Breastfeeding Counselling
Gaps, Interventions and recommendations

Dr. JP Dadhich MD (Paediatrics), FNNF
Technical Director, BPNI
Co-Chair, IBFAN Global Council

Webinar on Counselling Women on Breastfeeding and Infant and Young Child Feeding: How, When and by Whom
31st JULY, 2020
Outline

- Gaps in counselling services in the public health programmes and status of breastfeeding practices
- Breastfeeding counselling interventions and support in India
  - in health facility
  - at home
- BPNI’ Interventions for breastfeeding counselling
Policy/Guidelines/Programme Initiatives


National Guidelines on Infant and Young Child Feeding

ICDS Mission: The Broad Framework for Implementation

Guidelines for Enhancing Optimal Infant and Young Child Feeding Practices

Home Based Care for Young Child (HBYC) - Operational Guidelines

Labour Room Quality Improvement Initiative

National Guidelines on Lactation Management Centres in Public Health Facilities
Initiation of breastfeeding

(NFHS - 4, 2015-16)

- Institutional deliveries: 79%
- Initiation of BF within 1 hr: 41.6%
- Initiation of BF within 1 day: 81.4%
Breastfeeding practices in India – critical issues

Exclusive Breastfeeding falls rapidly!

(NFHS - 4, 2015-16)
Challenges at health facilities

- Lack of dedicated space or human resources for breastfeeding/lactation counselling
- Heavy Workload
- Health staff lacks the required competence in lactation management

A pediatrician said, “…time is the most important factor and if there is a dedicated counsellor, it makes it a bit easy for the doctor, as after seeing 100 patients in the OPD and after taking rounds of 50 beds, it is impossible to do counselling”
Key Recommendations of the World Bank Study

- The MOHFW, GoI may set up a national coordination and technical unit
- The national unit should develop a five-year plan with yearly components, linked to budgets for activities including:
  - enhancement of staff competency
  - appointment of new staff as lactation counsellors
  - counselling and support services
  - periodic monitoring
  - external assessment of health facilities at least every five years.
Gaps in policies and programmes on IYCF

- Inadequate skill based in-service training on breastfeeding/IYCF for health care providers, including doctors
- Inadequate access to community-based antenatal and post-natal support systems with counselling IYCF to pregnant and lactating women
- Inadequate skill training to community health workers to support breastfeeding initiation and continuation.

Breastfeeding counselling interventions and support in India

- in health facility
- at home
Counselling – Aligarh Experience - Methodology

- 300 Women were recruited from ANC and randomised to Intervention (150) and control (150) groups
- 2 nutritionists were appointed & trained as CS using BPNI’s ‘4 in 1’ 7 days training programme
- Mothers in the intervention groups received 2 ante-natal and 8 post-natal counselling visits
- 2 research assistants collected data periodically

## Counselling – Aligarh Experience - Intervention

<table>
<thead>
<tr>
<th>Ante-natal</th>
<th>Post-natal</th>
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<tbody>
<tr>
<td>• Counselling in hospital about:</td>
<td>• Counselling at home about:</td>
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<tr>
<td>• Initiating breastfeeding with in one hour of birth and avoiding pre-lacteal feeds</td>
<td>• Benefits of exclusive breastfeeding up to the age of six months</td>
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<tr>
<td>• Benefits of exclusive breastfeeding up to the age of six months</td>
<td>• Skilled support to address any specific breastfeeding problems such as engorgement, sore nipple, mastitis etc.</td>
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<td>• Dangers of artificial feeding and bottle feeding</td>
<td>• Women were encouraged to clarify their myths and doubts</td>
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<td>• Demonstrations for</td>
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<td>• Correct positioning and attachment</td>
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<tr>
<td>• Expression of breastmilk and cup feeding technique</td>
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<tr>
<td>• Women were encouraged to clarify their myths and doubts</td>
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Skilled counselling helps in sustaining exclusive breastfeeding!

OR of Ex BF at 6 mo. 7.44 (3.98 to 13.92)
Peer Counselling in community/home: Lalitpur, UP

Peer Counselling helps in sustained increase in IYCF practices – Lalitpur experience

Intervention

- Structured antenatal counselling to mothers
- Formation of breastfeeding support group
- Postnatal information through a leaflet and video
- Counselling of other family members including the husband

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<th>Study group (n=30)</th>
<th>Control group (n=30)</th>
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<tr>
<td>Neonates receiving EBM on D1</td>
<td>80%</td>
<td>24%</td>
<td>&lt; .0001</td>
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<td>Amount of EBM in ml (Day 7), median (IQR)</td>
<td>115 ml (60-170)</td>
<td>60 ml (40-120)</td>
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BPNI’s interventions

- For all mothers: IYCF Counselling Specialist training (7 days)
- For breastfeeding mothers: Stanpan Suraksha APP (on 7th August)
- For Pregnant Women: Digital Portal (Coming soon)
IYCF Counselling & Lactation management
The ‘4 in 1’ Training Course

Infant and Young Child Feeding Counselling & Lactation Management:
The 4 in 1 Training Course
(An integrated course on Breastfeeding & Lactation Management, Complementary Feeding, Infant Feeding & HIV and Growth Monitoring counselling)

Trainer’s Guide

Breastfeeding, Lactation Management & Infant and Young Child Feeding Counselling: The ‘4 in 1’ course!
(An integrated course on Breastfeeding & Lactation Management, Complementary Feeding, Infant Feeding & HIV and Growth Monitoring)

A BPNI’s Certificate Course!
2020E2030!
## Training on 10 steps to Successful Breastfeeding

**A Lactation Management Course**

**Trainer’s Guide**

<table>
<thead>
<tr>
<th>CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
</tr>
<tr>
<td>Session 2</td>
</tr>
<tr>
<td>Session 3</td>
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<td>Session 4</td>
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For breastfeeding mothers: Stanpan Suraksha APP

Stanpan Suraksha

putting child nutrition at the forefront of social change

supported by

HCL FOUNDATION
For Pregnant Women: A Digital Portal

A Digital Antenatal Portal

Preparing Pregnant Women to Demand Breastfeeding Counselling and Support Services

A BPNI’s Initiative

- To provide breastfeeding counseling services to pregnant women to be fully informed for successful in breastfeeding their babies
- To facilitate an enabling environment for women to ensure early breastfeeding within an hour of birth, skin-to-skin contact, and reduce the consumption of infant formula at the time of birth.
Conclusions

- Government of India policies and guidelines have recognised breastfeeding counselling by dedicated trained counsellor.
- There is a need to have effective implementation of policies & guidelines.
- Effective, feasible models for health facilities and community are available.
- Civil society organisations can contribute to this important work.
Thanks!

jpdadhich@bpni.org