

MEDICAL IMPACT SIERRA LEONE



MONTHLY

RESULTS

REPORT

AUGUST

2025



WORLD BREAST FEEDING WEEK COMMEMORATION DATE: 8th & 9th, August, 2025

Location: Koakwima town Tankoro Chiefdom and Quidadu village Gbense Chiefdoms, Kono District.

Introduction:

Breastfeeding, also known as nursing, is the process where breast milk is fed to a child. Infants may suck the milk directly from the breast, or milk may be extracted with a pump and then fed.



Mabinty Kamara District Coordinator of MISL – Making statement on the importance of world breastfeeding week to lactating mothers in Quidadu Village – Gbense Chiefdom, Kono district.



Salamatu Bangura MISL health personnel – giving the hygienic aspect of Breastfeeding to lactating mothers in Koakwima town, Tankoro chiefdom, Kono district.

Kono district healthcare system continues to face significant challenges, particularly in rural Tankoro and Gbenseh chiefdoms where access to quality and sustainable healthcare services remains inadequate.

Breastfeeding offers numerous benefits for both mother and child, nevertheless the practice goes without encountering difficulties.

Gaps in breastfeeding can impact the duration and exclusivity of breastfeeding, potentially affecting both the mother and child's health.

Challenges and difficulties encountered during the breastfeeding journey require MISL interventions at PHUs in Koakwima CHC, Tankoro chiefdom and Quidadu MCHP, Gbenseh chiefdom all in Kono District. There are breastfeeding awareness gaps, challenges and discontinuities in care and socioeconomic and geographical factors.

Providing education and support, addressing challenges, and promoting awareness is crucial in addressing breastfeeding gaps DURING World Breastfeeding Week.



Alieu Badara Sesay, Executive Manager – Medical **Impact** Sierra Leone, making a statement and giving the purpose of the implementation to beneficiaries.

Key Challenges:

- Suckling mothers face Substantial abuse from their partners and environmental health risks (beating, scolding)
- Low community knowledge about breastfeeding and gap in differences between knowledge of mothers and practice.

Overall Objective:

To strengthen community participation in healthcare service delivery, ensuring improved access to quality healthcare interventions, and promotes healthy behaviours and prevents lifestyle diseases through community education for better health outcomes.

Specific Objectives:

- To raise awareness about the importance of breastfeeding and encourage support systems, emphasizing the need for comprehensive support for breastfeeding mothers across Gbenseh and Tankoro chiefdoms.
- To promote the many health benefits of breastfeeding and to celebrate the bond between mothers and their infants.
- To strengthen management expertise at MISL.

Strategy

Conduct PHU and community baseline inquiry and awareness raising campaigns on breastfeeding health rights for babies and their mothers, responsibilities, and healthcare services.

Justification

- Breastfeeding Awareness Month is observed in Kono District to increase public understanding of the health benefits of breastfeeding for both babies and parents.
- It fosters better understanding of Maternal Medical Issues, holding a very special place in our hearts, and to all the breastfeeding moms.
- It scolds society for shunning women who breastfeed into the toddler years or in public, reminding us that the baby's health is more important than public approval.

Breastfeeding opportunities readily available in this activity will close exclusive breastfeeding mistaken beliefs.

- The intervention will improve pregnant and lactating mothers' clinic schedule visitations and community involvement in reducing exclusive breastfeeding barriers such as disbelief.

- The intervention assumes MISL collaboration with the Quidadu MCHA and Koakwima CHC health providers.

This August activity will help the community arm with the information about breast feeders need to be successful.

ACTIVITIES

- MISL Kono District coordinator facilitated Coordination Schedule for World Breastfeeding Week August, 2025.

- MISL strategically notified MI MIXICO, before adopting the changes made to minimize the effect the changes will have on the August activities.
- Organize health facility -based breastfeeding education sessions that focused on Nutrition (foods diversification) and hand hygiene for lactating mothers.
- Sensitization on breastfeeding, and related gaps by engaging pregnant and lactating mothers and their communities at Koakwima CHC and Quidadu MCHP, Kono District.
- Participants admitted stories and share their experience.
- Lactation professionals at DHMT help MISL Kono coordinator; elevate the capacity of breastfeeding engagement to improve health outcomes of moms and babies.
- MISL attended the Roll Back Malaria (RBM) meeting on the 27th August, 2025 where the minutes read acknowledged and appreciated for the presentation and interventions done in 2024 to date, particularly operating in 5 districts devoid of duplication.
- MILS filled in the Malaria Programme Review (MPR) partners mapping template indicating the contact same and Malaria thematic area of support (Social Behavioral Change)



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Beneficiaries receiving their gifts from Medical **Impact** Sierra Leone

MATERIALS USED:

- Transport refunds given to the participants
- consumables for the education campaign (Meals, accommodation, travel, guesthouse bills).

Resource mobilization activities

MISL was initially offered a car only to be fueled and driver for Kono trip by a philanthropist called Mrs. Edwina Williams Kamara from Freetown and cash donation of \$ 500 from both Mohamed S. Kanu from Magburka and Nurudeen Alpha Kanu from Rokel Village Portloko district.

Objectives Achieved:

- MISL successfully conducted two-day Health facility sensitization engagement in Tankoro and Gbenseh Chiefdoms, Kono district.
- Engaged DHMT nutrition Unit, Kono.
- Two strategic review meetings held at National office.
- Two sessions held with PHU workers and community stakeholders' on their role in supporting and appreciating breast feeders.

