

Breastfeeding Counselling **Gaps, Interventions and** **recommendations**

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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



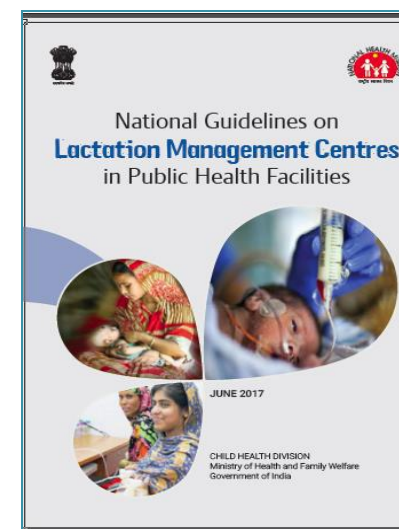
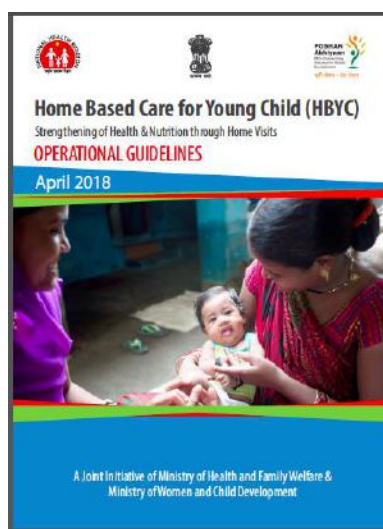
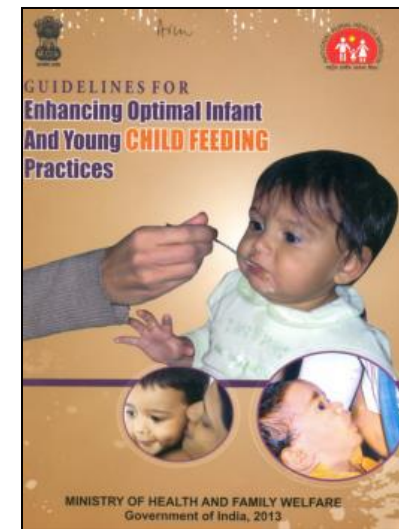
