Counselling Women on Breastfeeding and Infant and Young Child Feeding: How, When and by Whom
Dr M. M. A. Faridi
MD,DCH,MAMS,FIAP,FNNF

Dean
and Professor of Pediatrics
Era’s Lucknow Medical College
Lucknow, India
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

Parts

- Listening & Learning
- Checking understanding
- Confidence building
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

- Curriculum on nutrition
- Antenatal period
- At birth
- Discharge Immunizations
- Opportunities
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

Thank you so much