

**Counselling Women on
Breastfeeding and
Infant and Young Child
Feeding: How, When
and by Whom**

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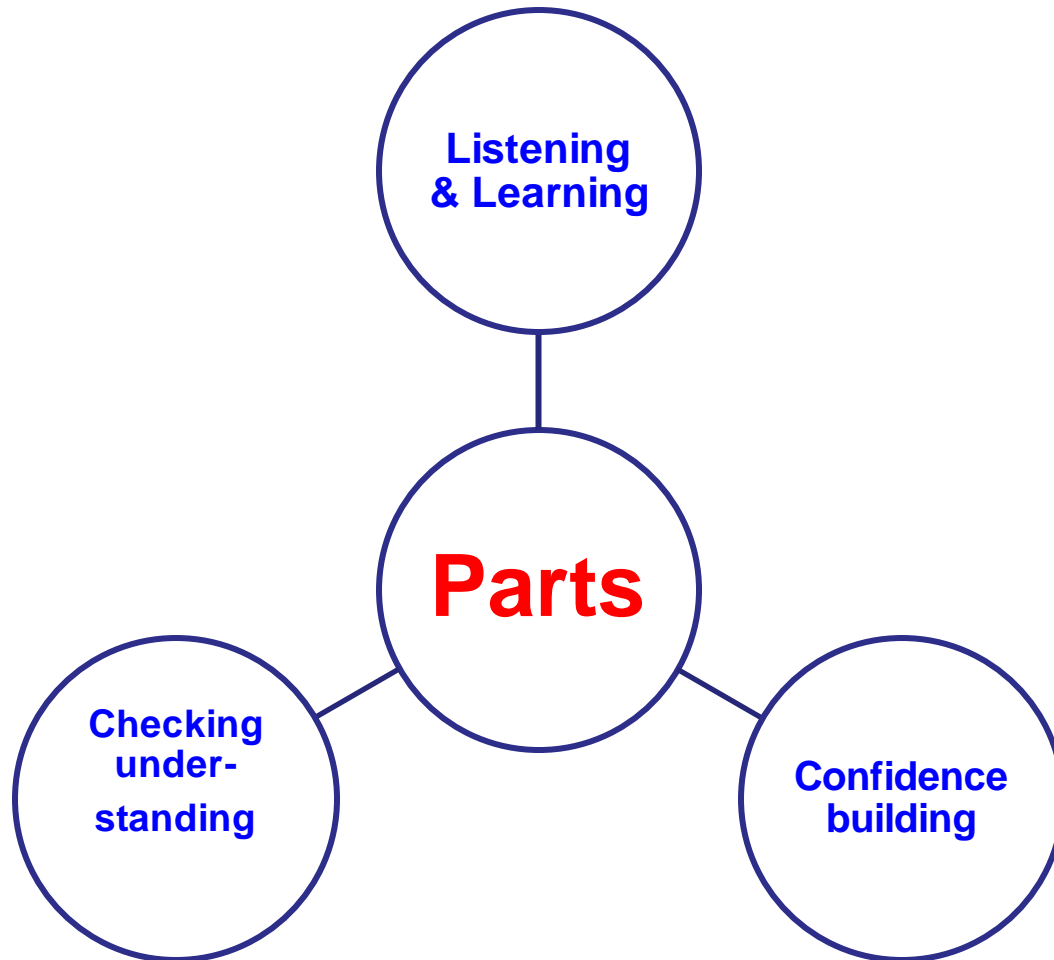
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Counseling

To give professional help and recommendation to mother and family on infant feeding.

“Counseling truly aims at empowering a mother to understand advantages and dynamics of breastfeeding and enabling her to practice optimal IYCF”

How to do counseling



Attributes of IYCF counseling

- Understanding mother's and family's situation.
- Accepting mother's concerns, and mistaken ideas with respect and empathy.
- Giving relevant information on breastfeed and complimentary feeding in a positive way for making informed decisions.

Attributes of IYCF counseling

- Evaluation of all possible options for exclusive and continued breastfeeding with working mother and her family.
- Discussion with mother on all possible feeding options in special situations for exclusive BF and continued BF.
- Assuring mother/family for continued support for all aspects of infant feeding.

Non verbal communication

- ❖ Ambience
- ❖ Self-presentation Cues
- ❖ Kinesics
- ❖ Paralanguage
- ❖ Spatial Usage



**Everything
except the
words!**

Counseling session:

Open questions

- **Do you breastfeed your baby?**
- **How are you feeding your baby?**
- **Which question will give you more information?**

Suggestion, not command

❖ **Mef please close the door.**

How does that sound?