Outcome:

- Increased awareness about breast pumpers' rights and community participation in support and appreciation of lactating mothers.
- Increase awareness raising activities on world Breast Feeding week.
- 14 mothers have enrolled in the social support program that will foster their commitment to postnatal care visits;
- 70 community members sensitized on breastfeeding health-Healthier lactating mothers and their babies through adoption of breastfeeding good principles and practice.
- Increased awareness on exclusivity and prolong breastfeeding practices of mothers and their babies leading to improved health outcomes and reduced disease burden
- 2 stakeholders meetings held to promote collaboration between communities and healthcare authorities.
- Increase community awareness and participation in breastfeeding choices.
- Promote healthy behaviours and prevent diseases through community education and lifestyle interventions.
- Successful review meetings guide management on planning.

Challenges include:

- ✓ Under funding
- ✓ Difficulties to cover far and rough terrain during raining peak.
- ✓ Price instability affected the choice of lodging and food.
- ✓ Accidental breakdown before takeoff, due to overheating of the car offered which resulted to emergency additional cost of hiring a car.

People directly impacted:

- Include lactating mothers and their babies, DHMT, pregnant women and their partners, PHU workers, health volunteers, Traditional Birth Attendants (TBAs) and community stakeholders.

Sustainability Plan:

Facilitating the efficient delivery of sensitization meetings for both pregnant and lactating mothers and health workers; A focus on community-led breastfeeding sensitization systems moms.

Recommendation:

- ❖ The consideration of Five (5) District Coordinators paid demand who have served MISL as volunteers for a reasonable length of time.
- ❖ Strengthen resource mobilization efforts to cover cost of office space, personnel and activity implementation.
- ❖ Request for Zoom meeting with MI-Mexico

Conclusions and Lessons Learned Lessons:

MISL observed World Breast Feeding Week in Gbenseh and Tankoro chiefdoms, Kono District on the 8th and 9th August 2025 to raise awareness about breast feeding and promote global effort to boost bobby water feeding.

The celebration aims to highlight the need for unrelenting investment in mothers' commitment in" bobby" water feeding practice and mobilize additional resources, and empower communities. The two-day activity serves as a reminder for government agencies, healthcare providers, and communities to take supportive action for milk-pumpers, emphasizing the importance of coordinated efforts to achieve improved breastfeeding practices.

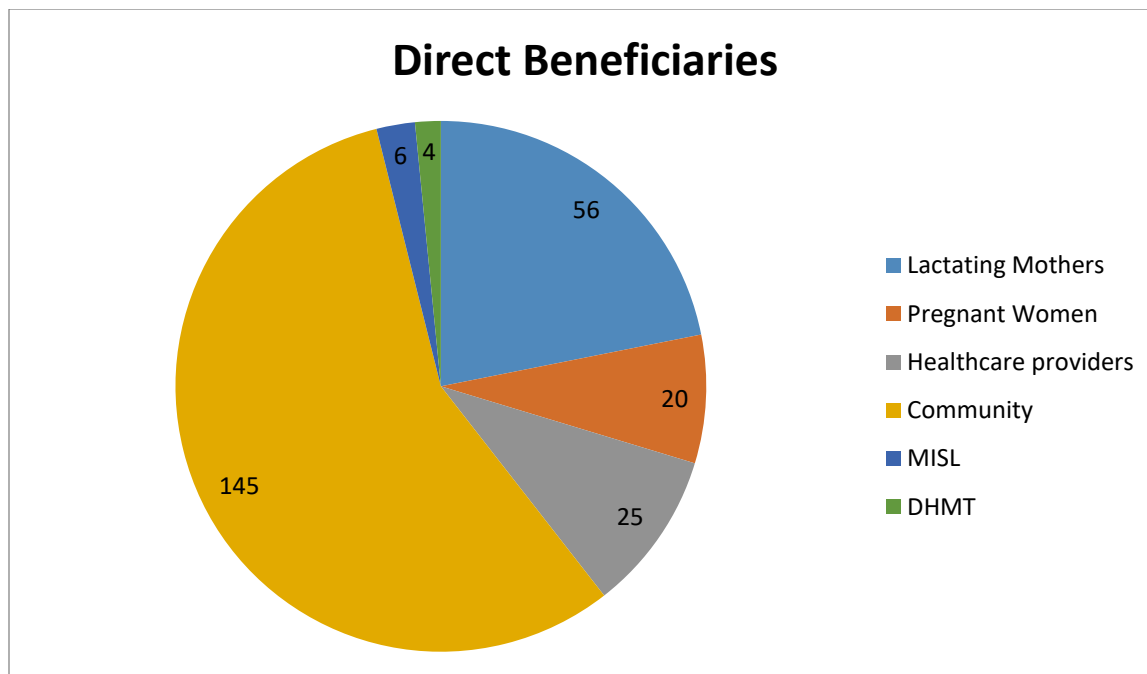
The sensitization is extremely useful and the activity goes through all the basics, nutrition, common issues and gives emotional support. However, the activity appears to be intervention prime purpose in the organization's view.

The relevance and effectiveness of the breastfeeding month interventions is aligned with MISL 2025 project plan. The campaign underscores the important of prioritizing breastfeeding by building robust and sustainable support system.

The engagement ended with distribution of gifts with assorted items and cash, and then followed by photo-shoot taking and thank you message.

8th & 9th August Activity 2025 in Kono District Breastfeeding week Beneficiaries

No	Beneficiary	Total	Percentage %	Target Audience	Target Beneficiaries
1	Lactating Mothers	56	21.8 (22)		✓
2	Pregnant Women	20	7.8 (8)		✓
3	Healthcare providers	25	9.7 (10)		✓
4	Community (Families, elders, youth, religious leaders etc.	145	56.6 (57)	✓	
5	MISL	6	2.3 (2)	✓	
6	DHMT	4	1.5 (2)	✓	
	Total	256	100	155	101



Direct Beneficiaries: 256

Indirect Beneficiaries: 768





Group Photo

