

-Dhana hiyo imeandaliwa na jumbe mbalimbali zimeandaliwa kutokana na kauli mbiu ya mwaka huu.

b) Ufunguzi Rasmi wa Wiki ya Unyonyeshaji 2018

Ufunguzi wa wiki ya unyonyeshaji utawahusisha wadau mbalimbali wa lishe na waandishi wa habari. Ufunguzi huo utafanyika tarehe 01 Agosti 2018 na Mgeni Rasmi katika tukio hilo anategemewa kuwa Waziri wa Afya, Maendeleo ya Jamii, Jinsia, Wazee na Watoto katika jiji la Dodoma, makao makuu ya nchi.

c) Semina kwa Waandishi wa Habari

Semina ya waandishi wa habari inalenga katika kuwapa ufahamu kuhusu masuala ya lishe ya watoto wachanga na wadogo na hasa katika kujenga mahusiano na kuimarisha majukumu yao ya utoaji taarifa sahihi kwa jamii juu ya ulishaji sahihi wa watoto. Semina hii itafanyika katika ukumbi wa Taasisi ya Chakula na Lishe Tanzania na jumla ya waandishi wa habari 50 wanategemewa kushiriki. Mategemeo baada ya semina hii ni waandishi wa habari kutoa jumbe mbalimbali za unyonyeshaji ambazo zitatumika kwa jamii. Tarehe ya kufanya semina hii itafanyika tarehe 3 Agosti 2018.

d) Majadiliano na Vipindi Kupitia Luninga, Redio na Kutembelea Vyombo vya Habari

- Vipindi vya televisheni vitaandaliwa na kurushwa kabla, wakati na baada ya maadhimisho ya Wiki ya Unyonyeshaji Duniani. Vipindi hivyo vitaandaliwa kama mada ambazo zitaeleza juu ya umuhimu wa unyonyeshaji kwa ukuaji na maendeleo ya mtoto.

- Timu ya wataalamu ikishirikiana na wadau mbali mbali watafanya majadiliano kupitia luninga na redio ambapo mambo malimbali ya ulishaji wa watoto wachanga na wadogo yatajadiliwa sanjari na dhana ya wiki ya unyonyeshaji kwa mwaka 2018.

- Uongozi wa Taasisi ya Chakula na Lishe Tanzania pamoja na jopo la wataalamu watatembelea baadhi ya vyombo vya habari vitakavyoainishwa na kupata fursa ya kutoa mada zinazohusu lishe ikiwa ni pamoja na umuhimu wa maadhimisho ya Wiki ya Unyonyeshaji Duniani na hali ya unyonyeshaji wa maziwa ya mama ilivyo katika jamii.

e) Kuandaa Jumbe na Machapisho Mbalimbali ya Unyonyeshaji

Jumbe na machapisho mbalimbali yanayohusu unyonyeshaji yataandaliwa na kurushwa kwa kutumia njia mbalimbali za mawasiliano kama vikundi vya utamaduni, simu za mkononi na mabango. Jumbe zitakazoandaliwa zitatumika pia katika kuelimisha jamii kupitia vituo vinavyotoa huduma za

afya katika kipindi cha mwaka mzima na siyo Wiki ya Unyonyeshaji Duniani peke yake.

f) Utunzaji Kumbukumbu

Utunzaji wa kumbukumbu utafanyika kwa njia ya picha na ripoti mbalimbali katika ngazi zote kitaifa, mkoa na wilaya.

g) Uratibu wa shughuli za Wiki ya Unyonyeshaji

Vikao vya maandalizi vinategemewa kufanyika katika Taasisi ya Chakula na Lishe Tanzania. Mikutano hiyo itakuwa ya wataalamu wa Taasisi na pia kutakuwa na kikao cha wajumbe wa mkutano mkuu wa kamati ya kitaifa ya wanawake wajawazito, wanaonyonyesha, watoto na vijana.

6.2 NGAZI YA MKOA/HALMASHAURI

Maadhimisho katika ngazi ya mkoa na wilaya yanategemea jinsi ambavyo mkoa umejipanga katika kufanikisha maadhimisho hayo. Jambo la kuzingatia ni maadhimisho hayo kufanyika kwa kufanya kazi zinazolenga jamii na zenye muelekeo wa kubadili tabia kwa walengwa wakuu katika jamii husika. Shughuli hizo ni pamoja na:

(a) Kuandaa mkutano wa wadau

Mkoa uainishe na kuwatambua wadau mbalimbali wanaojihushisha na masuala ya mama na mtoto, na kukaa nao pamoja na kujadili jinsi watakavyoweza kufanikisha maadhimisho hayo.