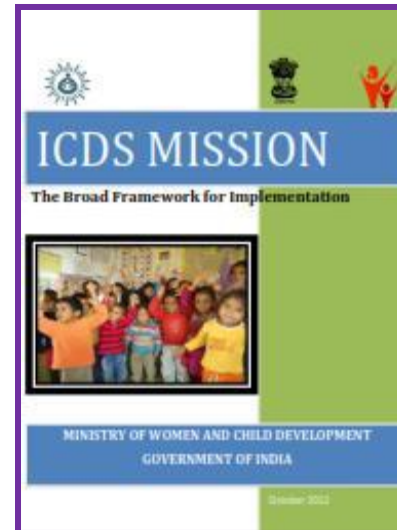
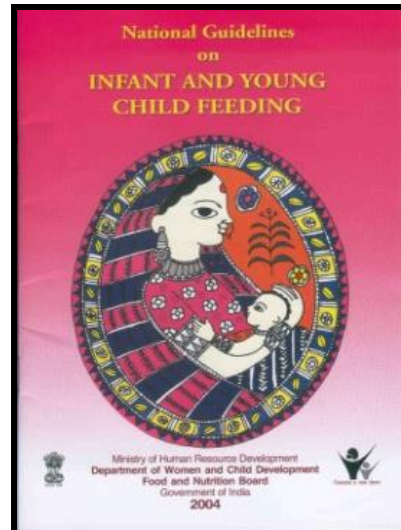
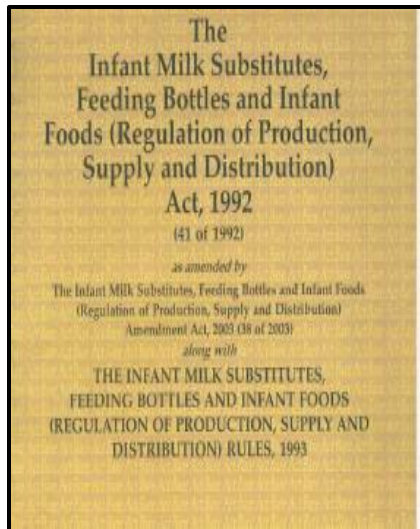
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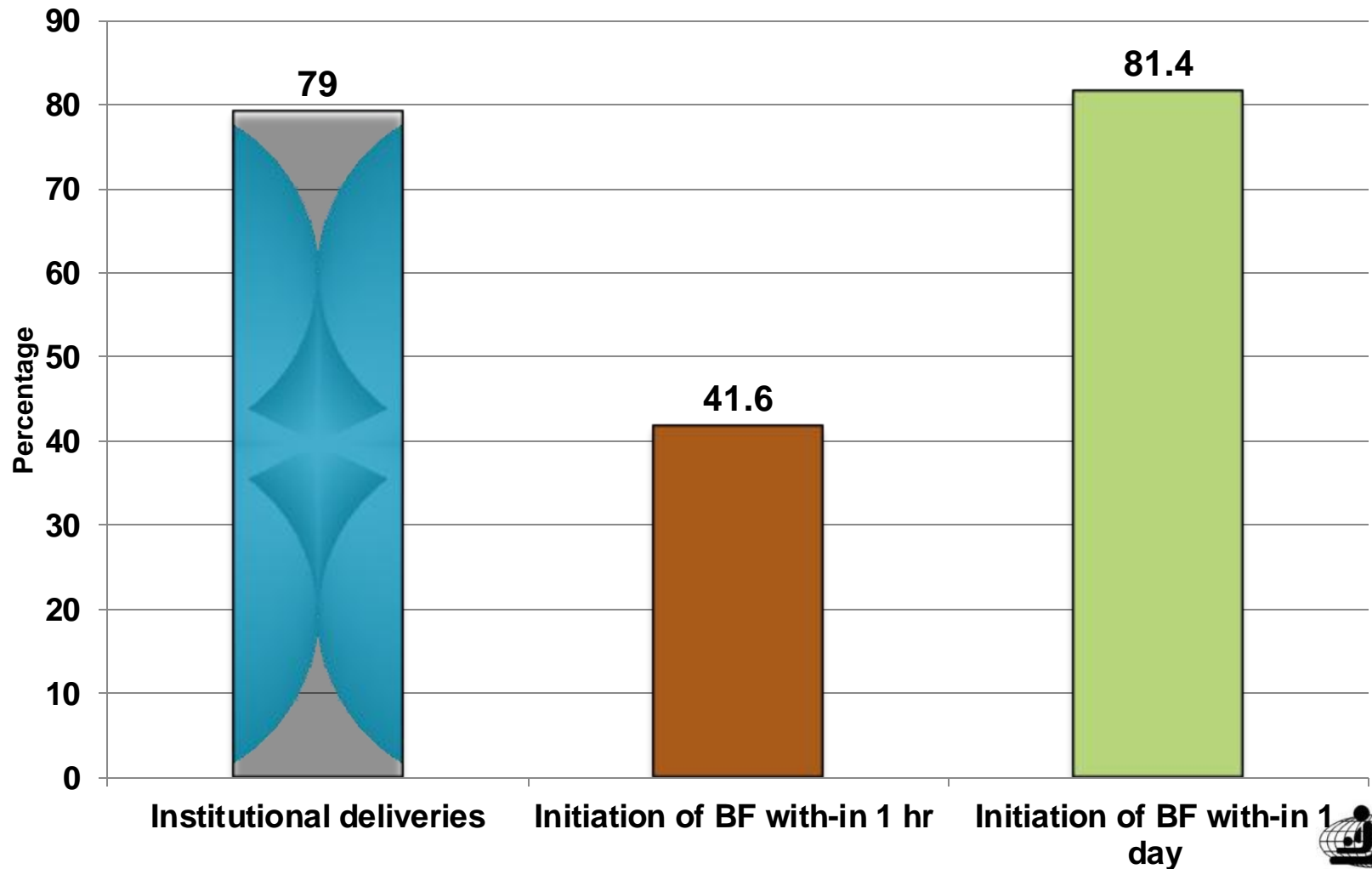
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Policy/Guidelines/Programme Initiatives



