



STRONGER WITH BREASTMILK ONLY

No water until 6 months
for a healthier baby

Radio Guide for Campaign Partners

What is this guide for?

The *Stronger With Breastmilk Only* campaign promotes giving babies breastmilk only, on demand (day and night) and stopping the practice of giving water and other liquids or foods from the moment of birth and through the first six months of life. It aims for all countries in West and Central Africa to achieve global targets of having at least 50 per cent of babies under six months being exclusively breastfed by 2025.

Radio is an effective method to inform, educate, and entertain citizens. It is one of the most accessible forms of media, including for people who cannot read, live in remote areas or lack electricity. It can transmit messages on a local level, especially through community-radio, in local languages and dialects, addressing issues of importance and with adapted cultural reference to local listeners (UNESCO, 2017). Radio is also interactive, allowing people with access to mobile phones to take part in discussions, using call-in lines or short message service (SMS) to react and participate.

Furthermore, according to the Institute of African Studies (2013) in most countries of West and Central Africa, although social media and mobile phones are rapidly gaining strength, radio remains the leading source of information, outpacing television, newspapers and the internetⁱ. For example, according to the Demographic Health Survey (DHS), in Sierra Leone (2013)ⁱⁱ, 40 percent of women and 54 percent of men reported listening to radio at least once a week. In Burkina Faso (2010),ⁱⁱⁱ these figures are 45 per cent for women and 67 per cent for men.

Given its wide reach and importance as a mean of information in the West and Central Africa region, **radio can play a critical role to boost the impact of campaign activities by raising awareness among the general public, stimulating community dialogue and amplifying messages** delivered through interpersonal communication channels.

Together, these activities aim to spread knowledge about the value added and benefits of giving breastmilk only to babies under six months, and the risks associated with giving babies water (or other liquids and foods), to support shifts in social norms, and ultimately drive behaviour change.

Who is this guide for?

This guide presents a menu of products and accompanying guidance, which are designed to help ***Stronger With Breastmilk Only*** campaign partners in the **West and Central Africa region** to develop locally-adapted radio programmes that promote giving breastmilk only to babies under six months, dispel misconceptions that drive inadequate feeding practices, such as giving water, herbal concoctions and other liquids and foods, and allow dialogue within the community on how to combine cultural sensitive behaviours and beliefs with scientific knowledge.

Three simple radio products are proposed to engage the audience and trigger discussions and action: **1) Vox Pop, 2) mini dramas and 3) field reports**. These products were selected because they address the objectives set out in the *Stronger With Breastmilk Only* Social Behaviour Change (SBC) regional strategy in a way that is very effective at engaging large audiences, while also being relatively inexpensive and easy to produce.

For each product, the guide provides basic content along with production tips and discussion questions. Country local partners are called to think about how radio programming can be used strategically to engage specific audience groups and stimulate discussion around recommended breastfeeding practices. For this, it is important to consider the following aspects when designing a radio programme around the *Stronger With Breastmilk Only* campaign:

- What audience groups are you interested in engaging with through the content of your radio programmes (e.g. pregnant women, breastfeeding women, health workers, men, grand-mothers and other elders)?
- What days and what times of the day different audience groups mainly tune in to the radio station?
- What are listeners' needs and preferences (i.e., what do they know about exclusive breastfeeding, what types of radio formats they prefer, music styles)?
- How to ensure a participatory programme and make the audience participating actively, reacting, giving opinion and finding response to their worries?

Box 1. Adaptation to the local context is essential to:

- Maximize the target audiences' identification with the situations and messages presented.
- Avoid using irrelevant or offensive content.
- Foster a sense of local ownership over the products and stake in their successful use.

The content of each product needs to be adapted to the national and local context and pre-tested prior to broadcasting so that the language, concepts and references resonate with local audiences.

A few useful resources are listed below to support radio programming for the *Stronger With Breastmilk Only* campaign. **A jingle has been produced as a distinctive feature that introduces and identifies the campaign.** It is

strongly recommended that all radio resources that will be part of the campaign include the jingle.

For more information about the *Stronger With Breastmilk Only* campaign, please visit www.breastmilkonly.com

What types of resources can be produced to support the campaign?

