



# BPNI BULLETIN

No. 33 • August 2011

## **Punjab Shows the Way!** **All the Health Staff in 10 Districts of Punjab Skill Trained for** **Counseling on Breastfeeding and Complementary Feeding**

In 2009, the Government of Punjab asked us to help them with training of their staff and field workers in counseling for infant and young child feeding (IYCF) i.e. breastfeeding and complementary feeding in the districts of Ferozepur and Gurdaspur. Following this effort 107 medical officers and nurses got trained as “middle level trainers” after receiving 6-days training. National trainers of the Breastfeeding Promotion Network of India (BPNI) conducted the training. In turn the middle level trainers trained more than 1600 frontline workers including ASHAs, and ANMs with a 3-day training module on breastfeeding / complementary feeding. BPNI prepared this module and got it translated into the local language 'Punjabi', it has a visual aid to be used by the workers to counsel women.

Six months following this effort an independent team went to the villages and district headquarters of these 2 districts and found that the training was indeed useful to people as health workers were more aware, they were counseling families on this critical subject and interviews of mothers also revealed that they were more likely to adopt good practices.

With this success in store, again in 2010 government of Punjab assigned BPNI with challenging job of doing the same kind of work in 8 more districts. 20 training sessions to develop MLTs were to be organized to train 600 doctors and nurses. They in turn were to train more than 16000 frontline workers.

We got into full gear, put together a team of national trainers from all over India who very kindly provided their time and effort to enable BPNI to complete this task in given time. By end February we finished with the 20 middle level trainer sessions. The middle level trainers have completed training of frontline workers. BPNI, apart from training of trainers provided supplies of all training materials to the districts in time and part supervision to impart training to workers. The Government of Punjab did work to mobilize their staff and workers.

It would now be more appropriate and a logical follow up for the Government of Punjab to put in place a system of regular supervision of counseling and middle level trainers can do that job for the state.

All this has been accomplished because of a successful model demonstrated at Lalitpur, where BRD Medical College (Gorakhpur) put in place a team to demonstrate the feasibility of making counseling on breastfeeding and complementary feeding accessible to almost all women. This has been done through the existing system of health workers.

It remains to be seen what impact would it have on feeding practices. Next evaluation may give in more results and the DLHS-4 data would also assist.

This newsletter is dedicated to the effort in Punjab in our endeavour to reach out to other states to see this model to believe that you can reach out to people using infant and young child feeding as an entry point and provide a greater inputs for early nutrition to infants. When we have growth monitoring as a policy, it requires counseling on breastfeeding and complementary feeding along with it. This model helps to give universal access to infant and young child feeding counseling.

What made it happen in Punjab? They understood what needs to be done and how. They developed a plan, and most importantly identified a budget line for this. This is the way to go ! **Congratulations and Kudos to Punjab government.**

**Dr. Arun Gupta, MD, FIAP**  
Central Coordinator

## BPNI'S Endeavor in Infant and Young Child Feeding counseling

To apprise you with the BPNI's endeavor of last year; it was a remarkable and innovative work and quite interesting. Several trainings on infant and young child feeding have been conducted by BPNI with the collaboration of other respective organizations in all over the country i.e.

- ⌘ Infant and young child feeding counseling specialist. *7 days training course*
- ⌘ Capacity building for IYCF and MLTs. *6 days training course*
- ⌘ Front line workers Training for IYCF. *3 days training course*

The purpose of these trainings was to build the capacity of health care providers, counselors, doctors and nutritionists and those who are engaged in the field of infant and young child feeding. It is desired that they should become confident enough to implement the programme of breastfeeding in a positive manner. The training module was so designed that the participant invariably gets proper practical knowledge and improve the feeding practices by delivering the message of importance of optimal infant feeding.

Infant and Young Child Feeding Counseling: The 3 in 1 course (*An integrated course on breastfeeding, complementary feeding and infant feeding & HIV-Counseling*) a matchless training programme has aim to improve child health, prevent malnutrition and reduce neonatal, infant and child mortality. It offers two types of training courses:

- ⌘ To develops **"counseling specialist"** for health facilities and
- ⌘ To create capacity of State and District in **"Middle Level Trainers"** who could train frontline workers. The real approach of this training is to develop Middle Level Trainers (Medical Officer, Staff nurses) and to train Frontline workers (ANM, AWW, ASHA etc.)