Initiation of breastfeeding

(NFHS - 4, 2015-16)



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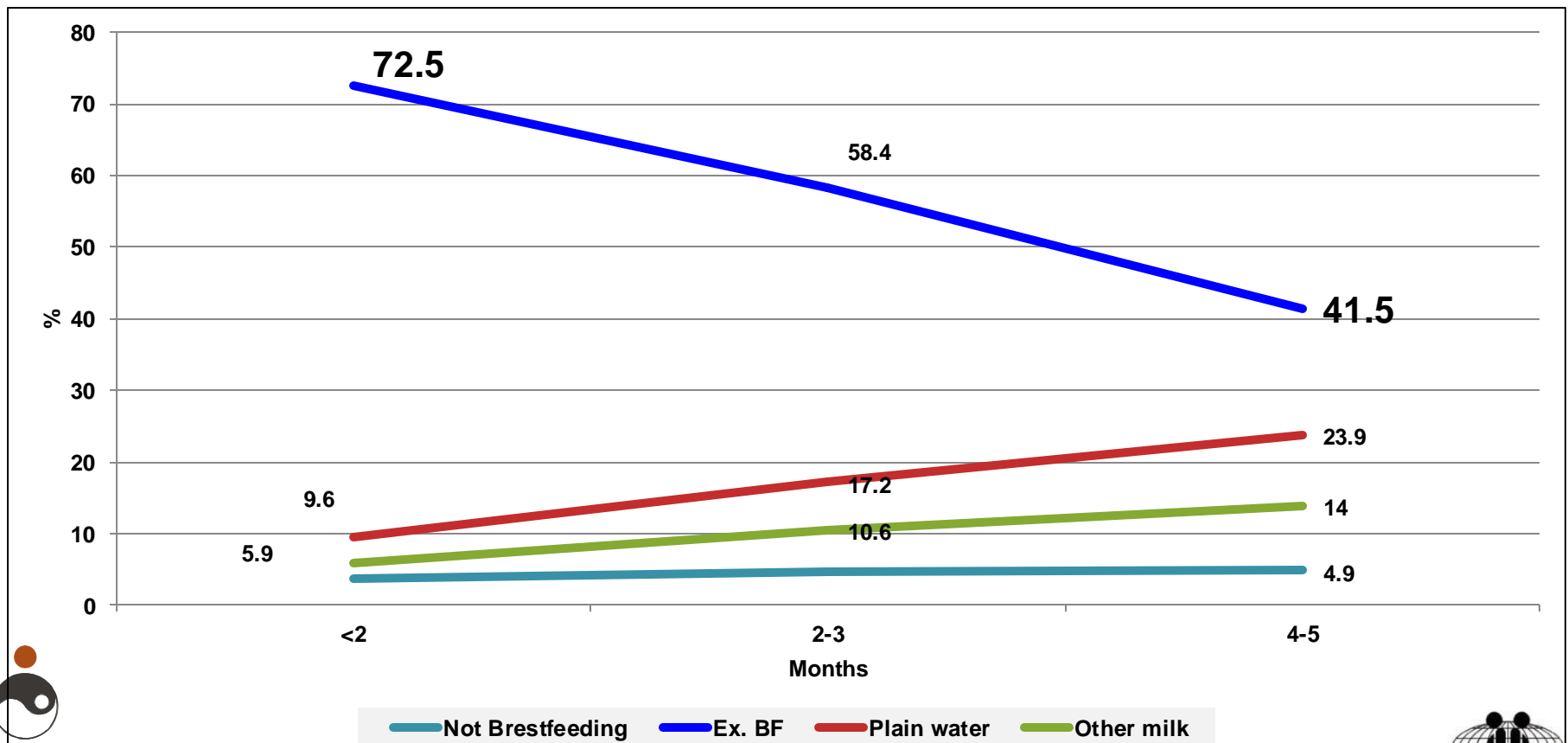


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Breastfeeding practices in India – critical issues

(NFHS - 4, 2015-16)

Exclusive Breastfeeding falls rapidly!