1. Vox Pop

Coming from the Latin ‘vox populi’ or ‘voice of the people’, a **vox pop** is a collection of very short interviews conducted with ordinary people in public settings to gather a variety of comments on a particular issue. Following a one-question interview style, a vox pop elicits ‘on the street’ views in an engaging, natural way. A vox pop engages an audience’s attention because ordinary people are easy to identify with and they can be both educational and entertaining. An edited vox pop piece can last from 30 seconds to two minutes.

A vox pop makes a good introduction to a radio programme that further develops a topic and can be a great way to open up exploration of the issue through follow up programming or discussion. With an audio recorder or smart phone, any radio producer or community radio worker can record a vox pop. It is easy to edit using free or professional software on a computer or using a smartphone, see box 2 below.

Box 2. Examples of free audio editing software, include:

- Audacity
- Ocenaudio
- Ashampoo Music Studio 2019
- Audiotool
- Acoustica 6
- Garage Band

Production tips

- **One question only:** each group of vox pops should be collected with one question only, so that the answers can be easily edited together in a continuous anonymous stream. Questions need to be open, such as the ones that start with "what" "why" "how". Never ask a question which elicits a one word answer such as ‘yes’ or ‘no’.
- **Ask a few people:** Vox pops are usually conducted in a busy place to quickly gather a few opinions, but away from loud background noise.
- **Get consent:** People interviewed should be informed on when and how their interview would be aired, and give consent before being recorded, and their confidentiality should be maintained. Follow your organization’s guidelines to ensure compliance with existing processes.

- **A variety of opinions:** Vox pops should feature a variety of people to depict different experiences and perspectives on the same question, though best if the topic is one that they know about and have a response to. If the subject is very specific to one sub-group of people, then interviews need only be conducted with them. This may be the case for breastfeeding if the question is, for example, ‘What have been some of the difficulties you have experienced to breastfeed’. In this case it is recommended that women who are currently breastfeeding or have breastfed, are interviewed.
- **Consider the respondents:** Tailor the question to the group being asked e.g. ‘What have you done to support your wife/partner while she’s been breastfeeding’ to all the men.
- **Use the jingle:** The *Stronger With Breastmilk Only* jingle can make a lively musical introduction and closing to the vox pop.

Examples of questions for a vox pop focused on exclusive breastfeeding

On giving water:

- At what age should babies start drinking water? Why?
- What are some of the reasons why people give water to babies below six months?
- Why do some people say it is dangerous to give water to babies under six months?
- What do women in your neighbourhood feed their young babies?

On giving breastmilk only:

- How can a busy woman give her baby breastmilk only for the first six months of life?
- What can families do to support a mother to give her baby breastmilk only for the first six months of life?
- How would you define exclusive breastfeeding, in your own words?
- Apart from water, do you know what else breastmilk contains?
- What should mothers do to keep their babies under six months hydrated when it’s hot?
- Who do you know who has successfully managed to give their babies breastmilk only for the first six months of life? What did they do to succeed?

Sample vox pops focused on exclusive breastfeeding

The examples below are transcribed from an actual vox pop recorded in Nigeria in 2019 for the SWBO podcast, to give an idea of the length and type of each comment, and how they are edited together - by their very nature vox pops should be as natural as possible. These six short answers were edited together and lasted about one minute.

- **Q1: What are the benefits of giving breastmilk only to babies for the first *six months* of life?**
 - (A1) “The baby has his immune system boosted and there’s also the bonding between the baby and the mother that happens when you breastfeed”
 - (A2) “If you breastfeed your child, your child will become intelligent and they also become immune to certain childhood vulnerabilities and diseases”
 - (A3) “It is very economical”
 - (A4) “When you breastfeed your baby, it allows your tummy to go back in”
- **Q2: Should babies up to six months be given water or other liquids or foods, and if so why?**
 - (A5) “Children zero to six months should not be given anything, no water except breastmilk for the first six months of life”
 - (A6) We were made to understand that every nutrient that a child requires is in the breastmilk but I am not sure that babies should not be given water.

Although in the example above most of the answers demonstrate a level of understanding around the topic of exclusive breastfeeding, vox pops can include a variety of responses that may not always show this. An important thing to consider when putting the vox pop segment together is to elicit interest from the audience on the issue, so responses can be edited placing the most interesting answers first so that listeners hook into the responses and would want to hear more.

How to use?

The main value of a vox pop is the discussion that follows, as it allows people to process new information and voice different views about it. It can be facilitated in different ways.

