Successful Infant and Young Child Feeding

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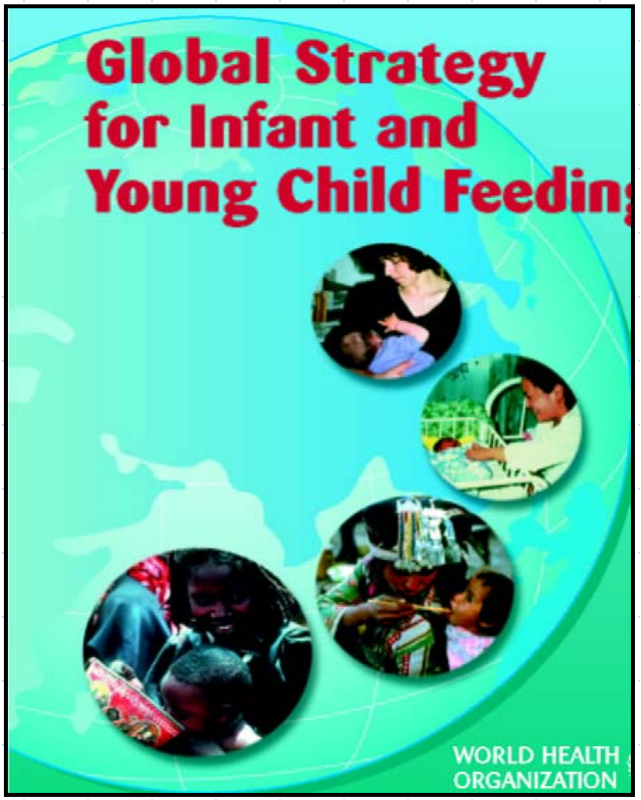
Objectives

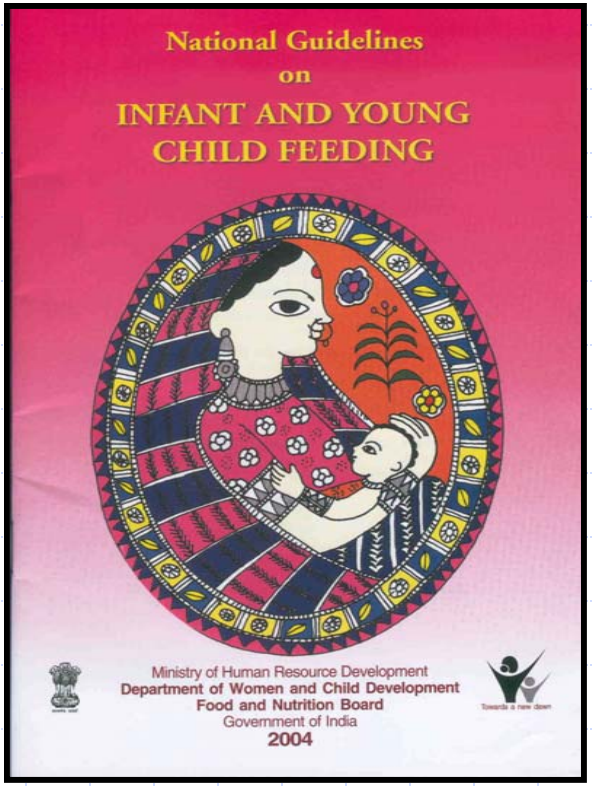
- **Current global recommendations for infant and Young Child feeding**
- **Understand importance of optimal infant and young child feeding for child health, nutrition, growth and development**
- **Components of Successful Exclusive Breastfeeding**

Global Strategy for Infant and Young Child Feeding

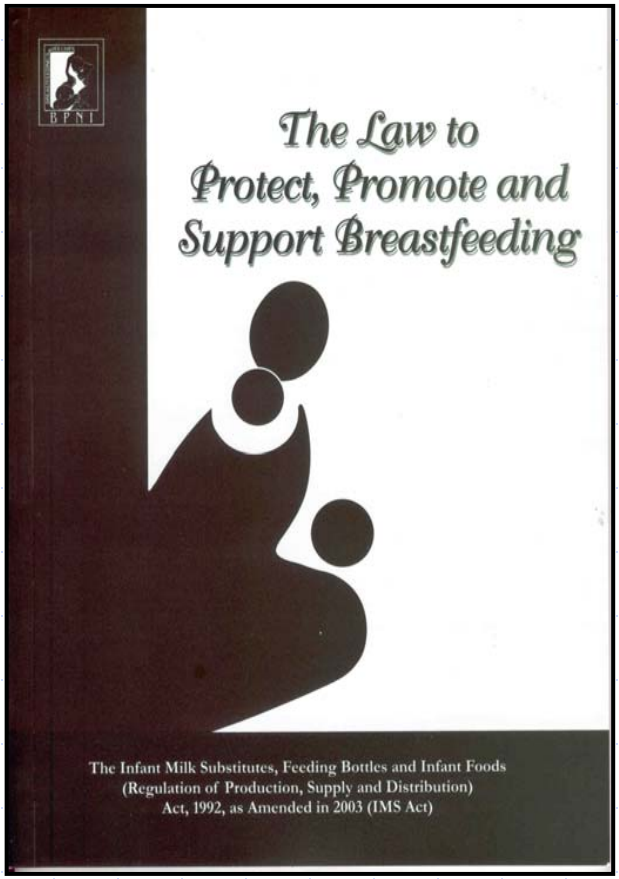
- Adopted by the WHA and UNICEF Executive board in 2002