### Capacity building training course on IYCF Counseling for Development of Middle Level Trainers in UP & Bihar

Plan India in collaboration with BPNI has organized training of capacity building on Infant and young child feeding to develop Middle level trainer with the objective to promoting and supporting breastfeeding through networking and facilitating collaborative efforts in social mobilization, advocacy, information dissemination and capacity building thus contributing to increased optimal breastfeeding, infant and young child feeding practices and growth monitoring in selected districts of Bihar and Uttar Pradesh.

Training of mentors/PLAN partner staff on IYCF counseling and growth monitoring was conducted separately for UP & Bihar. It was 8 days training having two phases: First four days trainers trained them in all the aspects of training and last four days participants learnt how to conduct the training and train the ASHA workers. Two training sessions were held at Eras Medical college, Lucknow from 28th March to 4th April, 2011 and 26th April to 3rd May, 2011 respectively. A total of 23 participants from UP in first batch and 25 participants from Bihar were in second batch.



## Punjab Leads on Capacity Building in IYCF Counseling

National Rural Health Mission (NRHM), Department of Health and Family Welfare, Government of Punjab in collaboration with BPNI has organized trainings of capacity building on infant and young child feeding to develop middle level trainer and IYCF counselors at family level in **8 districts of Punjab** in 2010 i.e. *Jalandhar, Hoshiarpur, Amritsar, Patiala, Kapurthala, Mohali, Barnala, Sangrur*. Now these districts of Punjab having middle level trainers and several infant and young child feeding counselors. The success was possible only with the mutual cooperation and support.

### Training of Trainers (Middle Level Trainer)

Twenty training sessions of capacity building on infant and young child feeding were conducted in Punjab in 2010-2011. BPNI sent its national trainers to provide training to develop trainers.

The objective of the training was to develop Middle Level Trainers (MLT) at 8 different districts of the state of Punjab to enable these trainers to conduct the training of grass root level workers in these districts. **In all 607 MLTs were trained (206 medical officers and 401 Staff nurses)** belonging to the civil hospitals of these districts.

Training including 22 sessions along with 3 clinical practical sessions. This is a **6 days training** course conducted in two

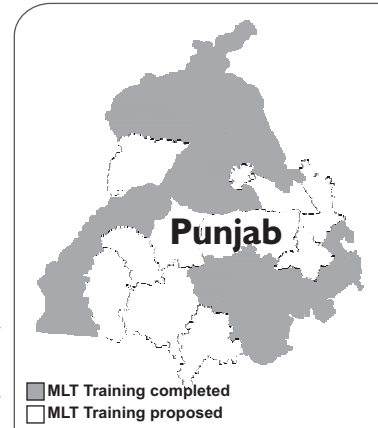
**BPNI, so far has trained 713 MLTs in Punjab in the year 2009-10 & 2010-11**

### Participant's Reflection from Middle Level Trainers

- "First day we were thinking about the training that what we are going to be trained about breast feeding in 6 days."
- "That was un-expected for all of us. We thought that this training will be same as the other training but when the training have started we found more practical. So instead of getting tired we enjoyed each and every session and every day."
- "We all being from medical background we knew what to say to the mother but not how to talk and how to behave now we learnt"
- "We were trained not only for mothers but also for ourselves and society and we understand that every thing is possible for every confident person."
- "We are really grateful to be the part of this training the content of this training and the way in which trainers trained us was really innovative .This training is full of practical session then theory."

**Participants of Punjab**

parts. During first 4 days technical knowledge is imparted with training skills. A training kit was also distributed among all the participants which includes a *trainer's guide, participant manual, manual for frontline worker, training aid for trainer and counseling guide (flipchart)* for frontline workers. For demonstration they used



*breast models, dolls, cup bowl, syringe* etc. and they ensured the participants involvement in the role play sessions to keep them active. As per the training programme, participants were taken to hospital for the practical demonstration, getting chance to interact with mothers for the purpose to take dietary assessment, feeding history, for counseling and also given the chance to talk to the mothers having child more than 6 month of age regarding complementary feeding.

During rest of 2 days, they practiced training skills and how to conduct this training. And all the trainers monitored the trainee(s) and corrected them if required after each session. The trainees get the practical exposure of training and help them to prepare for the future trainings of ANMs/ASHAs.

Earlier, in 2009, four training courses were conducted in 2 districts of Punjab: Gurdaspur and Ferozpur and developed 106 MLTs consisting of 29 medical officer and 77 staff nurses.