The pre-recorded vox pop can be aired and then discussed by guests invited into the studio, such as local health centre staff or a community facilitator from an NGO, to debate the issues. It is good to have people with health expertise to address the technical content correctly and also important to have someone that have a good knowledge of the societies and cultures (traditional communicators, local influencers, etc.) that have credit towards the population and can play a role of cultural mediator. Community audiences can be invited into the discussion either by phoning in or sending and SMS with their comments, reactions and questions.

A vox pop can also be used at community gatherings and listener groups including special guests who are invited to debate the topic ‘live’. Then a facilitator engages the local people to join the discussion and debate the views presented in the vox pop.

Discussions around the vox pop are great ways to dispel common myths and misconceptions about exclusive breastfeeding and more specifically, about the practice of giving babies younger than six months water, other liquids or foods, especially if responses to the questions are not technically accurate. It will be also

important to give values to what mothers and families are doing well to give them more self-confidence.

Examples of questions to lead the debate

- What are your reactions to the comments you heard?
- Were the comments you heard common practice in your neighbourhood?
- What are the positive practices that are done within the family to help the child develop adequately and being healthy and happy?
- What other practices could be improved?
- What do you think are the pros and cons of these practices? Why?
- How can we help provide correct information and hold discussions about breastfeeding?
- What is the solution? What can we do to encourage the best feeding and healthiest practices for babies under six months?
- And let's hear from some more of the Dads out there – I hope you've been supporting your wives with their breastfeeding! Call in and tell us what how you've helped.

The *Stronger With Breastmilk Only Fact Sheet*^{iv} and *Call to Action*^v are useful tools to distribute and support the discussion, as they provide key information to dispel common myths and misconceptions, and offer key actionable steps to help and support mothers to breastfeed exclusively.

2. Mini drama

A mini drama can be a short series of episodes or a short stand-alone story that models actual situations and behaviours of everyday life, featuring small doable actions to solve problems. It entertains while allowing listeners to learn from others' experience. Mini dramas usually involve two or more fictional characters. **A good drama has a conflict, a problem or a situation that the characters will face and try to resolve.** Ideally, a good drama also has characters and situations that resonate with the audience to help them feel emotionally connected to the issue and compelled to act. The piece does not necessarily need to set up and resolve the issue completely - leaving the audience with a question to answer can be a great way to engage them. However, if the issue (exclusive breastfeeding in this case) is not resolved in the drama then it would best be used with a follow-up discussion so any questions the audience have can be answered. A mini drama is fun, it generates emotions, and can make listeners laugh or cry. **Mini dramas can be very useful as an introductory piece to a discussion.** It engages people to react and share their own opinions and suggestions on what people should or shouldn't do.

An edited mini drama piece can last three to five minutes. It can be produced either by recording and editing an existing theatre play, or by creating a unique short drama.

Production tips

- Each mini drama should **focus on a specific problem of people's daily life**, related to the *Stronger With Breastmilk Only* campaign messages. Mixing too many issues within a short drama might send out too many messages in a short space of time, running the risk of confusing the audience and not getting your point across.
- Each mini drama should **feature a few characters** (two to three) that represent ordinary people from the community. Each character should be given a name, a personality and attributes (age, occupation) that determine the character's position in relation to the issue discussed in the story.
- **Pre-recorded sound effects** help to set the scene of the drama: sounds of honking cars to feature an urban setting; sounds of a rooster or chickens to feature a rural village; sounds of babies crying to feature a health centre, etc.
- Each story should have a **written script** that should include: a few sentences to describe the setting and the characters, a dialogue between two or more people, and a concluding remark at the end, usually a key message.
- **Dialogues must be clear and simple**. Technical words will not be understood by much of the audience.
- The *Stronger With Breastmilk Only* jingle can make a lively musical introduction and closing to the drama.

Sample scripts

In Annex 1 there are three examples of scripts to be used as suggestions for local adaptation in terms of characters, setting, tone and language of the dialogues. Adapted scripts should be pretested to ensure local relevance and suitability for the audience.

How to use?