National guidelines on IYCF launched 6 August, 2004



The law to protect, promote and support breastfeeding: 6 August,2004



Global Recommendations for Infant and Young Child Feeding

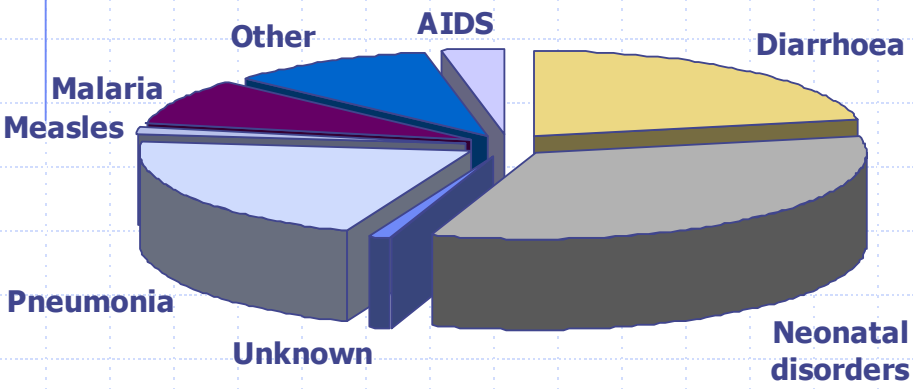
- Exclusive breastfeeding for 6 months
- Continue breastfeeding for up to 2 years or beyond.
- Introduce nutritionally adequate and safe complementary foods after the infant reaches 6 months of age, while continuing to breastfeed for 2 years or beyond.

What is **Exclusive Breastfeeding?**

- Giving an infant only breastmilk, with the exception of drops or syrups consisting of vitamins, mineral supplements, or drugs
- No food or drink other than breastmilk—not even water