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"

<http://documents.worldbank.org/curated/pt/916891573111241173/pdf/South-Asia-Baby-Friendly-Hospital-Initiative-in-South-Asia-Implementing-Ten-Steps-to-Successful-Breastfeeding-India-Nepal-and-Bangladesh-Challenges-and-Opportunities.pdf>

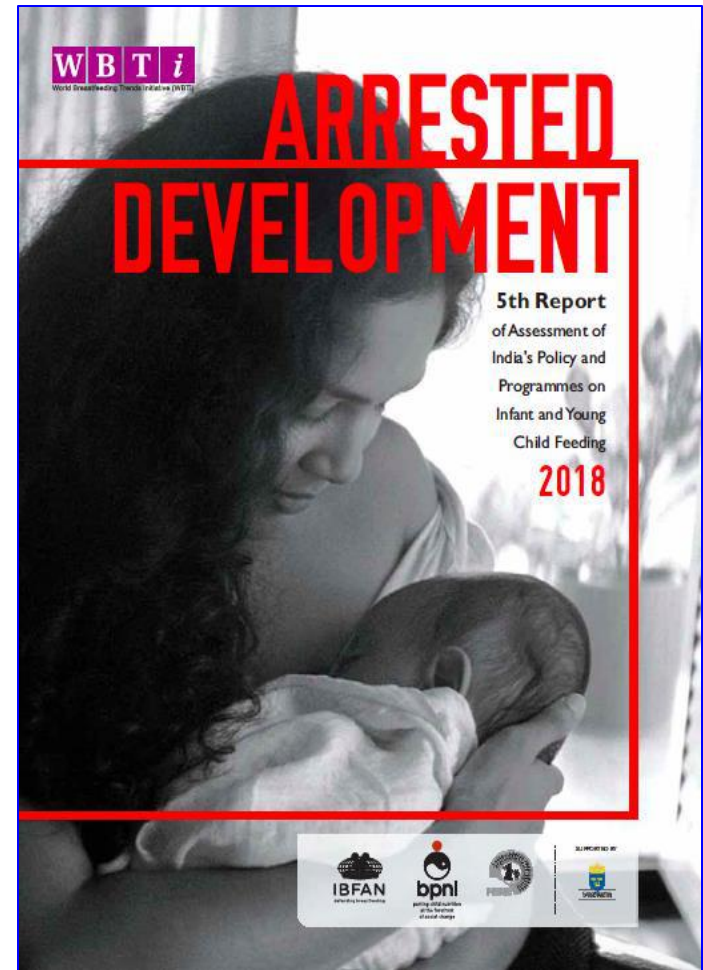
Key Recommendations of the World Bank Study

- 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



Gupta A, Dadhich JP, Ali SM, Thakur N. Skilled counseling in enhancing early and exclusive breastfeeding rates: an experimental study in an urban population in India. *Indian pediatrics*. 2019 Feb 1;56(2):114-8.