It is important to **engage the audience in discussing the situations and behaviours** depicted in the drama. The debate can be conducted with the audience, via phone calls or SMS, or with a few invited speakers such as community leaders and health personnel. Here some tips for increasing engagement:

- **Get the audience talking:** Encourage the audience to ask questions about the drama and share personal stories.
- **Listen carefully to your audience:** You can foster meaningful conversations only if you respond to the audience's concerns and experiences.
- **Respect participants' views and confidentiality:** If you air callers' opinions live, you should avoid asking for personal identifiers.
- **Speak clearly and simply:** Have confidence in your knowledge on the issue or invite guests that can offer technical guidance and answer questions. Guests can be 'experts' but should be able to communicate clearly and in a normal way.
- **Avoid being simplistic and depicting caricature**, especially proposing a

simple opposition between tradition & modernity, between mothers & the elders, between different social groups; keeping a cultural sensitivity & maintaining social cohesion.

- Be careful to **speak in the kind of language that your audience uses** - do not get overly technical or use jargon.
- **Close each interaction offering the audience concrete actions** to support breastfeeding mothers. You can use the *Stronger With Breastmilk Only Call to Action* to identify concrete actions to promote at the end of each programme.

Examples of questions to lead the debate

- What do you think was the problem in this story?
- Is this situation also happening in your neighbourhood?
- What would you do in such a situation?
- What did you think of the characters?
- What do you think of the solution that the characters found?
- Is this a good solution? Is it feasible? Why (not)?

Radio presenters should refer to the *Stronger With Breastmilk Only Fact Sheet*^{vi} and *Call to Action*^{vii} to find good ways to end discussions. These are useful tools to distribute and support the discussion, as they provide key information to dispel common myths and misconceptions, and offer key actionable steps to help and support mothers to breastfeed exclusively their babies for the first six months of life. Also, refer to local health services or phone-based services if they exist.

3. Field report

A field report is an edited story or news piece read by a presenter. It often also includes some interviews and pre-recorded sound effects. Its primary purpose is to present a description and analysis of a specific topic, with key facts. An edited report piece can last two to five minutes. Usually, a field report can be broadcast as a stand-alone radio programme, or can be followed by a live debate to discuss in more depth the topic.

Production tips

- **Simplicity:** Words and sentences must be clear and simple. Technical words may not be understood by much of the audience. If a listener does not understand, she cannot go back to hear it again.
- **Brevity:** A report should be short to match the attention span of the audience and present only key facts and important advice.
- **Structure:** A report should have a script with a beginning, middle and end. A report often begins with the information that is most likely to engage the listener's interest.
- **Thoroughness:** A report should present facts that answer the basic questions: who, what, when, where, why and how.

- **Relevance:** A report can catch the interest of the audience either by reporting on a recent or upcoming event, on something new or different, or on a local situation.

Suggested topics

- Overcoming obstacles to exclusive breastfeeding by interviewing a positive role model.
- Stories from fathers who realised how important it was for them to help their wives with household chores.
- Grandmothers who speak with pride of how they support their daughters and daughters-in-law with giving breastmilk only and the harmony in their family.
- The importance of early initiation of breastfeeding within the first hour of a baby's life and the benefits of colostrum.
- Breastmilk expression through interviewing a busy mother who works or who goes to school, who expresses breastmilk and how she does it.
- A local event that includes the promotion of exclusive breastfeeding.
- A health personnel at the local health centre talks about the benefits of giving only breastmilk to babies below six months and the dangers of giving water or other liquids to young babies.
- How community agents are supporting women to give only breastmilk to their babies under six months in the community.
- How elderly women and traditional communicators are supporting giving breastmilk only to babies under six months in the community.
- How mothers are giving breastmilk only to their babies below six months and how they overcome challenges.
- How community leaders are contributing to dispelling stereotypes and misconceptions around breastmilk and supporting women to breastfeed and not give anything else.
- How policy makers are supporting women to exclusively breastfeed.

How to use?

Field reports usually include quotes from interviews with people, such as health workers, community members, and caregivers. The questions below can be adapted to conduct interviews and also to conduct a discussion with the audience after broadcasting the report. In the same way as for the vox pops and mini dramas, engagement with the audience can be done through phone in or SMS.

Examples of questions to lead the debate

- How is this (what's presented in the field report) different from what you see happening in your community? For example, if the report shows many more mothers breastfeeding than occurs typically in the country - why is that?
- How do people feed their babies? Why do they give water?
- What do you think people would say if they saw you feeding your baby breastmilk only?
- What difference does it make to exclusively breastfeed a baby below six months without giving anything else, not even water?
- What challenges do mothers face in your community to feed their babies breastmilk only in the first six months of life?
- What can family members and relatives do to support mothers to feed their babies breastmilk only in the first six months of life?
- What are the benefit of successful exclusive breastfeeding for the adequate development of the baby? What are other practices can be done to strengthen and maintaining this great benefit (make the links with early stimulation and complementary feeding after six months and continuing breastfeeding up to two years)

Annex 1 - Mini drama scripts

SCRIPT 1 - The best welcome for newborns

THEME: Early initiation of breastfeeding and the benefits of colostrum.