(b) Semina ya Waandishi wa Habari

Taasisi ya Chakula na Lishe ipo tayari kutoa msaada wa kitaalamu kwa mikoa katika kuandaa semina ya siku moja kwa ajili ya waandishi wa habari toka vyombo mbalimbali vilivyomo katika mikoa yao. Lengo kuu la semina hizo ni kuwapa taarifa waandishi wa habari kuhusu masuala ya msingi ya ulishaji wa watoto. Tarehe rasmi ya semina hiyo itapangwa na mkoa husika.

(c) Mkutano wa Waandishi wa Habari

Mkutano huu wa waandishi wa habari utaandaliwa ikiwa ni sehemu ya uzinduzi rasmi wa wiki ya unyonyeshaji duniani. Wataalamu wataandaa ujumbe muhimu wa wiki ambao utasomwa na mgeni rasmi ambaye atachaguliwa na mkoa husika, rasmi kwa ajili ya ufunguzi huo. Mapendekezo ni kuwa mgeni huyo rasmi anaweza kuwa Mkuu wa Mkoa au Katibu Tawala wa Mkoa husika

(d) Vipindi vya Televisheni na Radio

Vipindi mbali mbali vya televisheni na radio viaandaliwe na kurushwa katika kipindi chote cha maadhimisho kwa kutumia vyombo vya habari vilivyopo katika mkoa. Vipindi hivi vilenge kuelimisha jamii kuhusu umuhimu wa maziwa ya mama katika ukuaji na maendeleo ya mtoto.

(e) Unasihi wa Ulishaji wa watoto wachanga na wadogo

Unasihi huo utafanyika katika vituo vyote vinavyotoa huduma ya mama na mtoto. Idadi ya watu watakaopewa unasihi huo itawekwa katika kumbukumbu kwa taarifa na ripoti. Unasihi huo uwalenge wanawake wajawazito na wanaonyonyesha na wenza wao, bila kuwasahau walezi

wanaowatunza watoto. Ni vema kufanya maonyesho kwa vitendo juu ya kuandaa milo ya watoto kwa kuzingatia umri wao.

(f) Kuanzisha na Kusimamia Vikundi vya Kusaidiana

Ili kulinda, kuendeleza na kusaidia unyonyeshaji katika jamii ni vema kuunda vikundi vya kusaidiana na kuvisimamia. Uanzishwaji wa vikundi hivi uende sambamba na uhamasishaji wa viongozi ngazi ya kata mitaa, vijiji na vitongoji.

(g) Maadhimisho katika ngazi ya jamii

Kuandaa WBW kwenye ngazi ya jamii ikiwa ni pamoja na (Ngazi ya Kata au Kijiji) na vituo vya kutolea huduma za afya hii itasaidia kuhamasisha jamii kuona umuhimu wa mama kunyonyesha mtoto wake na kupewa msaada toka kwa wataalam wa maeneo husika.

(h) Utunzaji wa Kumbukumbu

Kumbukumbu mbalimbali za Maadhimisho ya Wiki ya Unyonyeshaji katika ngazi zote za Taifa, mkoa au wilaya zitakusanywa na kutunzwa kupitia picha na ripoti mbalimbali.

7.0 Tathmini

Tathmini ya maadhimisho haya itafanyika katika ngazi zote za taifa na mkoa. Tathmini hiyo iwe na vitu vifuatavyo:

