

Proposed Breast Feeding Promotion Activities in August 2011

Urban Health Training Centre, Department of Community Medicine,
J. N. Medical College, Aligarh Muslim University

The Department of Community Medicine, J. N. Medical College carries out regular health promotional activities in several outreach areas. The Urban Health Training Centre is an outreach centre catering to the health needs of a periurban population of about 20,000, which includes villages, periurban slums and urban clusters.

The main thrust of the centre is maternal and child health. This is provided through promotive, preventive and curative services, both, at the centre and in the field by house to house activities by medical students, Interns, postgraduate students and , and paramedical staff.

Promotion and support of breastfeeding is an ongoing process at the centre and not limited to the World Breast Feeding Week. However, the week provides an impetus for renewed vigour.

Taking into consideration the theme – “Talk to me! Breastfeeding- a 3 D experience” which is emphasising on communication, a week long activity with special emphasis on developing communication skills, is been planned.

Studies have shown that mere knowledge of breastfeeding is not translating into a positive behaviour change; therefore need of the hour is behaviour change communication (BCC), which can lead to desired change. Most of the health workers are not skilled enough for this; therefore a two day workshop will be organized for BCC training using module: *Behavior Change Communication for Improved Infant Feeding Training of Trainers for Negotiating Sustainable Behavior Change, LINKAGES Project*. The participants will be Medical Undergraduates(30), Interns(15), Post graduate(5) and Paramedical Staff(10)(Annexure 1)

The Breast feeding week will be celebrated 'with' the community rather in the community. It will be a mix of activities at the centre as well as at the doorsteps of the community. Promoting involvement of local health workers (ASHA, AWW, CMC and ANM) adolescent girls, women in reproductive age group and local elders will be an essential component of the programmes.

The following activities are planned

1. Quiz and poster Competition for Adolescents
2. Focused Group Discussion
3. BCC by medical Interns and PGs
4. Talks by Ladies who have successfully breastfed

These activities will be carried out at the local schools, Anganwadi centres, other Community centres, and local households. For this a team of local volunteers has been made and the venue and time has been decided with the consent of community. Medical Students have started making IEC materials in local language for display.

Schedule of Activity

Date	Activity	Venue
1/8/2011	Quiz and poster Competition for Adolescents	Nagla Qila, Riyaz Clinic
2/8/2011	Talks by Ladies who have successfully breastfed BCC by Interns	UHTC
3/8/2011	Focused group Discussion	Firdaus Nagar,Rafiq Bhai house
4/8/2011	Focused group Discussion	Patwari Ka Nagla, Agan wadi Kendra
5/8/2011	Focused group Discussion	Firdaus Nagar, Mohan purawa
6/8/2011	Demonstration and Talk : Dr. Suboohi	Nagla Qila , Agan wadi

		Kendra
--	--	--------

After the activity following measurable outcomes are expected,

1. Improve counselling capacity and skills of Health workers
2. Increased knowledge of community on Child feeding
3. Increased proportions of families who follow the recommended behaviours

The outcome assessment will be done after 6 months for which separate proposal would be sent.

ANNEXURE -1

Behavioural Change Communication Training

General Objectives: To train health personnel in BCC for improvement in infant feeding, utilizing the UNICEF Manual and Linkages Module

Manpower to be trained:

1. Interns: 30
2. Postgraduate students: 10
3. MSW: 6
4. Health Clinic (high risk) staff: 7
5. ASHA and AWW: 6

Learning Objectives (methodology would be presentations, Group Discussions and field visits using module: Behavior Change Communication for Improved Infant Feeding *Training of Trainers for Negotiating Sustainable Behavior Change*, LINKAGES Project)

A. Breastfeeding and complementary feeding

- Advantages of breastfeeding for the baby and the mother
- Reasons why immediate initiation of breastfeeding is important
- Help a mother of a 0–2-month-old baby correctly position and attach her baby for breastfeeding
- Define “exclusive breastfeeding”
- Explain why exclusive breastfeeding is important
- Identify common difficulties of breastfeeding and their causes, symptoms, management, and prevention
- Describe how to manage breastfeeding in special breastfeeding situations
- State the age at which children should begin to eat foods

- • List optimal feeding practices using FADUA (Frequency, Amount, Density, Utilization, Active feeding)
- • Name quality, locally available, feasible, and affordable foods for infants 6–12 months old
- • State recommended frequency of feeds for each age group: 6–9 months, 9–12 months and 12–24 months
- • Explain recommended food consistency, especially for babies 6–9 months old

B. Behavior change communication

- Facilitate groups using ORPA (Observe, Reflect, Personalize, Act)
- Identify the stages of behavior change and the appropriate interventions to encourage change in behavior from case studies
- Conduct individual negotiation for improved feeding practices for babies 0–6 months old, 6–9 months old, 9–12 months old, and 12–24 months old
- Explain why mother-to-mother support groups can be a useful component of a BCC strategy

Training Schedule

DAY -1

8:00 AM: Registration

8.30 AM: Pre- Test

9.00 AM: Introduction, Expectations and Objectives

9.15 AM: Local breastfeeding situation, Breastfeeding advantages, how the breast makes milk, Positioning and attachment & Exclusive breastfeeding

10.00 AM: Breast feeding difficulties and breast feeding in special situations

10.30 AM: Introduction to complementary feeding, CF at different ages

11.00 AM: ORPA(**O**bserve **R**eflect **P**ersonalize **A**ct) and FADUA(**F**requency **A**mount **D**ensity **U**talization **A**ctive feeding)

12.30 PM: Review Game and Evaluation

01.00 PM: LUNCH

2.00 PM: Behaviour change: barriers and motivators, Stages of behaviour change

03 .00 PM: Introduction to negotiation, Practice negotiating behaviour change with Breastfeeding and CF

4.30 PM: Review Game and Evaluation 5:00 PM Post test

DAY-2

9.00- AM: Practice using ORPA

10.00 - AM: Field Practice: Group talks with mothers and other family members.

1.00PM : Lunch

2 PM : Participants' sharing of experience, discussion

4.00PM: Post test

4.30 PM: Closing ceremony, certificates

5:15: Closing