Counselling – Aligarh Experience - Intervention

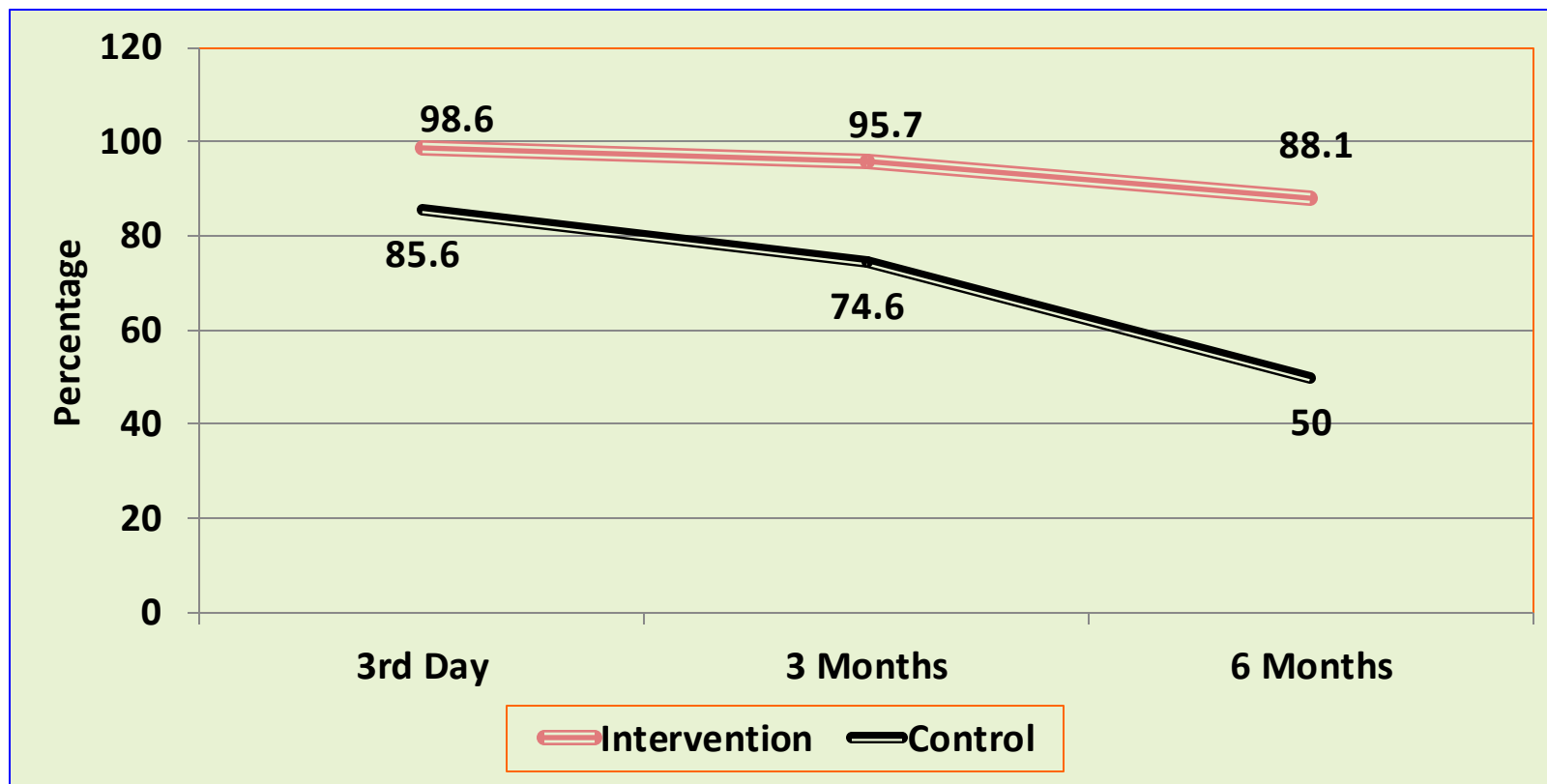
Ante-natal

- Counselling in hospital about:
 - Initiating breastfeeding within one hour of birth and avoiding pre-lacteal feeds
 - Benefits of exclusive breastfeeding up to the age of six months
 - Dangers of artificial feeding and bottle feeding
- Demonstrations for
 - Correct positioning and attachment
 - Expression of breastmilk and cup feeding technique
- Women were encouraged to clarify their myths and doubts