7.1 Viashiria vitakavyopimwa baada ya wiki ya unyonyeshaji kukamilika

| Na. | SHUGHULI | KIASHIRIA CHA UTEKELEZAJI | MUHUSIKA |
|-----|--|--|------------------------------------|
| 1 | Ufunguzi wa Wiki Ya Unyonyeshaji Tarehe 1/7/2018 | Idadi ya washiriki na wadau katika tukio la ufunguzi Idadi ya vyombo vya habari na wanahabari walioshiriki katika tukio | TCLT na Waratibu wa Lishe wa Mikoa |
| 2 | Semina kwa Wanahabari | Idadi ya wanahabari walioshiriki katika semina | TCLT na Waratibu wa Lishe wa Mikoa |
| 3 | Vipindi vya Majadiliano katika Luninga, Redio na kutembelea vyombo vya habari vitakavyoanishwa | Idadi ya vipindi vya Televisheni na Redio vilivyorushwa Idadi ya vyombo vya habari vilivyotembelewa Idadi ya vipindi vya majadiliano vilivyorushwa kupitia Televisheni | TCLT na Waratibu wa Lishe wa Mikoa |
| 4 | Kuandaa na kutengeneza jumbe na makala mbalimbali za unyonyeshaji | Idadi ya makala na jumbe zilizoandaliwa Idadi ya makala zilizoandikwa katika magazeti | TCLT |
| 5 | Uhifadhi wa kumbukumbu | Idadi ya taarifa kuhusu utekelezaji wa shughuli za wiki ya unyonyeshaji zilizoandikwa | TCLT na Waratibu wa Lishe wa Mikoa |

| | | | |
|---|---------------------------------|---|------------------------------------|
| 6 | Uratibu wa Wiki ya Unyonyeshaji | Jumla / Idadi ya wadau waliojikusisha katika kuadhimisha Wiki ya Unyonyeshaji. Idadi ya mikutano ya maandalizi na uratibu wa Wiki ya unyonyeshaji iliyofanyika | TCLT na Waratibu wa Lishe wa Mikoa |
|---|---------------------------------|---|------------------------------------|

Annex 7.7: List of Journalist attended Media seminar

SEMINA YA WAANDISHI WA HABARI MADA KUU: WIKI YA UNYONYESHAJI 2018

19 JULAI 2018, UKUMBI WA TFNC

02:30 ASUBUHI MPAKA 08:30 MCHANA

| NA | JINA | CHOMBO CHA HABARI | SIMU | BARUA PEPE |
|-----|------------------------|----------------------|-----------------|--|
| 1. | Herieth Makweta | Mwananchi | 0718 964 587 | haritmakwetta@gmail.com |
| 2. | Asha Bani | Mtanzania | 0767 150 928 | ashabani480@gmail.com |
| 3. | Videa Kilibaha | Channel Ten | 0718 161 038 | kilibahavidea@gmail.com |
| 4. | Immakulata Makilika | Maelezo | 0717 029 026 | immaculatamakilika@gmail.com |
| 5. | Emmanuel Chegere | Channel Ten | 0713 451 377 | emchegere@yahoo.co.uk |
| 6. | Agnes Mbapu | TBC | 0715 848 758 | agnesmbapu@gmail.com |
| 7. | Gervas Hubile | TBC | 0755 645 115 | gehubile@yahoo.co.uk |
| 8. | Temaluge Kasuka | Azam TV | 0656 556 163 | kasugatemaluge@yahoo.com |
| 9. | Haika Mrema | Azam TV | 0753 822 471 | haikamrema@gmail.com |
| 10. | Moses Salile | TBC | 0756 747 617 | mosessalileyohana@yahoo.com |
| 11. | Anna Sombida | EA Radio | 0654 285 034 | sombidaanna@gmail.com |
| 12. | Loyce Joseph | EATV | 0659 269 416 | loyce2012@gmail.com |
| 13. | Jimmy Shomary | EATV | 0718 717 113 | jimmyshomary@yahoo.com |
| 14. | Goodluck Muamba | Cloud FM | 0657 074 787 | Johngoodluck16@gmail.com |
| 15. | Shabani Matutu | Tanzania Daima | 0717 368 668 | kimyamatutu@gmail.com |
| 16. | Felister Peter | The Guardian | 0763 822 086 | felimutta@gmail.com |
| 17. | Robert Latonga | TV 1 | 0713 328 844 | robertlatonga@yahoo.com |
| 18. | Yusra Haji | TV 1 | 0717 020 786 | yussahaji@yahoo.com |
| 19. | Mispa Masisi | Wapo Radio | 0719 302 507 | masisi@gmail.com |
| 20. | Getrude Mpaya | Nipashe / Photo | 0717 160 077 | getrudealfred32@gmail.com |
| 21. | John Ndeki | Star TV | 0673 421 | Johndeki5@gmail.com |