IYCF and Child Survival

INDIA: Report Card
Survival
2.4 million U-5 deaths in India



Three Major Killers in India

Neonatal sepsis

Diarrhoea

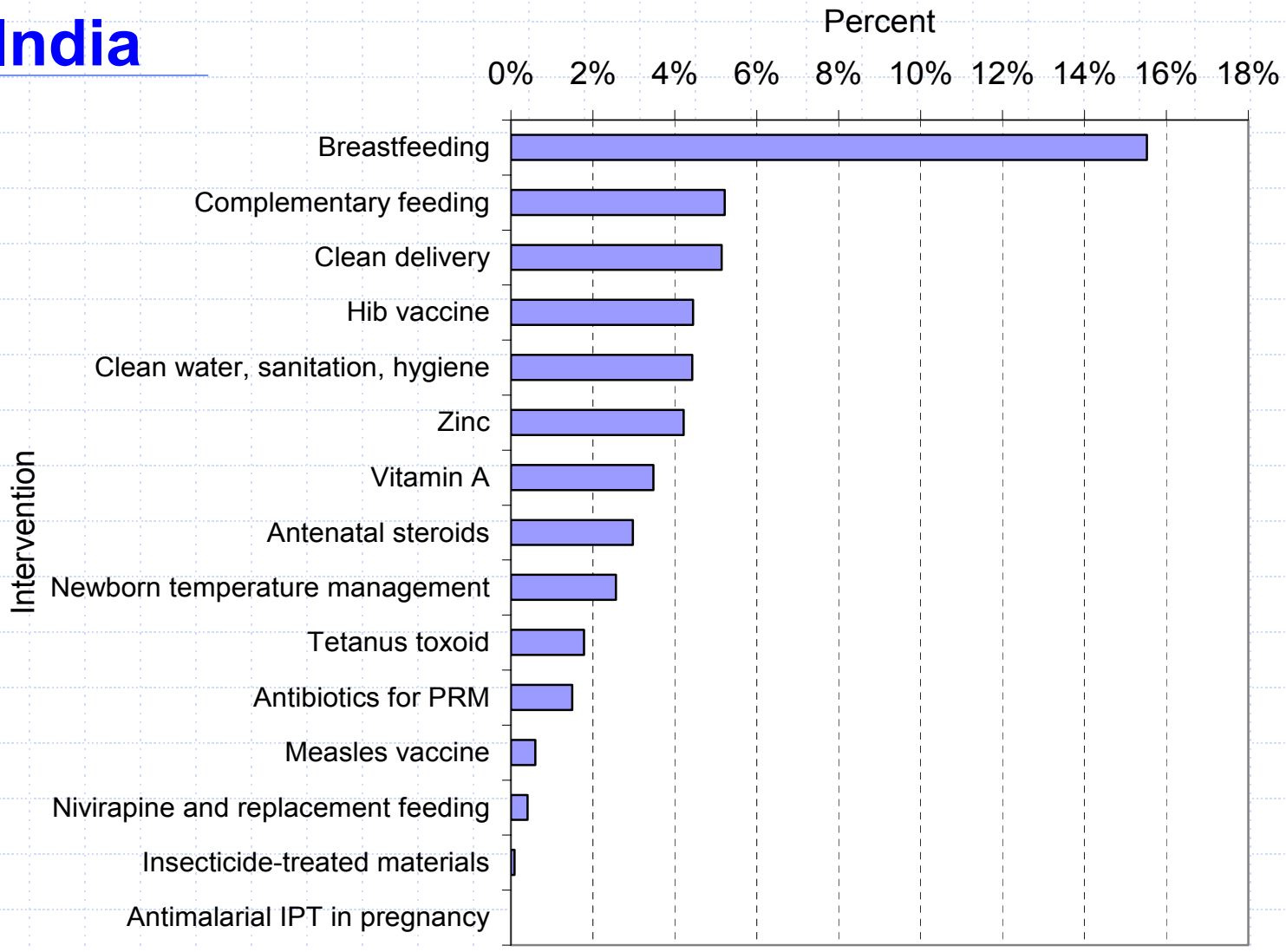
Pneumonia

Breastfeeding is No. 1 intervention for all the three

Source: Robert et al. LANCET 2003;361:2226-34

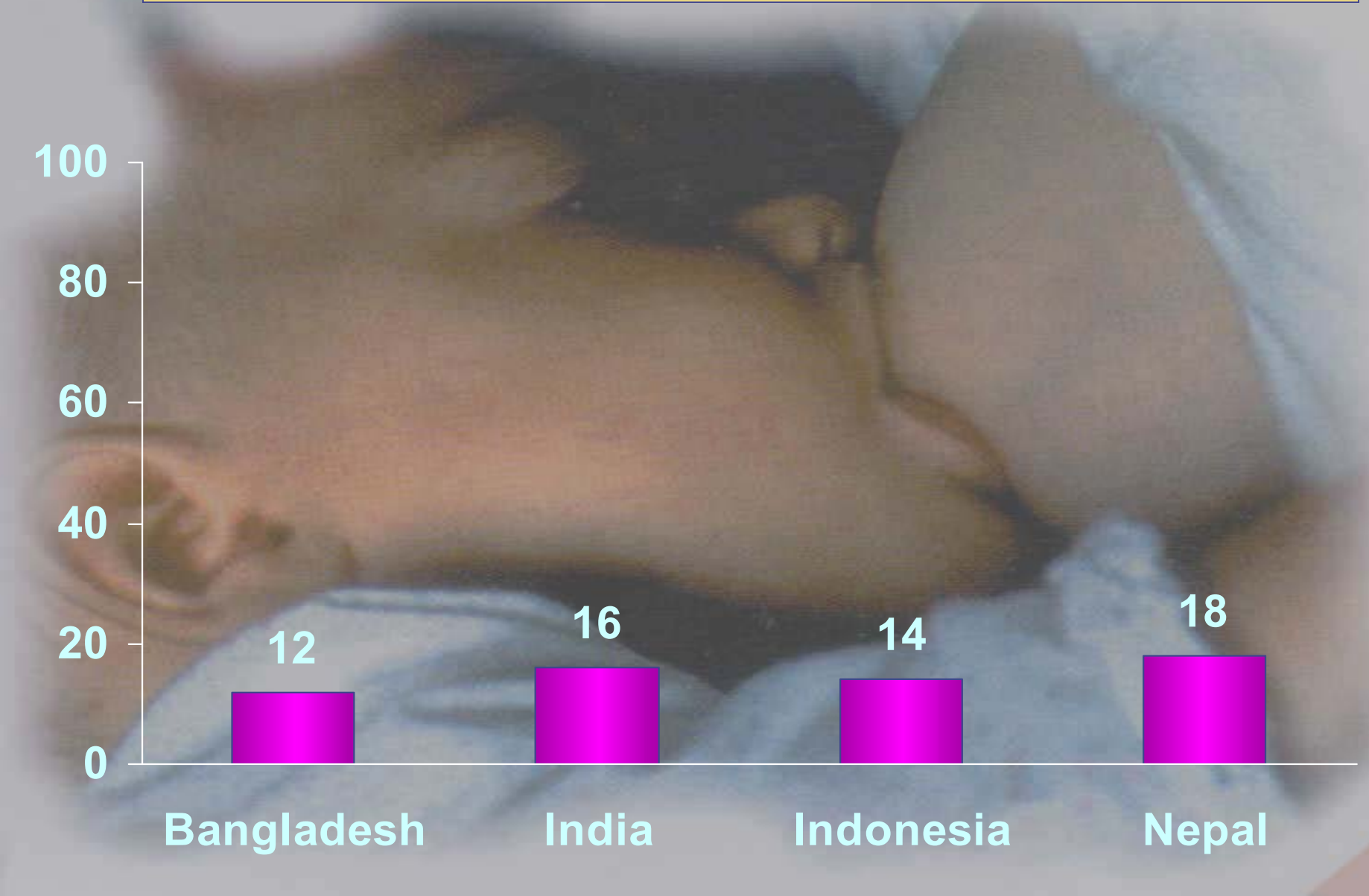
Under-5 deaths preventable through universal coverage with individual interventions (2000)