Post-natal

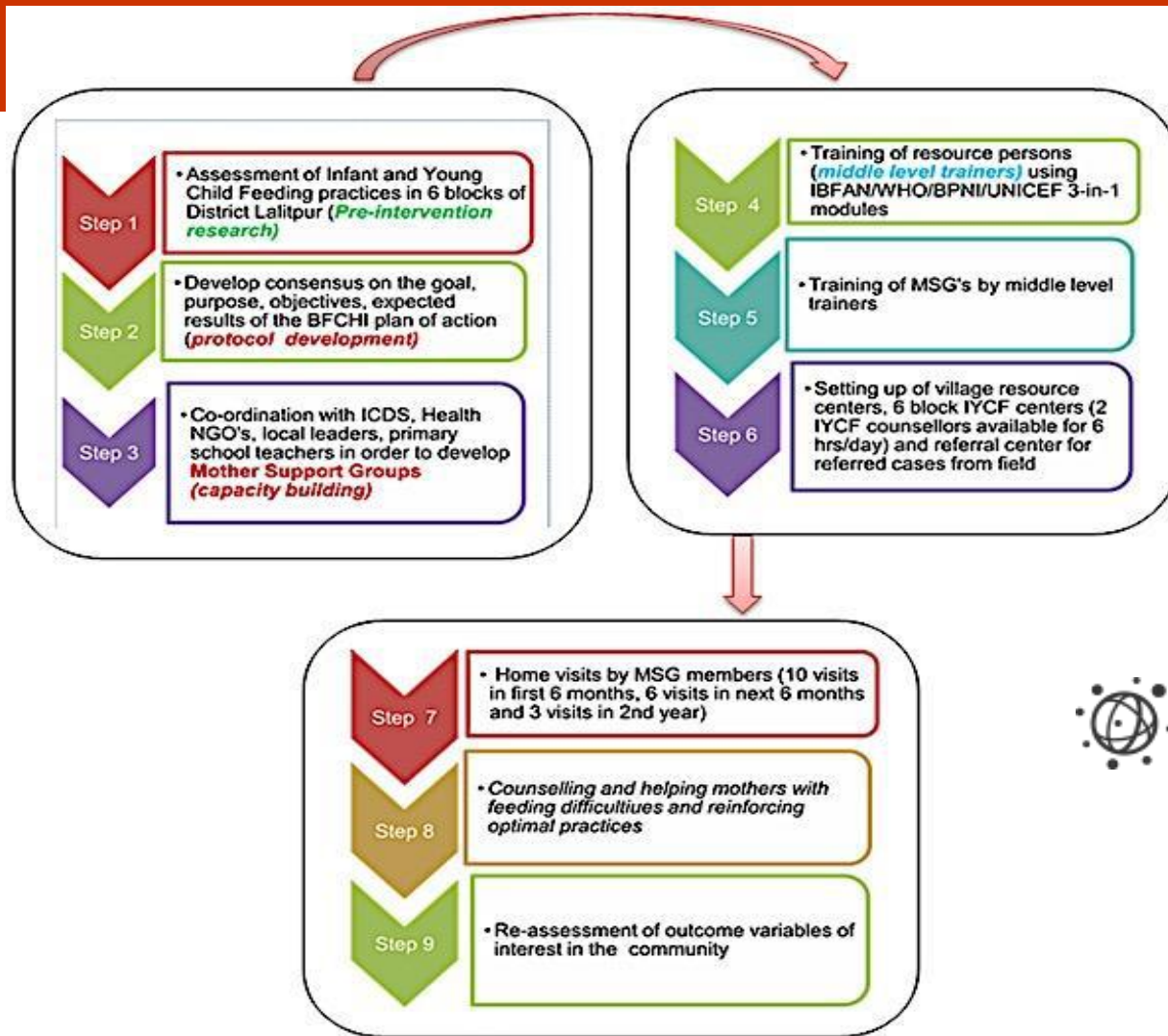
- Counselling at home about:
 - Benefits of exclusive breastfeeding up to the age of six months
- Skilled support to address any specific breastfeeding problems such as engorgement, sore nipple, mastitis etc.
- Women were encouraged to clarify their myths and doubts

Skilled counselling helps in sustaining exclusive breastfeeding!