CHARACTERS:

- **MOTHER (Name):** 25-year- bank teller, wife, one year married, first pregnancy, career driven.
- **GRANDMOTHER (Name):** 50-years-old.
- **HEALTH WORKER (Name):** 35-years-old, hospital worker/ Trained midwife.

SFX (sound effects): Busy ANC ward, there are about five other pregnant women there, with the health worker.

HEALTH WORKER: So, ladies, we are done for today, you are all due very soon, now always remember, the healthiest start to life a new mother can give her baby is...

WOMEN: (In unison) Breastmilk.

HEALTH WORKER: Great! Thank you, get home safely.

SFX: Women clap.

SFX: All of them getting up and leaving the room.

MOTHER: (Whispers to grandmother) Don't mind them mother, who wants to spend their life just breastfeeding!?

GRANDMOTHER: You know I agree with them- breastmilk was best for you and it's best for your child too. (Pause) Where do you think you're going? We still have your last appointment before we go, you can't miss it!

SFX: MOTHER exasperated.

MOTHER: (Laughs) I know...

GRANDMOTHER: You think you can sneak out, there are two of you now, I've got my eyes on the both of you. You and my grandchild.

SFX: Laughter.

SFX: Signature tune music up and out.

SFX: Door opening, mother and grandmother walk in.

HEALTH WORKER: Please come in.

SFX: Door closing. Chair being pulled out.

MOTHER: This is my mother.

HEALTH WORKER: Welcome Ma, so how are you feeling?

MOTHER: Same, same, but my craving for foods is weird.

HEALTH WORKER: First pregnancies are like that. You just have to try to eat as healthy as possible, including during breastfeeding.

MOTHER: Why all this focus on breastfeeding these days? We are in the modern age.

HEALTH WORKER: It is still the best source of food and water for the newborn baby, as it always has been.

GRANDMOTHER: Please tell her, she doesn't believe me.

HEALTH WORKER: Six months of giving breastmilk only is recommended in the best interest of the baby.

MOTHER: Please, who's got that time today!?

GRANDMOTHER: Please tell her!

HEALTH WORKER: Breastmilk is all that a baby needs for the first six months of life! And that is the same whether you are working or not.

GRANDMOTHER: That's what I told her. I fed her ONLY breastmilk for six months, and I was working all that time. She should do it with my grandchild!

MOTHER: Mama please!

HEALTH WORKER: (Light laugh/ smile in voice) And it's VERY important that you start breastfeeding as soon as the baby is born or else it will make it harder to get used to it.

MOTHER: So, you're saying the moment my baby is born, right there in the hospital I have to breastfeed?

HEALTH WORKER: Yes, begin breastfeeding within the first hour of birth helps the baby learn to breastfeed. The very first breastmilk contains something we call colostrum, a sticky, yellowish substance produced by the mother soon after birth, which every baby needs to build a strong health system to fight diseases. It is like their first vaccine to protect the baby from illness. .

GRANDMOTHER: Thank you for telling her all of this. You see - it's not only your mother who knows best - your midwife does too!

SFX: Up and under of music.

SFX: Up and under of Mother in labour (Breathing up and pushing).

HEALTH WORKER: One last push, almost there, YES!!!

SFX: Newborn baby crying.

MOTHER: (Breathing in sigh of relief).

SFX: Rushing footsteps mixed with hospital maternity ward ambience up and under.

GRANDMOTHER: How is she?

HEALTH WORKER: Baby and mother are fine.

GRANDMOTHER: Oh my God, look at my lovely grandchild, she looks just like me.

MOTHER: Ma ma really.

GRANDMOTHER: Well done my darling. Has she fed?

MOTHER: Yes she has, please tell her, what I fed her.

HEALTH WORKER: Breastmilk.

MOTHER: Tell her again.

HEALTH WORKER: Breastmilk!!

GRANDMOTHER: You are both amazing! She will grow strong, smart and healthy!!

SFX: Laughter up and out.

THE END

ANNCR: Tune signature with tag line.