India

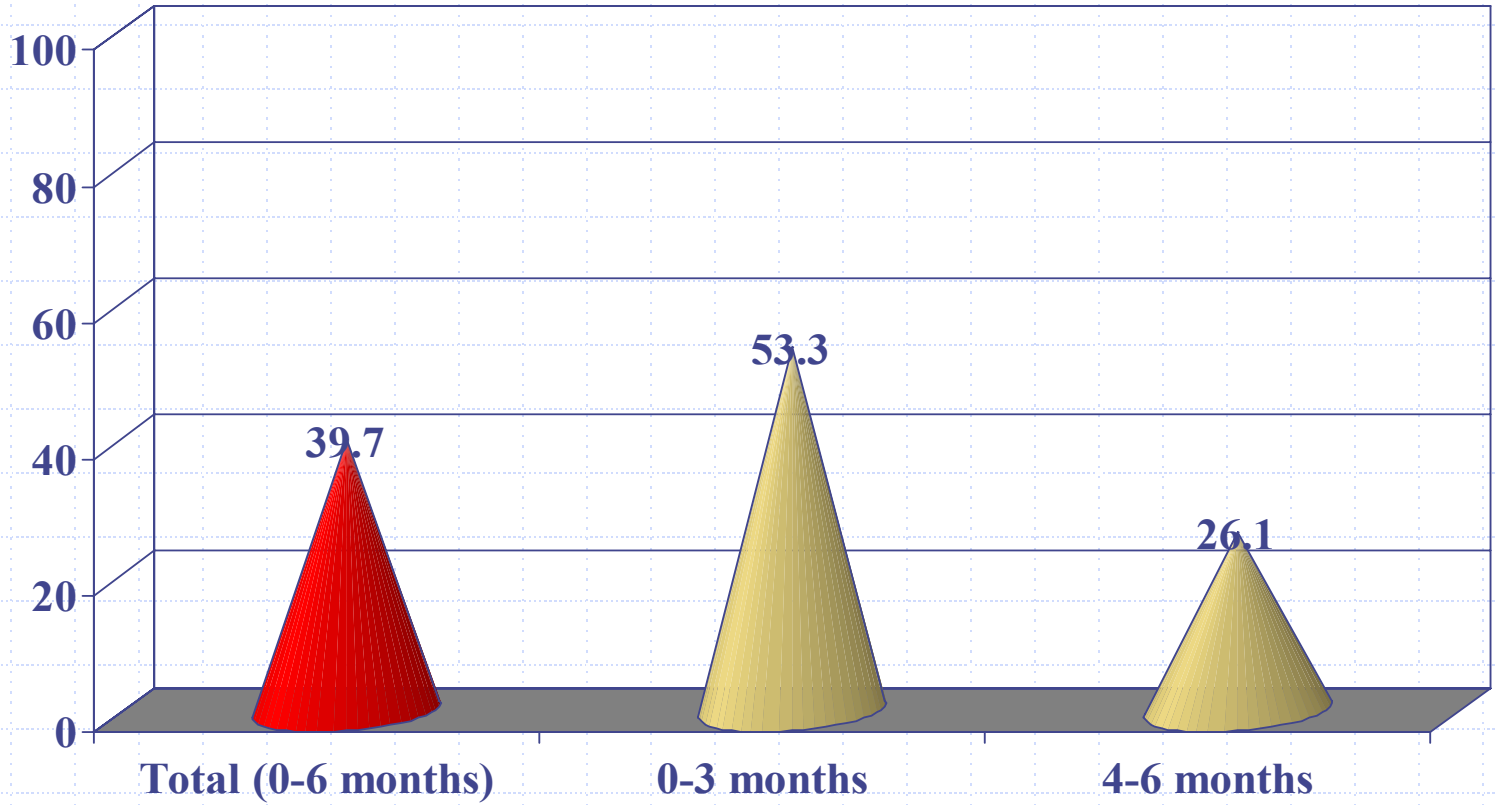


Source: Jones et al. LANCET 2003;362:65-71

Time of initiation of breastfeeding within one hour of birth

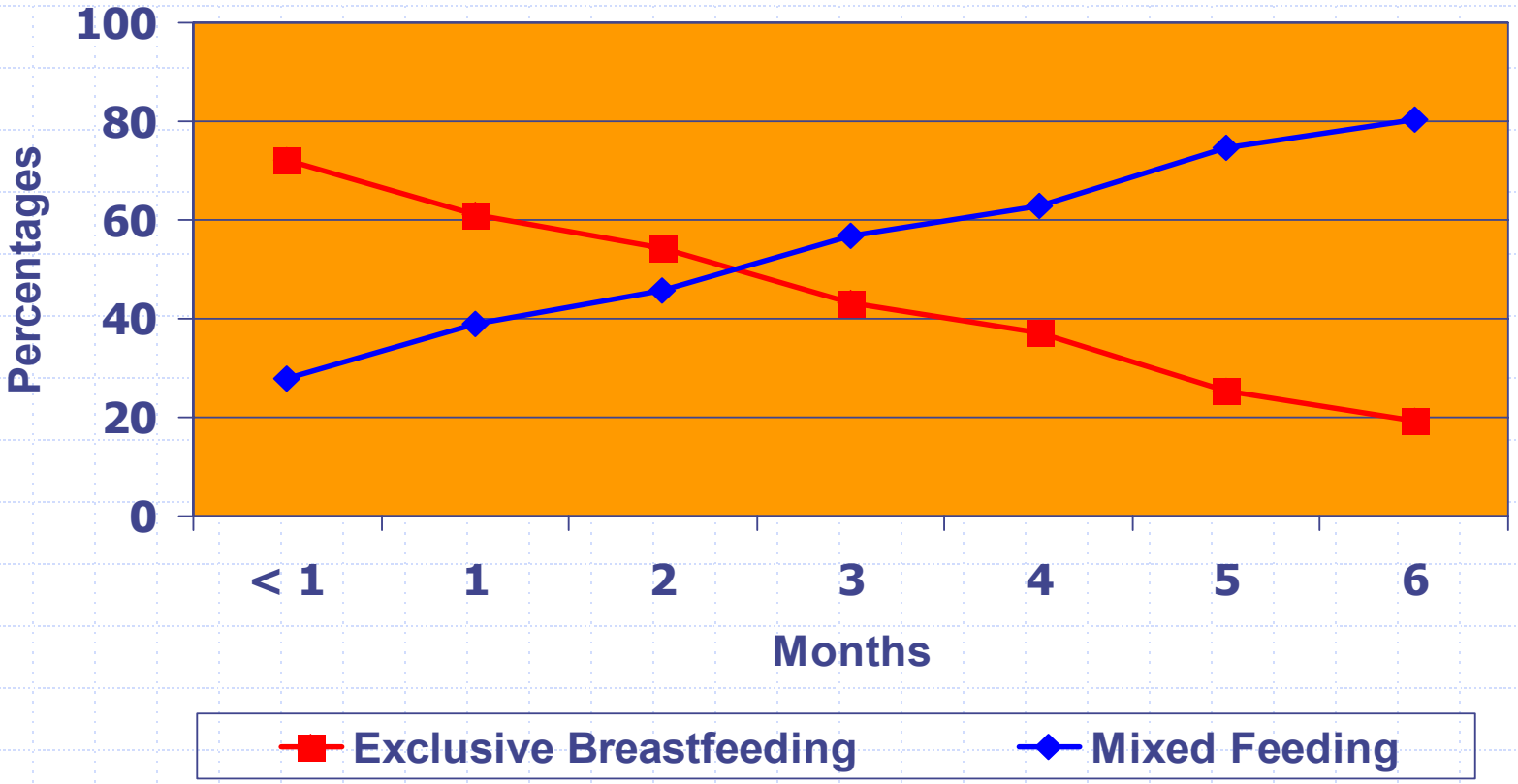


BPNI 2003 49 districts, around 9000 mothers : **Exclusive breastfeeding for the first 6 months**