| | | | | |
|-----|--------------------|-----------------------|--------------|--|
| | | | 454 | |
| 22. | Agnes A. Kibona | Habari Leo | 0715 929 965 | kabonaagnes6@gmail.com |
| 23. | Sophia Mwambe | EFM / TV E | 0717 309 466 | Sophiamwambe56@gmail.com |
| 24. | Rachel Chacha | EFM /TV E | 0718 324 646 | racheljonathanchacha@yahoo.com |
| 25. | Mrisho Mapeyo | TVE Camera Man | 0692 053 671 | |
| 26. | Stella Issangya | EFM Radio | 0742 348 037 | deboraisangya@gmail.com |
| 27. | Frida Manga | TV Tumaini | 0713 946 317 | mangafrida@yahoo.com |
| 28. | Asha Mwakyonde | Tanzania Daima | 0787 321 116 | ashamusakyando@yahoo.com |
| 29. | Elizabeth Zaya | Nipashe | 0767 797 095 | bettyzaya@gmail.com |
| 30. | Seda Elias | RFA | 0767 546 881 | Happyelias58@gmail.com |
| 31. | Salome Kibinga | Radio Tumaini | 0715 950 909 | Kibinga3@gmail.com |
| 32. | Magreta Katengu | Zeno FM | 0718 722 159 | Magrethykatengu02@gmail.com |
| 33. | Eveline Kitomary | Upendo FM | 0679 800 833 | avekitomary@gmail.com |
| 34. | Vicent Macha | Mwamba wa Habari Blog | 0713 532 072 | machavincent@gmail.com |
| 35. | Karchi Vicent | Ebony Fm | 0654 731 454 | Karchicent56@gmail.com |
| 36. | Christopher James | Radio One | 0674 626 981 | jamespapomerere@gmail.com |
| 37. | Hussein Ndubikile | Mwamba wa Habari Blog | 0713 305 889 | husseinndubikile@gmail.com |
| 38. | Prygod Thades | Free Africa | 0657 640 906 | Thadeopraygod45@gmail.com |
| 39. | Peter Shadrack | Channel 10 (Magic FM) | 0713 511 522 | Peter.shadrack@yahoo.com |
| 40. | Mwanahamisi Yusufu | Wapo Radio | 0713 478 740 | mwanahamisiy@yahoo.com |
| 41. | Abraham Ntambara | Morning Star Radio | 0712 921 778 | abramntambara@gmail.com |
| 42. | Julieth Robert | ITV | 0716 643 447 | robertjulieth@gmail.com |
| 43. | Abdul Malik | ITV | 0717 330 344 | |
| 44. | Agnes Almasy | Capital TV | 0657 463 882 | agnesalmasy@gmail.com |
| 45. | Elizabeth Mramba | TBC One | 0622 065 134 | mkabesa@gmail.com |
| 46. | Jerome Mlaki | Prease Power FM | 0622 078 | jeromemlaki@gmail.com |

| | | | | |
|-----|----------------------|-------------|-------------------------|---------------------------|
| 47. | Abela Msikula | Daily News | 188 0713 b775 015 | amsikula@gmail.com |
| 48. | Abdalla Kamero | Clouds TV | 0715 808 043 | Muyezo17@gmail.com |
| 49. | Ntibashima Edward | Cloud TV | 0759 774 412 | ntiba1984@gmail.com |
| 50. | James Salvatory | Times FM | 0654 310 111 | jemesssalvatory@gmail.com |
| 51. | Elias Julius | Redio Maria | 0716 289 872 | Eliasupa12@gmail.com |

