This study was conducted in more than one province in the country. It explored the objectives and thus provided further information on the feeding practices of mothers and/or caregivers with babies less than six months. Upon completion of the study, the results and all information gathered was made available to the Department of Health and thus further guidelines for infant and young child feeding can be drafted to ensure optimal child growth, development and improvement in human and economic capital in South Africa. New strategies therefore should address the gaps in key breastfeeding awareness messages with special focus on community involvement and participation.