Exclusive breastfeeding falls rapidly from first month onwards

(NFHS-2-1999)

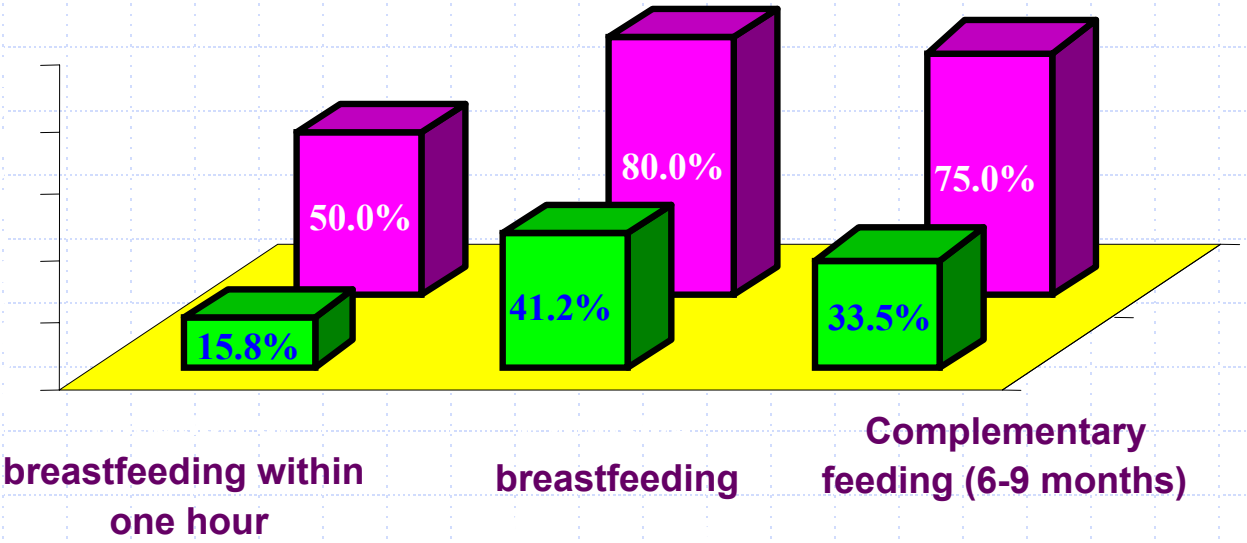


What are the reasons (49 district study)?

- Frontline workers don't carry clear concepts and lack skills to help women
- Confusing messages to mothers
- Doctors are not clear on the optimal feeding recommendations and push "own opinion".
- Mothers *feel* they don't have *enough milk*

10th Five year Plan

GOALS



Note: NFHS 2 data for exclusive breastfeeding is the simple average of 0-3 & 4-6 months period.

Successful IYCF Components

Successful Breastfeeding

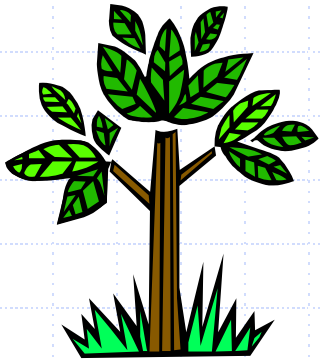
- Train all health care staff in skills necessary to implement this policy.

Counselling Visits

- At least one during the antenatal period
- Immediately after birth
- Within 7 days of birth to monitor post-partum and infant-feeding progress
- Monthly follow-up sessions
- Additional sessions may be required during high-risk time periods

Successful Breastfeeding

Inform all pregnant women about the benefits and management of breastfeeding



Benefits of Exclusive Breastfeeding

To the Baby

- Perfect nutrition
- Prevents infections
- Easily digested
- Higher IQ
- Emotional Bonding

Benefits of Exclusive Breastfeeding

To the Mother

- Reduces post delivery bleeding and anemia
- Helps delay next pregnancy
- Protective effect against breast and ovarian cancer
- Helps to loose weight

Benefits of Exclusive Breastfeeding

To the Family

- Reduces absenteeism of mothers from work as they are less prone to disease.
- Economical

Antenatal preparation for breastfeeding

With mothers groups:

- Explain benefits of breastfeeding
- Give simple information on how to breastfeed
- Explain what happens after delivery

With mother individually:

- Ask about previous experience
- Ask if any questions or worries
- Examine breasts if she is worried
- Build her confidence

Successful Breastfeeding

Help mothers initiate breastfeeding within an hour of birth

Successful Breastfeeding

No Prelacteal Feeds

- **Replace colostrum**
- **Reduce baby's desire for breastfeeding**
- **Greater risk of infection**
- **Risk of intolerance, allergy**