**BPNI, so far has trained 713 MLTs in Punjab in year 2009-10 & 2010-11.**

### Training of Frontline Workers (3 days training programme)

In any programme the message or the objectives must reach the needy in time and in the real sense. The message must go in a way that they are convinced and follow the actual guidelines to improve the health status of the infants and young child. Frontline workers of 8 districts in Punjab have now become IYCF counselors. The training of frontline workers was the part of plan and it has been successfully completed accordingly. MLT's conducted **215 sessions** of frontline workers training by forming a team of one doctor and 2 staff nurses. **8602 (ASHAs & ANMs)** were thus trained. This was a

great achievement. It is matter of satisfaction that the teaching material like doll, breast models etc were used during every session for demonstration/ role play and there were 2 clinical practical sessions conducted in the respective hospitals. This demonstrated the practical aspect of the training. One of the aspect to monitor the above training BPNI sent one national trainer to supervise one batch in every block, and suggested improvements in the quality of the training. He also responded to the queries raised by the frontline workers. In this way 48 trainings have been supervised. All the trainees were provided with the training material in their own local language 'Punjabi' i.e.

- ⌚ Manual for front line workers,
- ⌚ Counseling guide for front line workers,
- ⌚ Breastfeeding and complementary feeding. A guide for parents.

In 2009, **86 sessions** of frontline workers training have been conducted at CHC/PHC level and 3500 ANMs and ASHAs were trained, 23 training sessions were supervised in 2 districts of Punjab i.e. Gurdaspur and Ferozpur in 2009.



## Conclusion

There is still lot of scopes to improve and take further necessary steps in further programmes. It is possible and feasible to scale up IYCF counseling through skill training with in the health system.

It can be managed at this scale with a proper team and with the appropriate methods.

**In 301 training sessions,  
12102 ASHAs & ANMs  
were trained**

## Evaluation of Training Conducted in 2009

After the training of ANM/ASHA and MLTs in Ferozpur and Gurdaspur, an evaluation has been done by external agencies. These agencies carried out consultations with Civil Surgeons, training incharges, middle level trainers, ANMs, ASHAs and mothers as well as family members in, to know the real impact of training imparted to ASHAs and ANMs and the effect of training in improving counseling on IYCF. The key findings are:

### INTERVIEW WITH ANM AND ASHA

- ⌚ They become aware about the importance of breastfeeding /exclusive breastfeeding and complementary feeding and the type of counseling to be provided to women during pregnancy and who have recently delivered (Such as initiation of breast feeding, prelacteal feeds, duration of exclusive breastfeeding and its advantage).
- ⌚ They become aware about the knowledge and the type of counseling to be provided to overcome problems associated with breastfeeding.

### INTERVIEW WITH MOTHERS

- ⌚ Majority of mothers started breastfeeding within one hour. Less than half reported need for getting support from ASHA for correct positioning attachment while

feeding baby.

- ⌚ Majority of mothers told that the child breastfed for 10-20 minutes and did not face any problem in initiation and continuation of breastfeeding.
- ⌚ Majority of mothers wanted to receive more information about complementary feeding and correct ways of feeding the child. They desired such information either from ANMs or ASHAs.

### VIEWS OF INCHARGE NRHM AND TRAINERS

- ⌚ Training course for frontline workers (ANM / ASHA) on Infant and Young Child Feeding Counseling was well organized and good literature was provided during training.
- ⌚ Nobody has faced any problem in organizing the training course on IYCF for frontline workers.
- ⌚ The time provided for each session were quite adequate and it was told that ANMs and ASHAs require the same training. The training course for both was upto the mark and sufficient.
- ⌚ Such training programmeme should be conducted each year as it would refresh their knowledge and newly appointed staff would be benefited. Seminars at short interval were also suggested to update their knowledge.



Kapurthala



Amritsar



Amritsar



Mohali



Sangrur



Barnala



Sangrur



Barnala



Sangrur



Kapurthala



Patiala



Hoshiarpur



Kapurthala

# IYCF Training in Punjab



Sangrur



Jalandhar



Jalandhar



Jalandhar



Sangrur



Sangrur



Sangrur



Kapurthala



Mohali



Hoshiarpur



Sangrur



Jalandhar



Barnala



Mohali

# 'Infant and young child feeding counseling specialist' A 7 Days Training Programme

In 2010-11 BPNI organized 4 courses to develop IYCF counseling specialists. Each training was conducted by 4 national trainers of BPNI from different parts of the country.

