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- Breastfeeding Advocacy in Practice: Evidence from the Field as a Midwife in Tanzania"

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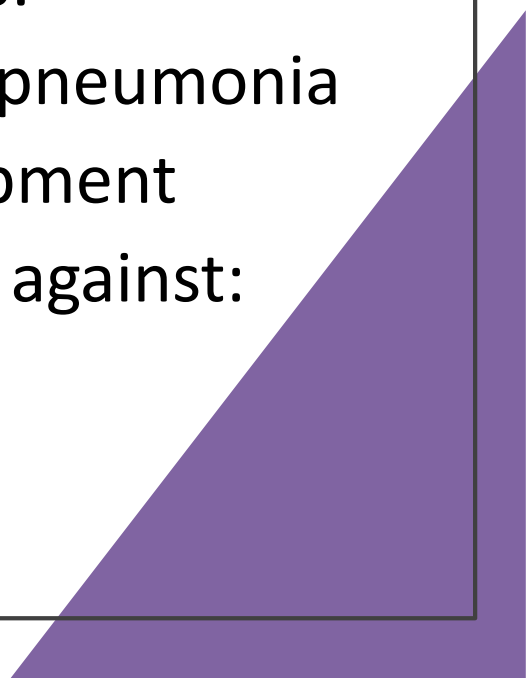
Introduction

Brief self-introduction:
“I’m a practicing midwife,
maternal health advocate, and
founder of ABILINDA Maternity –
a center offering respectful,
evidence-based maternal and
newborn care.”

Conference objective:
“Today I’ll share real-world,
practical-based insights on how
midwives can effectively
advocate and support exclusive
breastfeeding.”

The Power of Breastfeeding

– What the Evidence Says

- WHO: Breastfeeding can prevent 823,000 child deaths and 20,000 maternal deaths annually.
 - Exclusive breastfeeding for 6 months:
 - Reduces risk of infections, diarrhea, pneumonia
 - Enhances bonding and brain development
 - Breastfeeding also protects mothers against:
 - Breast and ovarian cancer
 - Type 2 diabetes
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Tanzania's Breastfeeding Context

59% of infants <6 months
exclusively breastfed (TDHS
2022)

Gaps in early initiation,
especially in home births

Cultural myths, limited family
support

Poor breastfeeding continuation
among working mothers

My Practical Approach as a Midwife

Evidence-based, action-focused support:

- **Breastfeeding education** integrated in ANC visits
- **Postnatal home visits** to assess latch, positioning & milk supply
- **One-on-one lactation counseling** for struggling mothers
- Use of **WHO breastfeeding observation checklist** at bedside

My Initiatives at ABILINDA MATERNITY

- Created **Postpartum Wellness Packages** including:
 - Lactation herbal tea
 - Instant breastfeeding meal (no cooking)
 - Lactation granola
 - Offered **free breastfeeding classes** during:
 - World Breastfeeding Week
 - ANC clinics
 - Developed **home-based lactation coaching** program:
 - Demonstrations with dolls
 - Tailored guidance for twins, preemies, and working mothers
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ABILINDA Practical Success Outcomes

- ✓ Over 1000 mothers supported in 2024–2025
 - ✓ 400+ completed 6 months of exclusive breastfeeding
 - ✓ Improved male involvement through couple classes
 - ✓ Increased uptake of breast milk storage practices
 - ✚ *Observation:* Most mothers improved milk flow after combining proper latch guidance and nutrition support.
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Tools & Techniques I Use

Lactation tracking charts

WHO observation tool

Postpartum dietary handouts

Doll simulations for latch training

Follow-up WhatsApp group for
support and reminders

Challenges on the Ground

Breastfeeding myths (e.g.,
“thin milk is bad”)

Late initiation especially
after S/C

Returning to work without
expressing milk

Low community awareness
on benefits

My Vision Forward

1

Scale up ABILINDA
Maternity as a
**lactation resource
center**

2

Launch a **digital
breastfeeding
course** accessible via
mobile

3

Train more midwives
and CHWs in
practical lactation
support

4





Advocate for
breastfeeding-
friendly workplaces
in Tanzania

Conclusion

- “When breastfeeding support is practical, consistent, and respectful mothers thrive, babies grow strong, and communities flourish.”
- Midwives have a powerful role not just in birth, but in **nurturing a generation.**
- Let’s turn evidence into action **one mother at a time.**



Contact

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