Stronger With Breastmilk Only, No water until six months for a healthier baby.

SCRIPT 2 - Breastmilk is enough, even in hot weather.

THEME: Breastmilk is enough, no water is needed, even in hot weather.

CHARACTERS:

- **MOTHER (Name):** 23-year-old, wife, new mother, nervy, worrier, family woman.
- **GRANDMOTHER (Name):** 60-years-old retired village teacher, widow. Sings often.
- **FATHER (Name):** 30-year-old, small kiosk shop owner.
- **BABY (Name):** 3 months-old, male.

SFX (sound effects): *Semi-rural home. A few chickens and busses in the background, a family is gathered together seating on chairs outside the house complaining about the hot weather.*

FATHER: I can't believe It hasn't rained yet. This heat is turning the air dry and I feel I am suffocating!

MOTHER: (Worried) The baby doesn't seem very comfortable either. He must be thirsty.

FATHER: Why don't you give him a few drops of water to drink?

GRANDMOTHER: What?? So is this what you have been giving my grandson when I am not here. WATER!!!

FATHER: Don't we say 'water is life', I've heard you say it too.

MOTHER: A little cool water won't harm him and will help him to get refreshed.

GRANDMOTHER: (Laughing) Who told you giving a three-months-old baby water to drink is okay?

MOTHER: (Irritated) Why are you acting like it's strange?

GRANDMOTHER: Answer my question, who told you this?

MOTHER: Big Mama. She said when the weather is hot, you put some drops of cool water in the baby's mouth to get him refreshed.

GRANDMOTHER: Big Mama is wrong! Please never give water or any other liquids or foods to a baby under six months of age.

FATHER: Why? I remember my mother used to give water to my brother when he was that age, especially when it was hot.

GRANDMOTHER: And don't you remember that he used to get sick all the time? If you give babies younger than six months water, they are more likely to develop diseases including measles, diarrhoea, and respiratory illnesses. A baby's stomach is very small and if you give him water, it will get filled and there will be no room for breastmilk, which contains everything he needs to grow strong, smart and healthy. YOU, the mother, should drink the water. I'm sure you are thirsty too.

FATHER: Why would SHE need to drink the water?

GRANDMOTHER: Because the baby will get it from her breastmilk after she has drunk it.

MOTHER: (Embarrassed) Oh that! It's not the same, nothing refreshes like water.

GRANDMOTHER: (Kisses teeth) Don't you know that breastmilk is made almost entirely of water.

MOTHER: Mommy, you have started teaching again, don't you know you're no longer the village teacher?

MOTHER, FATHER & GRANDMOTHER: (Laughter).

FATHER: Once a teacher, always a teacher, right? And you were always a good one anyway.

SFX: *Baby cooing.*

MOTHER: Ok mommy, hand the baby over to me.

GRANDMOTHER: First, drink a glass of water yourself.

MOTHER: Okay. I'm drinking it now. (With a smile).

SFX: *Gurgling water. Sounds of cooing.*

GRANDMOTHER: Okay, your mommy is going to give you some nice, nourishing breastmilk and your thirst will be over.

SFX: *Of baby being carried.*

MOTHER: (Cooing) Come to mommy, my baby. I know you are thirsty. Okay, let me give you some milk to drink. That's my boy.

GRANDMOTHER: When you're done, drink more water and rest. You need to be ready to give him all the water he needs in this hot weather through your breastmilk.

SFX: *Suckling sound up and holds.*

MOTHER: Mom, see how he is sucking like he hasn't tasted breastmilk before?

GRANDMOTHER: (Laughing) He's as smart as his grandmother, he knows breastmilk is all he needs!

MOTHER: Mommy don't act like it was you that figured it out.

GRANDMOTHER: Oh, so you knew what he wanted was breastmilk, not water?

SFX: *Laughter up and under.*

SFX: *Baby suckling up and under.*

THE END

ANNCR: Tune signature tune up and under with tag line.

Stronger With Breastmilk Only, No water until six months for a healthier baby.

SCRIPT 3 - It is possible to give breastmilk only for six months.

THEME: Situations where water (other liquids or foods) are typically given.

CHARACTERS:

- **NEW MOTHER (Name):** 30-years-old civil servant.
- **FRIEND (Name):** 26-year- old cassava farmer wife, also a new mother, lives in the same village, family woman, friendly.
- **SISTER-IN-LAW (Name):** 27-year-old homemaker, also a new mother.