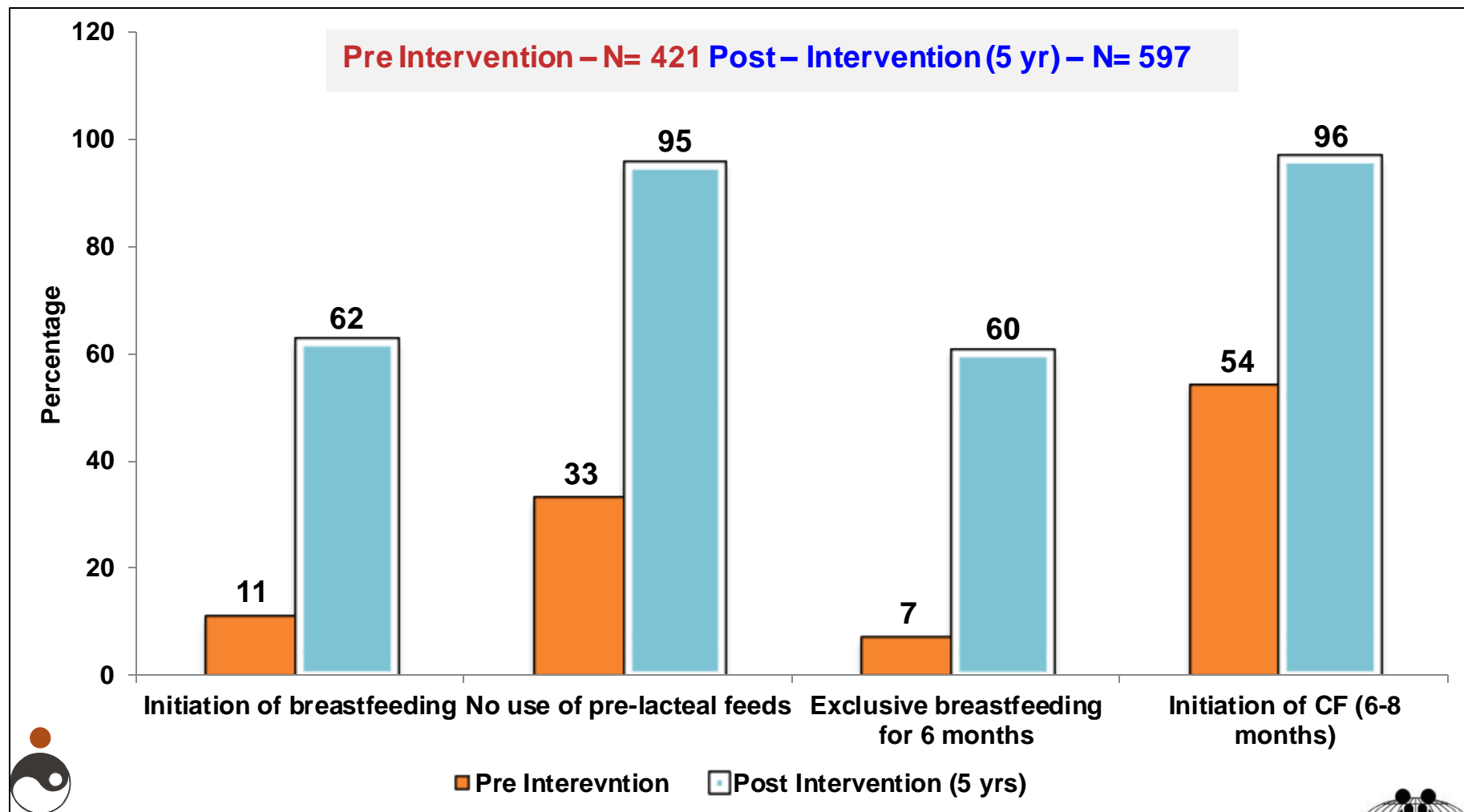


OR of Ex BF at 6 mo. 7.44 (3.98 to 13.92)

Peer Counselling in community/home : Lalitpur, UP



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



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Contents lists available at ScienceDirect

International Journal of Pediatrics and Adolescent Medicine

journal homepage: <http://www.elsevier.com/locate/ijpam>

Original research article

A quality initiative to improve exclusive breast milk feeding in preterm neonatesNitasha Bagga ^{a,*}, Ramya Nadipineni ^a, Ashik Mohamed ^b, Preetham Poddutoor ^a, Dinesh Kumar Chirila ^a^a Neonatology, Rainbow Children's Hospital, Hyderabad, India^b Ophthalmic Biophysics, L V Prasad Eye Institute, Hyderabad, India**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

	Study group (n=30)	Control group (n=30)	P
Neonates receiving EBM on D1	80%	24%	< .0001
Amount of EBM in ml (Day 7), median (IQR)	115 ml (60-170)	60 ml (40-120)	.01

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)



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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!
2020-2030!**