Annex 7.8: Participants attended media seminar

| No. | NAME | INSTITUTION | TELEPHONE | E-MAIL |
|-----|------------------------|-------------|-----------------|--|
| 1 | Dr. Vincent Assey | TFNC | | |
| 2 | Neema Joshua | TFNC | 0754 841 193 | nemjous@gmail.com |
| | Sikitu Simon | | 0754 410 148 | Sikitu_yahoo.com |
| 3 | Monica Chipungahelo | TFNC | 0655 938 991 | monica_chipungahelo@yahoo.com |
| 4 | Freddy Lwoga | TFNC | 0657 771 337 | lwogaf@yahoo.co.uk |
| 5 | Francis Mapunda | TFDA | 0713 630 955 | francis.mapunda@tfda.go.tz francismapunda@yahoo.com |
| 6 | Adeline Munuo | TFNC | 0754 448 636 | adelinemunuo@yahoo.com |
| 7 | Gelagister Gwarasa | TFNC | 0784 233 318 | ggwarasa@yahoo.com |
| 8 | Aika S. Lekey | TFNC | 0785 454 196 | kombeaika@gmail.com |
| 9 | Gabriel Shayo | TFNC | 0756 381 794 | gabrielshayo@tfnc.go.tz |
| 10 | Walbert Mgeni | TFNC | 0754 286 390 | walbertmgeni@yahoo.com |
| 11 | Geoffrey Chiduo | TFNC | 0754 310 583 | geoffrey.chiduo@tfnz.go.tz |
| 12 | Mashaka Mfala | TFNC | 0754 802 524 | mmfala2000@gmail.com |
| 13 | Imakulata Makilika | Maelezo | 0717 029 026 | imakulatamakilika@gmail.com |
| 14 | Magreth Msuya | TFNC | 0717 549 859 | msuyamagrethp@gmail.com |

Annex 7.9: List of Journalist attended at the opening of WBW 2018
UFUNGUZI WA MAADHIMISHO YA WIKI YA UNYONYESHAJI DUNIANI
2018
31 JULAI 2018, UKUMBI WA WIZARA YA AFYA - DAR ES SALAAM
04:00 ASUBUHI MPAKA 06:00 MCHANA

| Na | JINA | CHOMBO CHA HABARI | SIMU | BARUA PEPE |
|-----------|----------------------|------------------------------|--------------|--|
| 1. | Agnes Mbapu | TBC | 0715 848 758 | agnesmbapu@gmail.com |
| 2. | Daniel Kaminyoge | Kwanza TV | 0762 999 991 | danieldickson22@gmail.com |
| 3. | Deogratus Maro | TV 1 | 0657 626 423 | maro.deogratus@yahoo.com |
| 4. | Fatuma Sultani | TV 1 | 0712 442 433 | fatumasultanimtogani@gmail.com |
| 5. | John Namkwane | The Citizen | 0684 376 735 | johnmkwane@yahoo.com |
| 6. | Herieth Makweta | Mwananchi | 0718 964 587 | haritmakwetta@gmail.com |
| 7. | Estabela Malisa | Azam TV | 0719 153 334 | estabelam@hotmail.com |
| 8. | Aika Msuya | Azam TV | 0654 421 461 | haikamsuya@yahoo.com |
| 9. | Christopher Stambuli | Tanzanite TV | 0717 515 114 | chrisselvan360@gmail.com |
| 10. | Jimmy Shomary | EATV | 0718 717 113 | jimmyshomary@yahoo.com |
| 11. | Anna Sombida | EA Radio | 0654 285 034 | sombidaanna@gmail.com |
| 12. | Oliver G. Neerega | EATV | 0755 323 951 | olivergeonyenga@gmail.com |
| 13. | Miriam Hussein | TV E | 0718 920 080 | msolagoodluck7@gmail.com |
| 14. | Goodluck Msola | EFM | 0656 492 468 | msolagoodluck7@gmail.com |
| 15. | Veronica Romwald | Mtanzania | 0758 218 013 | veronicaromwald@gmail.com |
| 16. | Francis Peter | Majira | 0653 691 727 | francispeter003@gmail.com |
| 17. | James Kenedy | The Guardian | 0752 158 882 | kandiyajames@gmail.com |
| 18. | Elizabeth Joseph | Mlimani Radio | 0679 643 119 | lizabethsaseph@gmail.com |
| 19. | Josephine Titu | Mlimani radio | 0764 356 496 | josephinetito58@gmail.com |
| 20. | Vicent Kasambala | Upendo FM | 0718518 660 | vincentkasambala@gmail.com |
| 21. | Goodfrey Monyo | Radio One | 0713 662 928 | godmonyo@yahoo.com |
| 22. | Saiman Rodgers | ITV | 0713 807 774 | peterrtizzer@gmail.com |