Successful Breastfeeding

No Bottles, Artificial Teats or Pacifiers for Breastfeeding Infants

Leads to nipple confusion

Successful Breastfeeding

Breastfeed on demand

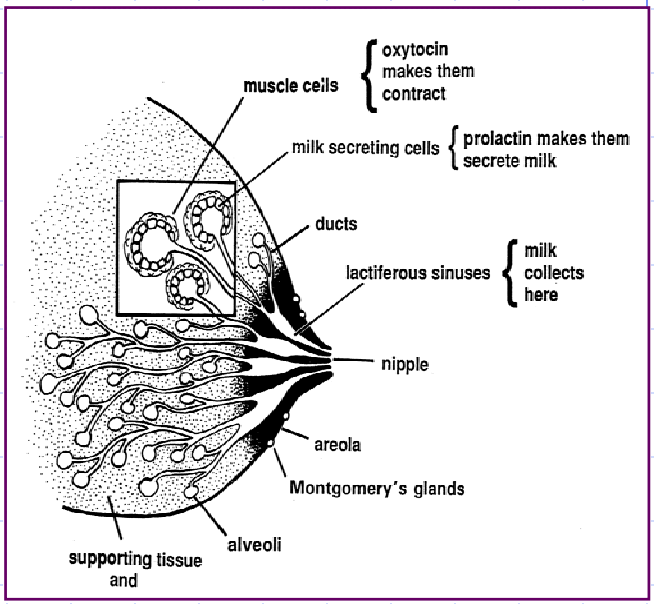
- **8-10 times or more in 24 hours**
- **Breastfeed at night**
- **No restrictions on length of breastfeeds**
- **No restrictions on frequency of breastfeeds**

Successful Breastfeeding

- Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.

Anatomy

- Milk producing glands
- Lactiferous canaliculi
- Lactiferous sinuses
- Myoepithelial tissue
- Adipose tissue

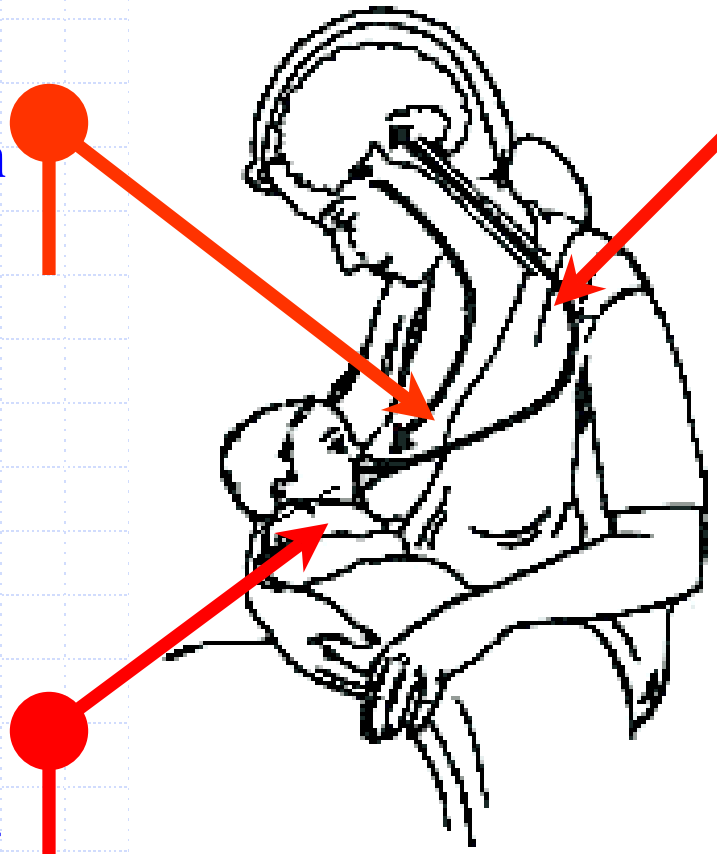


Physiology

- Prolactin reflex
- Oxytocin reflex
- Inhibin

Breastmilk Production

The Prolactin reflex



Prolactin in blood

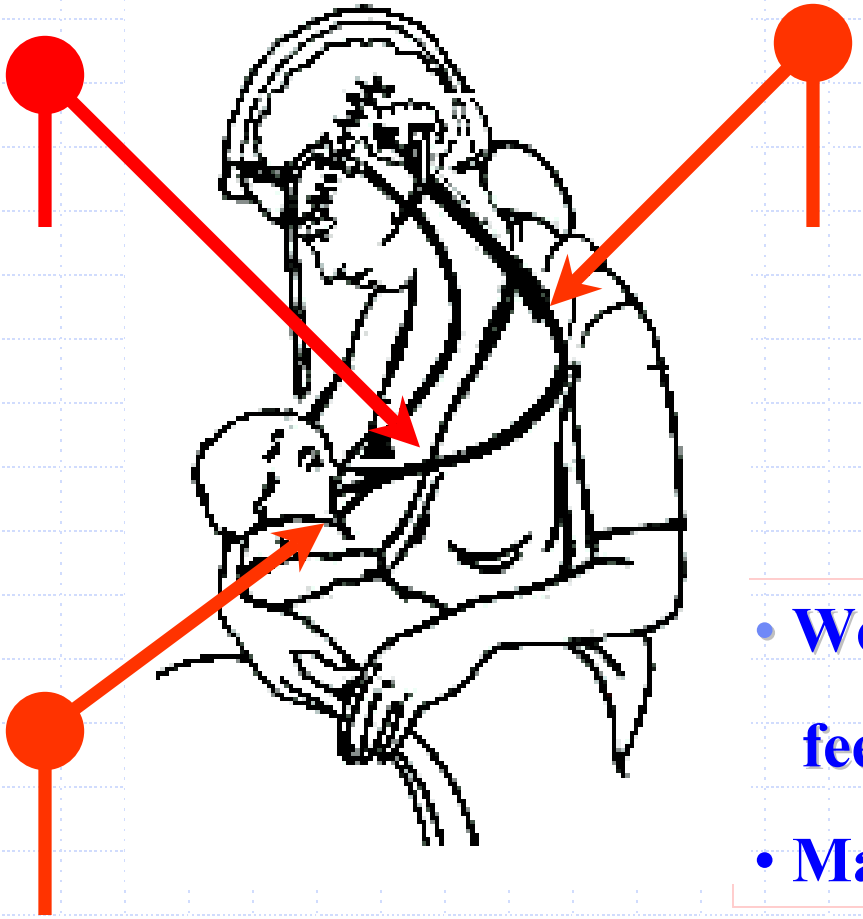
Sensory Impulses from nipple

Baby sucking

- **More prolactin secreted at night**
- **Secreted after feed to produce next feed**
- **Suppresses ovulation**

