

Advocacy Workshop on "Ensuring Child Survival and Development by Enhancing Optimal Infant and Young Child Feeding"

Venue: SIHFW, Mohali, Punjab

Date: 29th July 2013

A one day workshop on "Ensuring Child Survival and Development by Enhancing Optimal Infant and Young Child Feeding" on 29th July, 2013 was jointly organized by Department of Health & Family Welfare, Punjab, Department of Women & Child Development and Breastfeeding Promotion Network of India (BPNI) in the State Institute of Health & Family Welfare, Punjab at SAS Nagar.

The workshop was attended by more than 100 participants from Ministry of Health, Ministry of Women and Child Development, District level health officers, Professors of Medical Colleges, Mission Director-NRHM, NGOs, Punjab, BPNI, Delhi.

Dr. Karanjeet Singh, Director of Health & Family Welfare welcomed all the dignitaries and participants to the workshop. He recommended that the Civil Surgeon should monitor IYCF practices at district level and specifically monitor initiation of breastfeeding data and evaluate.

Dr. Arun Gupta member of the Prime Ministers Council on India's Nutrition Challenges, coordinator of 21 year old organisation BPNI, stressed on the Seven Strategies and facilitating factors, for enhancing Optimal Infant and Young Child Feeding practices. He recommended that Punjab could set up State committee chaired by principal secretary HFW, and having all mechanisms in place, should document the state of policy and programmes and launch a Punjab Specific Scheme /Initiative like "Punjab Programme on Protection and Promotion of Breastfeeding" which is monitored twice a year with clear goals and objectives

Sh.Hussan Lal, MD NRHM addressed the overview of role of NRHM in promotion of infant and young child feeding. He mentioned the long term association with BPNI for partnering in the training of MLTs and Frontline workers. The evaluation study shows encouraging results, with 50-55% people interviewed were following optimal IYCF practices. He suggested continued training programmes for ASHA/ANM/MO/Nurses involved in delivery and care. He felt each of us have a role to play, and there is

need to sensitize people. He committed on behalf of NRHM for all the support required in promoting optimal IYCF. Also he mentioned the need for more such workshops at district level for sensitization.

Ms.Vini Mahajan, Principal Secretary, Health & Family Welfare in her keynote address/inaugural address emphasized on the importance of breastfeeding and promised to take action to increase breastfeeding rates in Punjab during 12th five year plan. She suggested on IEC/BCC as one of the solutions to overcome gap and for this the resource pool of ASHA/AWW could be utilized. She emphasized that only if the right message goes down from us to the field, it would be communicated. She mentioned that Child Health Action Plan is being developed and would like this issue clarified. She requested Sh.Hussan Lal to take the lead in developing IEC/BCC for better communication so as to be able to reach out to target groups. She congratulated for having organized such an important workshop for promoting health mother child issue.

The inaugural session ended with vote of thanks by Dr. Ashok Nayyar, Director Health Services.

The first technical session was by Dr.J.P.Dadhich, National Coordinator, BPNI on "Implementing IMS Act: Protecting Breastfeeding from Commercial Influence". The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production Supply and Distribution) Act 1992 and Amendment Act 2003 bans all kinds of promotion of baby foods and feeding bottles anywhere. He emphasized that protecting Breastfeeding is crucial in improving breastfeeding practices. A very strong tool is available to protect breastfeeding and requires a coordinated and concerted effort.

Dr.Pardeep Khanna, Sr Professor and Head, Community Medicine, PGIMS, Rohtak emphasized on "Mainstreaming skilled IYCF counseling in Health & Community settings" and the need for IYCF counselling centre in each health facility managed and run by a well-trained counsellor. State Resource Centre in a Medical College and other colleges to provide training support. Medical College faculty should integrate a pre-service curriculum. State Govt. should issue an advisory to private hospitals for starting infant and young child feeding counselling centres.

Dr. Paramjit Kaur, Prof & Head Community Medicine, GMC, Patiala spelled out the new thrust areas and IYCF in the Restructured ICDS scheme. The ICDS restructuring and strengthening was one of the recommendations of the Prime Minister's National Council on India's Nutritional Challenges. The strengthening & restructuring of ICDS has three facets: Reforms-Programmatic, management & Institutional, new components & initiatives and revision of existing norms. She shared how focus under 3 provides a perfect opportunity to develop programmes to protection, promotion and support of breastfeeding and Optimal Infant and Young Child Feeding Practices and growth monitoring through skilled counselling.