SFX (sound effects): A group of women in their family compound making food early in the morning for a village festival.

SFX: Cock crows, Firewood, being chopped.

NEW MOTHER: Let me check on the firewood.

SFX: Crackle of the firewood.

SISTER IN LAW: I'm almost done peeling the cassava.

SFX: Baby waking up and cooing.

NEW MOTHER: (cooing) My angel is awake.

SFX: **SISTER IN LAW** walking to the child.

NEW MOTHER: (cooing) Let me put you on my back, mummy is cooking.

FRIEND: I think she's hungry.

SISTER IN LAW: Let me give her some water while you're busy.

NEW MOTHER: What?! No!! It is breastmilk ONLY in this house.

FRIEND: Even now that she is almost five months old? You are saying she has not taken a single drop of water?

NEW MOTHER: Yes, breastmilk only for the first six months - not a single drop of water - that is my mom's rule.

FRIEND: But you're not your mother.

NEW MOTHER: I am my mother's daughter - and my daughter's mother!

SFX: Laughter.

FRIEND: I would go crazy if I did that. Three months, and my daughter was on (water and porridge)¹.

NEW MOTHER: What?! Three months? My mom wouldn't let you if you were her daughter. Breastmilk has everything the baby needs including all the water she needs. So, six months straight is actually the best source of food and water for the baby to grow strong, smart and healthy!

SISTER IN LAW: It is too much, look at us, we fetch water in the morning, chop firewood, go to the market, then we have to breastfeed for six whole months?

NEW MOTHER: I'm not saying it's easy, but it's the best way to give our babies the healthiest start to life. And with a healthy baby you go to the health centre less often.

¹ NOTE: When adapting the script to the local context, please consider whatever food and liquids are commonly given to babies.

FRIEND: I did not know this. So that's why my baby keeps getting sick - I have been giving her water and porridge²! But what do you do when you have to go to the farm or the market and your baby needs to eat?

NEW MOTHER: If you can't take the baby with you, you know you can squeeze it out from your breast using your hands and put in a clean container and keep it covered in a cool place. My midwife taught me how to do this. It lasts a whole day if you keep it cool in a clean and sealed container. You can get out enough milk for the time you're away working or doing other things. As long as you keep the milk fresh by storing it in a cool place, whoever is taking care of the baby can give it to her using a clean cup or a spoon.

FRIEND: I didn't know that.

SFX: *Of baby suckling up and under.*

SISTER IN LAW: I really admire you, you are a strong woman. But everyone needs support, especially if you are breastfeeding that lion of yours!

SFX: *Women laugh. Baby suckling up and under.*

FRIEND: Seriously, you need support from all of us, your family. You need to rest as often as possible, eat nutritious food and drink plenty of water.

NEW MOTHER: Is this about me or are you inviting yourself over? (*laughs*)

SISTER IN LAW: With you cooking who wouldn't invite themselves over?

FRIEND: Listen to some good advice: give your baby ONLY breastmilk for six months, sleep well, eat well and drink plenty of liquids to get enough milk for your baby.

SISTER IN LAW: And if you ever need any extra help you know I'm just one village away.

SFX: *Of baby sleeping up and under.*

NEW MOTHER: (Whispering) She's asleep... let me go and put her down.

THE END

ANNCR: Tune signature tune up and under with tag line.

Stronger With Breastmilk Only, No water until six months for a healthier baby.

² To be adapted to the local context.

References

ⁱ Institute of African Studies, 'Community Radio, Gender and ICTs in West Africa', <carleton.ca/africanstudies/wp-content/uploads/6-Nokoko-3-Community-Radio-Gender-and-ICTs-in-West-Africa.pdf>, accessed 1 June 2020.

ⁱⁱ Demographic Health Survey. 'Sierra Leone', <dhsprogram.com/pubs/pdf/FR297/FR297.pdf>, accessed 1 June 2020.

ⁱⁱⁱ Demographic Health Survey. 'Burkina Faso', <dhsprogram.com/pubs/pdf/FR256/FR256.pdf>, accessed 1 June 2020.

^{iv} UNICEF & Alive and Thrive, 'Stronger With Breastmilk Only Campaign', <www.breastmilkonly.org>, accessed 1 June 2020.

^v *ibid*

^{vi} *ibid*

^{vii} *ibid*