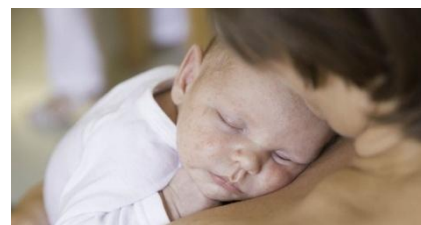


REPORT

Activities of the organization LULKA during World Breastfeeding Week 2017

The organization Lulka as an endorser of WABA in the Republic of Macedonia, celebrated the World Breastfeeding Week during the first week of August 2017 with activities for protection, promotion and support of breastfeeding.

The preparation for WBW2017 started with translation and preparation of the materials for celebrating WBW2017. The LULKA team has translated the WABA materials, those intended for the public and those intended for organizations and individuals celebrating or supporting WBW2017, those working with breastfeeding or have interest regarding breastfeeding. During the World breastfeeding week this materials were shared and used to inform the public about different aspects of breastfeeding.



Prior to WBW2017, on 07/17/2017, a representative from the organization LULKA, for the first time ever, attended a meeting at the **National breastfeeding committee**. This official body works as part of the Ministry of Health of The Republic of Macedonia. At the meeting, the national activities for WBW2017 were discussed. Lulka representative discussed about organization Lulka planned activities for WBW2017. Among the discussed topics, the proposed Action plan for Breastfeeding support 2017-2019.

On 07/31/2017 representatives from the organization Lulka participated in a **morning radio show on National Radio**. The public was informed about the importance of breastfeeding, the goals of World Breastfeeding Week and activities of the organization Lulka for protection, promotion and support of breastfeeding in the Republic of Macedonia.

Later that day, on 07/31/2017 a **panel-discussion took place at the Ministry of Health**. The topic of the discussion was "Sustaining breastfeeding together" and it was a part of the WBW2017 activities organized by the Breastfeeding Committee and the Health Ministry. At the discussion, the



country's WBTi report was presented. Lulka representatives took part in the discussion. The organization Lulka provided a printed copy of the WABA WBW2017 Action folder in Macedonian language to every participant at the discussion.

On 08/01/2017 Lulka representatives attended an event performing group focused research called **Share your breastfeeding story**, organized by Astarta. At this occasion few breastfeeding mothers have shared their impressions about breastfeeding, how they started to breastfeed, about their experience regarding availability of breastfeeding information, education and support.

During WBW2017 Lulka was providing support to breastfeeding mothers and families through **open communication and help-line** for questions regarding breastfeeding. Breastfeeding advisors at the organization Lulka answered a large number of questions through e-mail and social media.

In order to provide immediate support to every breastfeeding mother in need, we have established an **open door day in the premises of the organization Lulka** on 08/05/2017. To our great pleasure, an individual support was provided to few mother-baby couples, we had a chance to solve some breastfeeding problems, give advice and enable mothers to properly breastfeed.



This WBW, for the first time Lulka team shared information about **breastfeeding and nutrition of premature babies**. In cooperation with the EFCNI, we have translated and shared valuable information about nutrition of premies, the advantage of breast milk feeding, the importance of milk banks for this growing population of pediatric patients.



During WBW2017 and this whole month of breastfeeding celebration, all the activities, communication channels and social media that the organization uses, were **branded with the logo of WBW2017**, and many photos, posts and comments about breastfeeding were published. With support of the international organizations WABA and EFCNI, we published relevant up-to-date information and facts about breastfeeding. We shared this data with the public, with many pregnant women and parents and with medical professionals, too.

As non-profit, non-governmental civil society organization Lulka, we hope that we have promoted breastfeeding and enhanced the knowledge of breastfeeding in the community, which is one of our primary goals. We warmly thank our organization's team, our expert associates and the supporting companies, for helping us carry-out all these activities.

Skopje, 08/30/2017

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