| | | | | |
|-----|----------------------|----------------|------------------|--|
| 23. | Agnes Almasy | ITV | 0657 463 882 | agnessalmasy@gmail.com |
| 25. | Yasir Adam | Michuzi TV | 0715 715 849 | adamyasir344@gmail.com |
| 26. | Emma Massaka | Michuzi Blog | 0655 717 267 | emma.masaka@gmail.com |
| 27. | Editha Mayembo | Radio Tanzania | 0713 421 118 | eddymayembo@yahoo.com |
| 28. | Immaculate Rwiza | Tanzanite | 0712 872 710 | ruzikaza@yahoo.com |
| 29. | Azmala Said | Uhuru FM | 0652 804 400 | saidazmala@gmail.com |
| 30. | Grace Khuni | Tabibu TV | 0652 711 448 | |
| 31. | Hilary Mtangi | Tabibu TV | 0712 667 851 | hilalmtangi@gmail.com |
| 32. | Christopher James | Capita FM | 0674 626 981 | |
| 33. | Lucy Lyatuu | Habari Leo | 0713 592 911 | lyatuu@yahoo.com |
| 34. | Fatma Abdu | Daily News | 0713 052 213 | fatmaabdu48@gmail.com |
| 35. | Elias Julius | Redio Maria | 0716 289 872 | eliaspaiz@gmail.com |
| 36. | James Salvatory | Times FM | 0654 310 111 | jamesssalvatory@gmail.com |
| 37. | Abubakari Mkoba | Muongwana TV | 0719 363 734 | mkobaaby@gmail.com |
| 38. | Angela Msuya | Star TV | 06657 682 416 | amathayo@gmail.com |
| 39. | Edward Mbaya | Star TV | 0716 817 672 | kihara@gmail.com |
| 40. | Mohamed Lila | Dar 24 | 0673 287 978 | mome@dar24.com |
| 41. | Mariam Mziwanda | Uhuru | 0715 159 515 | mziwandamariamdach@gmail.com |

Annex 7.10: Participats attended at the opening of WBW

| NO | NAME | INSTITUTION | TELEPHONE | E-MAIL |
|----|---------------------------|----------------------|-----------------|--|
| 1. | Dr. Daniel R. Nyangawa | NI | 0754 478 108 | dnyagawa@nutritionintl.org |
| 2. | Alice Hnnington | Save the Children | 0756 726 796 | Alice.Hannington@savethechildren.org |
| 3. | Beatrice Joseph | Ubungo MC | 0755 742 181 | josepbeatrice50@yahoo.com |
| 4. | Magdalena Honest | Temeke | 0712 184 888 | magdalenhonest@yahoo.com |
| 5. | Oscar Kapera | MoHCDEC | 0765 263 443 | Kaperaoscar20@gmail.com |
| 6. | Dr. George | MoHCDEC | 0764 627 | gcosmasmas@moh.go.tz |

| | | | | |
|-----|-------------------------|--------------|--------------|--|
| | Cosmas | | 034 | |
| 7. | Dr. Amalberga Kasangala | MoHCDEC | 0688 251 715 | amalberga@yahoo.com |
| 8. | Brebda R. Mshiu | Jhpiego | 0755 398 518 | brenda.mshiu@jhpiego |
| 9. | Frank Kimaro | Jhpiego | 0789 985 904 | Frank.kimaro@jhpiego.org |
| 10. | Hadija Y. Lyellu | Ilala MC | 0784 824 707 | hlyellu@gmail.com |
| 11. | Janet Mwiana | RS - DSM | 0712 424 339 | justinjanet@rocketwall.com |
| 12. | Gelagister Gwarasa | TFNC | 0784 233 318 | ggwarasa@yahoo.com |
| 13. | Medina Wandella | TFNC | 0754 200 808 | mwandella@gmail.com |
| 14. | Roina Daza | NuO - Temeke | 0715 855 076 | dazafoi@gmail.com |
| 15. | Hamida Mbilikila | TFNC | 0712 700 393 | hkatundu@yahoo.com |
| 16. | Catherine James Nnko | EGPAF | 0762 939 145 | cnnko@pedaids.org |
| 17. | Maulo | UNICEF | 0766 827 791 | |
| 18. | Rayman Mwangazi | WVT | 0684 579002 | r_mwanyasi@wvi.or |
| 19. | Suzana K. Kitindi | Adm. | 0714 453 090 | suzanakaroli332@gmail.com |
| 20. | Henrick Chiwanu | HPS | 0714 906 827 | chiwangu@gmail.com |
| 21. | Happyness Kayungu | MoHCDEC | 0675 307 027 | happyney926@gmail.com |
| 22. | Catherine Sungura | MoHCDEC | 0754 827 163 | cathysungura@yahoo.com |
| 23. | Bertha Mwakabage | Kigamboni | 0784 296 256 | berdosam@gmail.com |
| 24. | Jane Mkunga | MoHCDEC | 0754 287 946 | |
| 25. | Valeria Millinga | MoHCDEC | 0624 051 281 | valmilinga@gmail.com |
| 26. | Bupe Ntoga | TFNC | 0784 390 790 | bntoga@yahoo.com |
| 27. | Julieth Shine | TFNC | 0754 432565 | jjkitali@yahoo.com |
| 28. | Elizabeth Z. Ndaba | MoHCDEC | 0719 008003 | epzndaba@gmail.com |
| 29. | Dr. Vincent Assey | TFNC | 0755 429 911 | vdassey@gmail.com |
| 30. | Neema Joshua | TFNC | 0754 841 193 | nemjous@gmail.com |
| 31. | Sikitu Simon | TFN | 0754 410 | sikitu_yahoo.com |