Training on 10 steps to successful breastfeeding

Training on 10 Steps to Successful Breastfeeding A Lactation Management Course



Trainer's Guide

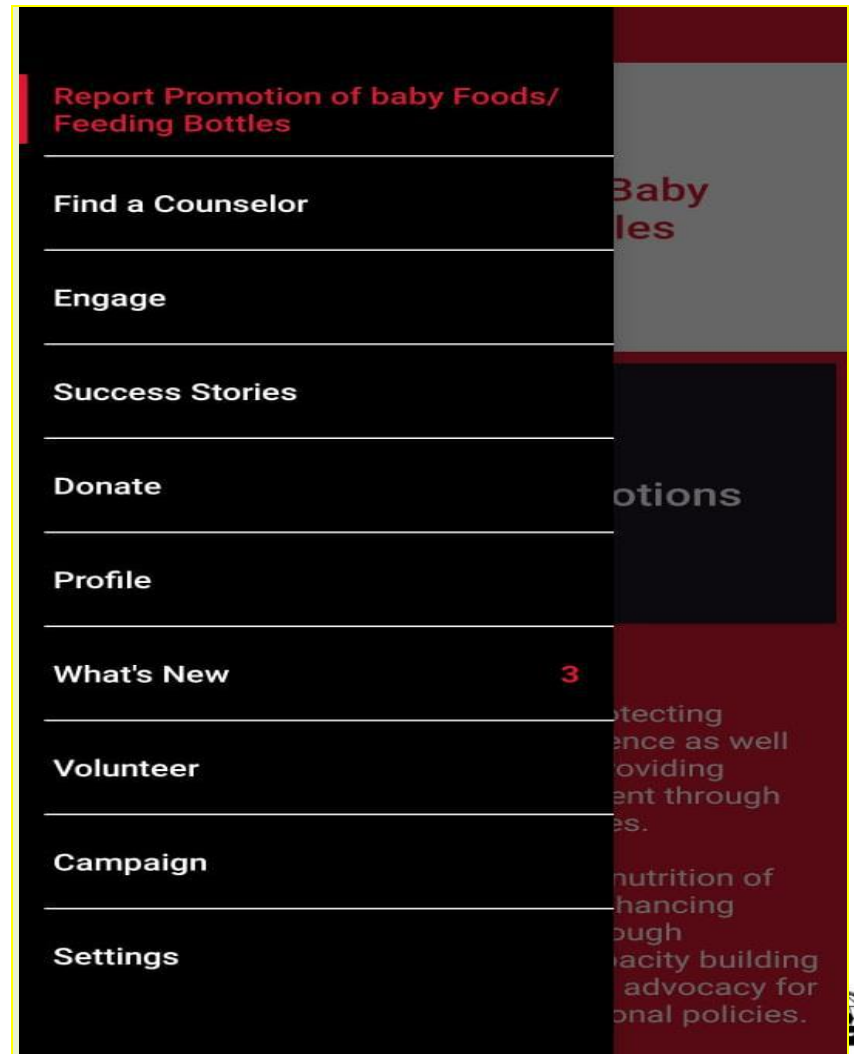


Training on 10 steps to Successful Breastfeeding: A Lactation Management Course

CONTENTS

Session 1	Why Breastfeeding?
Session 2	Production and Intake of Breastmilk
Session 3	Assessing a Breastfeed
Session 4	Observing a Breastfeed
Session 5	Listening and Learning
Session 6	Ten Steps to Successful Breastfeeding
Session 7	Clinical Practice 1 Listening and learning Assessing a breastfeed
Session 8	Positioning a Baby at the Breast
Session 9	Building Confidence, Giving Support and Checking Understanding
Session 10	Clinical Practice 2 Building confidence and giving support Positioning a baby at the breast
Session 11	Breast Conditions
Session 12	Refusal to Breastfeed and Crying
Session 13	Overview of Infant Feeding and HIV
Session 14	Safe Artificial Feeding
Session 15	Expressing Breastmilk
Session 16	"Not Enough Milk"
Session 17	Increasing Breastmilk and Relactation
Session 18	Breastfeeding History – taking
Session 19	Breastfeeding Low birth weight (LBW) and Sick Babies
Session 20	Clinical Practice 3 Positioning and taking a breastfeeding history
Session 21	Sustaining Breastfeeding
Session 22	Nutrition of Lactating Mothers and their Health and Fertility
Session 23	Regulating Marketing of Breastmilk Substitutes
Session 24	Infant Feeding in Special Situations

For breastfeeding mothers: Stanpan Suraksha APP



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



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Thanks!

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