**One hundred eleven (111)** IYCF counseling specialists have been prepared in 2010-11. These participants from various states with different background & professions, including teaching faculties from medical colleges, private practitioners, district coordinators of UNICEF, nutritionists, faculty of regional family and health welfare training centers, nursing tutors and members of NGOs, professor of medical colleges and physiotherapists attended the training. These training courses were held at medical colleges/ civil hospitals of the concerned states and the clinical practice was organised at the respective hospitals. (See Table I)

### Course Materials

Following materials are given:

Participant Manual of IYCF Counseling Specialist, Answer Sheet, Counseling Guide for Infant Feeding Options in PPTCT Programme, A Manual for Frontline Workers, Counseling Guide for Breastfeeding and Complementary Feeding (Flip Chart),

Table 1

Place	Date	No. Of Participants
<b>Delhi</b> UCMS & GTB Hospital, Dilshad Garden, Delhi	23-29 August 2010	26
<b>Gwalior, Madhya Pradesh</b> GR Medical College, Gwalior, Madhya Pradesh	23-29 November 2010	24
<b>Hindupur-I, Andhra Pradesh</b> Government Hospital, Hindupur, Andhra Pradesh	1-7 November 2010	29
<b>Hindupur-II, Andhra Pradesh</b> Government Hospital, Hindupur, Andhra Pradesh	16-22 February 2011	32

Helping Mothers to Breastfeed, The law to Protect, Promote and Support Breastfeeding and Breastfeeding & Complementary Feeding: A guide for the parents.

This training consist of 43 sessions along with 5 clinical practical sessions. In this training concept of IYCF and breastfeeding, early initiation of breastfeeding support, complementary feeding and IMS Act were discussed in details. How to set up an IYCF counseling centers at various levels was also discussed.

**The certificate course began in year 2007 and till today BPNI has certified 409 "IYCF Counseling Specialists" all over the country.**



# Breastfeeding: Advocacy & Practice Course

November 21 December 4, 2010



'Breastfeeding Advocacy and Practice Course' the first regional course of its kind was conducted in India, organized by BRD Medical College, Gorakhpur in collaboration with Breastfeeding Promotion Network of India (BPNI) & World Alliance for Breastfeeding Action (WABA) from November 21 to December 4, 2010. It was based on 'Breastfeeding: Practice and Policy Course' run at the Centre for International Child Health, London, UK, jointly supported by WHO's Department of Child and Adolescent Health and Development, and the nutrition section of UNICEF.

The main objective was to prepare strong advocates for implementation of policies on infant and young child feeding. The workshop was organized to enhance the practical skills practically working with mothers and babies. 18 participants from India and abroad mostly physicians, nutritionists, and NGOs representative attended the workshop. The participants were facilitated with group discussions, pair practices, group recalls and role plays along with the theory classes. Arrangements were made to visit the hospital and community based health facilities centers to enable them to implement the communication skills and the feedback and suggestions were worked out in question and answers rounds. The participants got excellent experience about dealing with the community; especially the question-answer session was ground-breaking.

## Resource persons

Dr. Felicity Savage, Dr. Sandra Lang, Dr. R.K. Anand and Dr. K.P. Kushwaha were the resource persons. Dr. Savage is the chairperson of the Steering committee of the World Alliance

for Breastfeeding Action (WABA). Dr. Sandra Lang is a Senior Teaching Fellow in CIHD, and a midwifery and education consultant specializing in lactation and newborn care. Dr. R.K. Anand and Dr. K.P. Kushwaha both took two sessions each during the course.

By this training all participants are able to:  
(Benefits to participants by this training)

- ⌘ They may apply the practical knowledge of the management of breastfeeding and related aspects of infant and young child feeding.
- ⌘ They become familiar with purpose of recognized recommendations for optimal infant feeding and international programmes, strategies and initiatives for their implementation, including baby friendly initiatives and get acquainted with basic communication skills for supporting mothers in choosing their method of infant feeding as they desire.
- ⌘ They are aware about how to obtain further information on infant feeding issues, and become acquainted with techniques of training others.
- ⌘ They may update their knowledge and shall be acquainted with the solutions of the difficulties arose in any part.

## Participant's reflection

"Excellent experience meeting such experienced and motivated group."

"Wonderful experience! It's a privilege to get trained by such esteemed trainers."

"Most of the discussion going on hospital based experiences; it will be good to think about dealing with the community."

"It will be good to limit the question-answer session to 5-10 minutes at the end of each lecture and hence to avoid unnecessary interruption."

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