| | | | | |
|-----|-------------------------|---------|--------------|--|
| | | | 148 | |
| 32. | Monica Chipungahelo | TFNC | 0655 938 991 | monica_chipungahelo@yahoo.com |
| 33. | Freddy Lwoga | TFNC | 0657 771 337 | lwogaf@yahoo.co.uk |
| 34. | Adeline Munuo | TFNC | 0754 448 636 | adelinemunuo@yahoo.com |
| 35. | Gelagister Gwarasa | TFNC | 0784 233 318 | ggwarasa@yahoo.com |
| 36. | Gabriel Shayo | TFNC | 0756 381 794 | gabrielshayo@tfnc.go.tz |
| 37. | Geoffrey Chiduo | TFNC | 0754 310 583 | geoffrey.chiduo@tfnc.go.tz |
| 38. | Tuzie Edwini | UNICEF | 0713 403 700 | tedwin@unicef.org |
| 39. | Fatuma Mwasora | TFNC | 0713 525 050 | fmwasora2004@yahoo.com |
| 40. | Dr. Kasankala Ladislaus | TFNC | 0757 530 118 | lamakasan@yahoo.com |
| 41. | Halifa Sanda | TFNC | 0754 580 892 | halifasanda@tfnc.go.tz |
| 42. | Dr. Candida Shirima | TFDA | 0714 379 877 | candida@yahoo.co.uk |
| 43. | Emmanuel Twaha | TFNC | 0713 462 964 | emmanueltwaha@gmail.com |
| 44. | Zubeda Kiko | TFNC | 0715 285 886 | zubedakiko@yahoo.com |
| 45. | Prudentisima Libalio | TFNC | 0713 443 309 | prudeliba@yahoo.com |
| 46. | Magreth Msuya | TFNC | 0717 549 859 | msuyamagrethp@gmail.com |
| 47. | Jumanne Abdallah | MoHCDEC | 0658 755 422 | |
| 48. | Ahmed Ally | MoHCDEC | 0655 939 383 | |
| 49. | Simon Mussa Muze | TFNC | 0654 181 699 | simonmuze1@gmail.com |
| 50. | Rehema John | TFNC | 0654 723 317 | gwantual2@gmail.com |
| 51. | Helena Elias | TFNC | 0688 397 991 | Hellendaso9@gmail.com |
| 52. | Renalda Innocent | TFNC | 0756 800 622 | renaldainnocent@gmail.com |
| 53. | Rahma Sheshe | TFNC | 0719 081 262 | Rahamasheshe21@gmail.com |
| 54. | Rachel Mwambene | TFNC | 0756 169 594 | |
| 55. | Halima Salehe | TFNC | 0653 997 622 | Salehehalima255@gmail.com |
| 56. | Benard, Barick | TFNC | 0756 807 | bugattithecater@gmail.com |

| | | | | |
|-----|------------|------|-----------------|----------------------|
| | Kimambo | | 361 | |
| 57. | Eva Nobert | TFNC | 0652 882 386 | nicenobert@gmail.com |