Breastmilk Transfer

The Oxytocin reflex

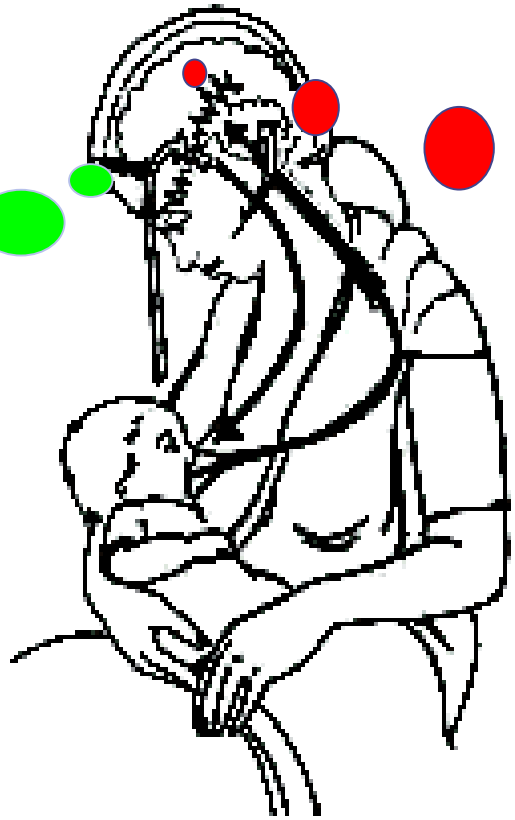


- Works before or during feed to make milk flow
- Makes uterus contract

Breastmilk Transfer

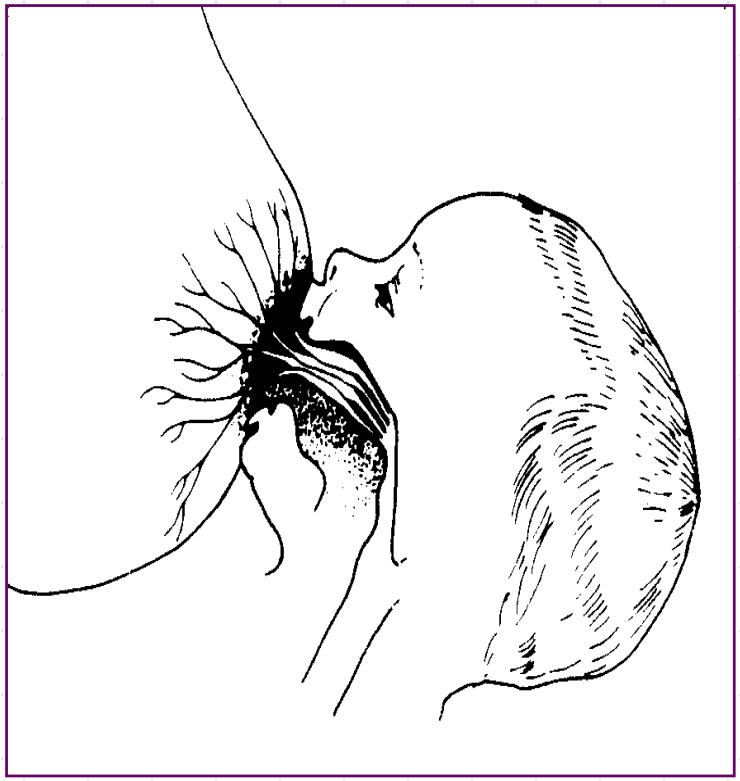
The Oxytocin reflex

Thinks lovingly
of baby
CONFIDENCE
Sound of baby
Sight of baby



Pain
Worry
Stress
Doubt

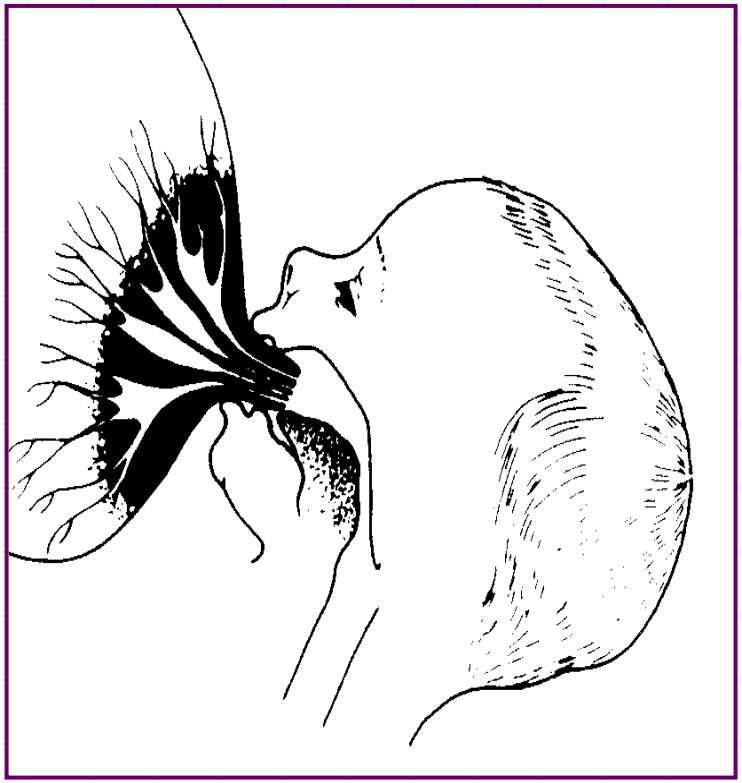
Signs of Correct Attachment



- Mouth wide open
- Lower lip is turned outside
- Chin touching the breast
- Black part of the breast not visible below the lower lip
- Large black portion of breast and nipple including milk collecting ducts are inside baby's mouth
- Tongue under the teat