❖ **Mef will you please close the door?**

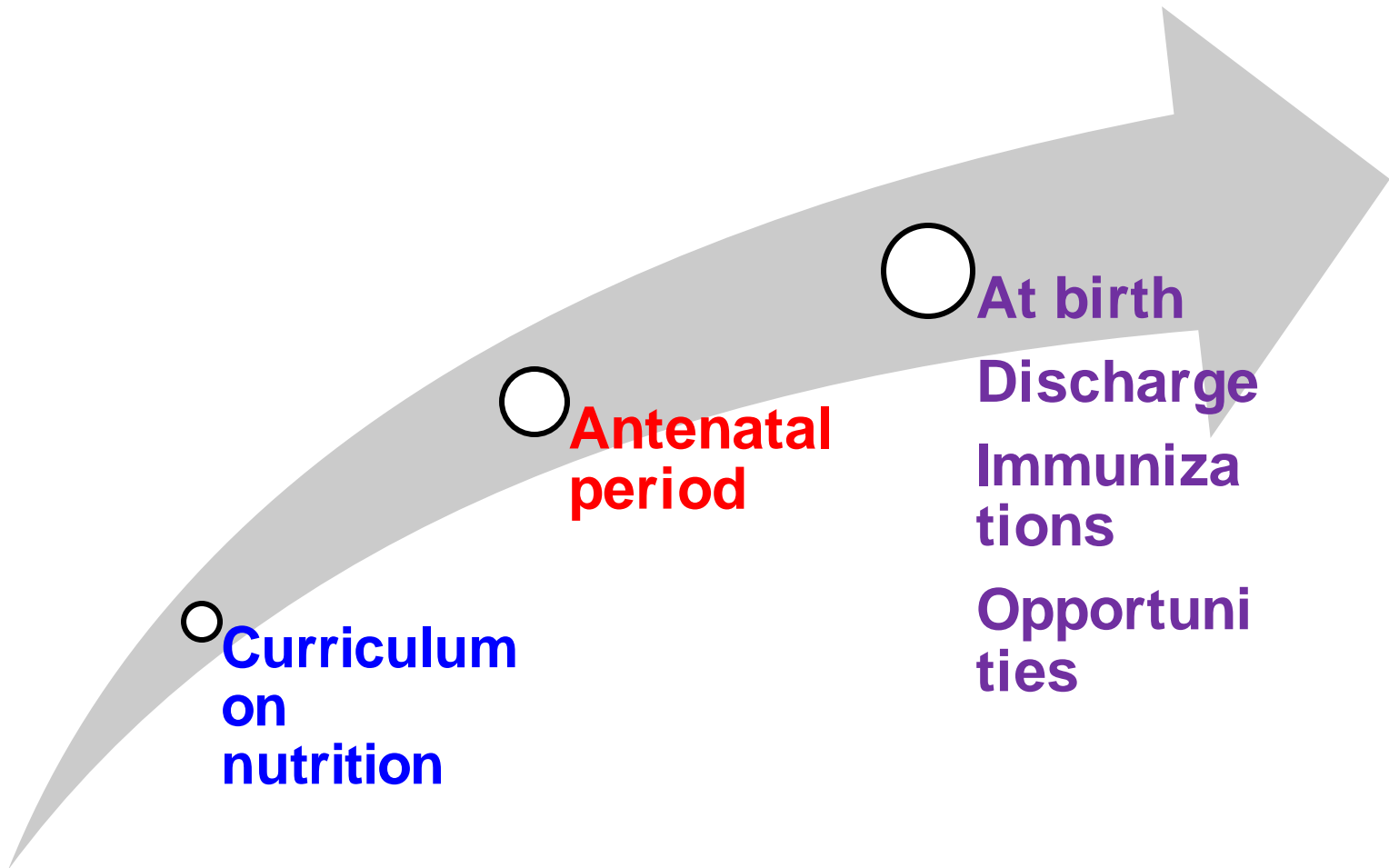
How do you feel now?

Make few suggestions not commands



- ◆ HCW are tuned to give orders.
- ◆ Order or command takes away mother's right for choosing an option.
- ◆ Suggestion gives a choice to mother for adopting best options.

When to do IF Counseling



When to do IF Counseling

- ❖ Unmet needs of breastfeeding and complimentary feeding counseling.
- ❖ Missed opportunities of breastfeeding and complimentary feeding counseling.
- ❖ Special situations like LSCS etc.
- ❖ Peer pressures for weaning from breast.
- ❖ Commercial influences on child nutrition.

LSCS

- Very high LSCS rate in pvt health facilities around 55%
- Govt facilities 17%
- LSCS done in epidural anesthesia, mother is conscious.
- BF within an hr possible with support.



Who should counsel for breastfeeding

- Obstetrician
- Pediatrician
- Nurses
- Nutrition counselor
- CHW
- Mother support groups



Who should counsel for breastfeeding

- **Having knowledge of art and science of infant and young child feeding.**
- **Received counseling based skilled training.**
- **Sensitive, available.**
- **Free from conflicting interests.**
- **Practitioner.**

**No sermon please;
if interested counsel**



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Thank you so much