Dr. G.B. Singh gave the overview on the NRHM guidelines on "Enhancing Infant and Young Child Feeding Practices". The guidelines include Technical and Operational guidelines for optimal Infant and Young Child Feeding practices. He shared briefly how to implement these guidelines in order to protect and promote breastfeeding in the State.

The last session was showcasing video on "Lalitpur Personified" - improving young child feeding practices. This 12 minute video showed how practices and behaviour can be changed if counselling on breastfeeding and infant and young child feeding is institutionalised.

Group work

The participants were divided into four groups for the group work. The groups were given guidance to discuss and come up with recommendations by consensus. Each group appointed a Rapporteur and a chairperson. The group discussed the issues and made specific actions recommendations. The recommendations were presented to all.

Following group discussions took place

Group 1: Implementing IMS Act,

Group 2: Implementing the MOHFW Guidelines to improve breastfeeding rates through health facilities, State capacity building for skilled counselling,

Group 3: Advocacy, World Breastfeeding Week

Group 4: Coordination, monitoring and evaluations

The recommendations of the group work are as follows:

Group Work 1: Implementation of IMS Act

1. Actions to enhance awareness about the provisions of the IMS Act
 - a. Orientation of policy makers, programme managers, health care/nutrition care providers, professional bodies like IMA, private sector at state and district level.
 - b. Use of hoardings, print & electronic media advertisements, and dissemination of printed material on IMS Act.
 - c. Dissemination of GOI circulars/letters to district authorities
2. Actions to implement the IMS Act effectively
 - a. Notification/ Govt. order for nominating civil surgeons to implement IMS Act at district level
 - b. Training of nominated officials in detecting violations and taking actions.
 - c. Written permission for any conferences by Civil Surgeon in the district
 - d. Punjab Medical Council credit hours to be granted only for conferences that comply with IMS Act
 - e. Periodic reporting of actions in implementing the Act.
 - f. Budget allocation for implementation of IMS Act and district level seminars.
 - g. Quarterly review meeting to review performance

Group Work 2: Implementing the MOHFW Guidelines to improve breastfeeding rates through health facilities, State capacity building for skilled counselling

1. All agreed to have a lactation cum IYCF counselors in all govt. health facilities.
2. Govt. order to institutionalize IYCF counselling
3. IYCF Resource Centres should be established in all medical colleges with at least two master trainers provided there, and to organize TOT for 6 medical colleges to have 12 master trainers. (Training course for 2 weeks). Govt.

medical colleges in the state should introduce strengthening pre service IYCF component module, through trained staff.

4. Train 48 IYCF counsellors (at least 2 from each district)(Training course for one week)
5. Resource centre may be set up at Patiala GMC with role of coordination, translation, rolling out training, monitoring and evaluation, IMS Act annual report etc.
6. Civil surgeon could issue an advisory note to have counselors in private hospitals, it would help improve their image as well.
7. Civil surgeons /DFPOs should review the programme in monthly meetings and issue an order to provide 'infant and young child feeding counseling'
8. BPNI curriculum of on infant and young child feeding can be adopted as suggested in the Guidelines for Enhancing Infant and Young Child Feeding, Ministry of Health and Family Welfare 2013. (Duration of training is 4 days for frontline workers and 7 days for infant and young child feeding counselling specialist, 7 days for a middle level trainer and 14 days for a national level trainer.
9. District sensitization workshops should be organised on how to implement MOHFW's "Operational Guidelines for Enhancing Optimal Infant and Young Child Feeding Practices"

Group Work 3: Advocacy and World Breastfeeding Week

1. IEC communication in form of Punjabi Booklet may be distributed to to all mothers who deliver in hospitals during antenatal check up. (Can be developed/printed in partnership with BPNI)
2. Demonstrations and talk to be delivered on WBW in groups : Target Group: Mothers in AN wards and PN wards, Nursery, Gynae, Paediatric OPD and general Wards
3. Message to be conveyed to staff at the institutional level i.e. Staff nurses, ASHA, AWW, LHV, ANM at SC, PHC, CHC and DH.

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5. Punjab should carry out policy and programme analysis. Resource centre could be handed over this work.

Annex 1

PPTs

Annex-2

List of participants.