Incorrect Sucking Position

- Mouth is not wide open
- Chin is away from the breast
- Baby is sucking only nipple
- Most black portion of the breast is outside the baby's mouth
- Tongue away from the teat



Factors affecting milk supply

Enhancers

- Frequent, complete expressions
- Rest and relaxation
- Improved condition of infant
- Skin to skin contact
- Initiation of breastfeeding

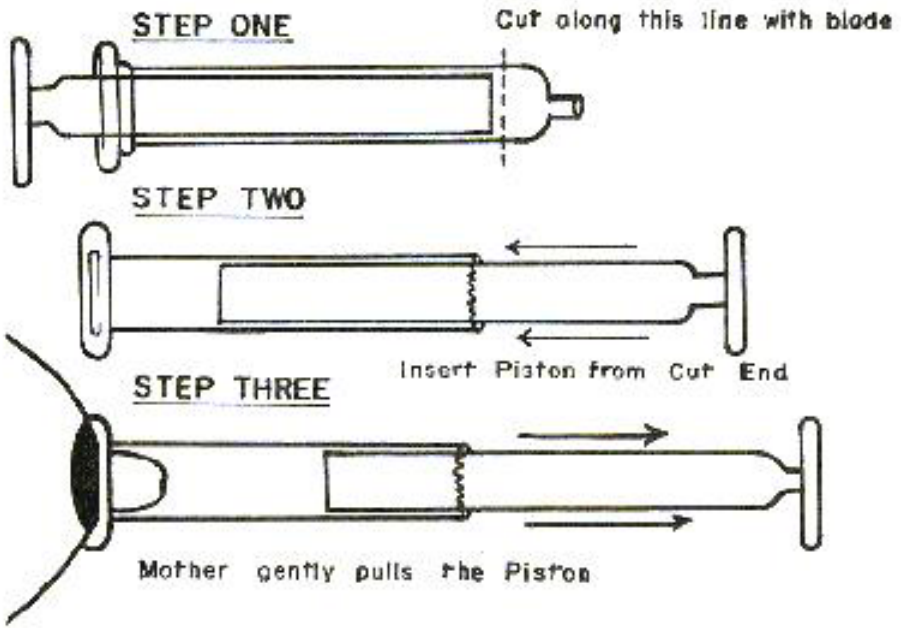
Reducers

- Infrequent, incomplete expressions
- Anxiety, fatigue, stress
- Worsened condition of infant
- Return to work
- Illness
- Drugs

Helping Mothers with Breast Problems

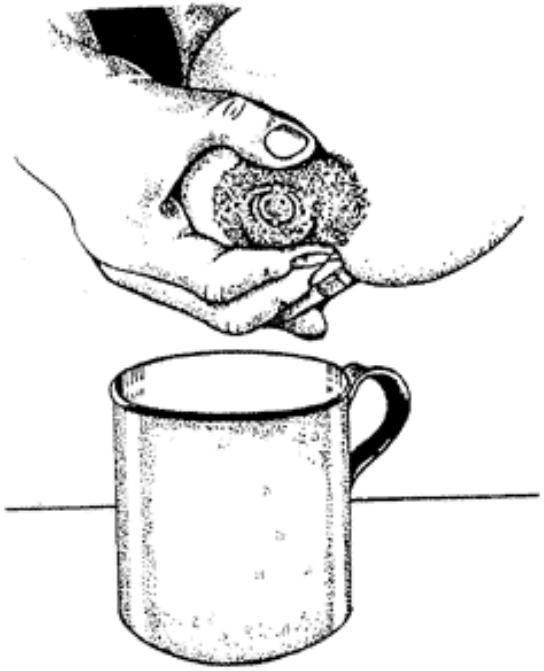
- Fullness
- Engorgement
- Mastitis
- Breast abscess
- Cracked nipple
- Sore nipple
- Inverted nipple

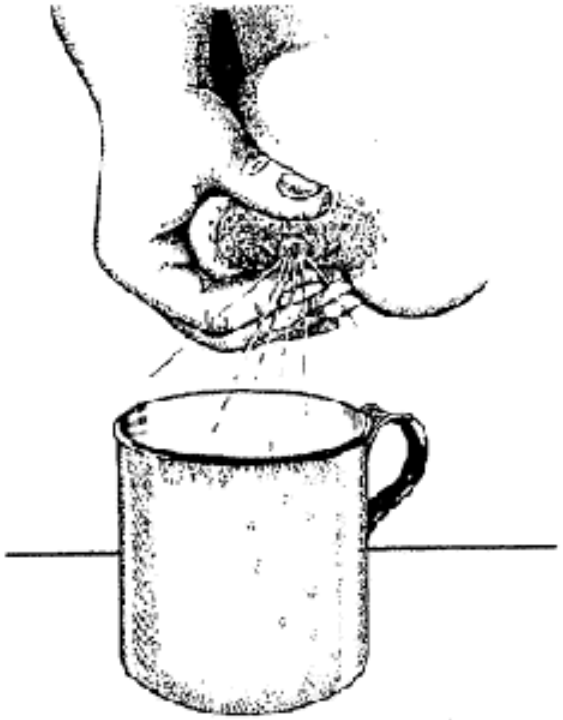
Inverted nipple



Alternate Methods of Feeding

Expression of breastmilk





Expression of breastmilk

Role of Front line Worker

- Assist women in correct positioning and expression of breastmilk if required
- To solve breastfeeding problems and problem of not enough milk
- Counseling to help establish exclusive breastfeeding

Newborn deserves the best Nutrition, Improved Survival, Optimum Development and healthy life
Breastfeeding can do this miracle !!!
Thanks!!!