Gol Initiatives for counseling on IYCF

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Outline of the Presentation

• Status of Breastfeeding & other IYCF Practices in India

• GoI Initiatives in promotion of IYCF practices

• COVID – 19 and Breastfeeding
### Status of Breastfeeding & other IYCF practices in India

<table>
<thead>
<tr>
<th>Parameter</th>
<th>NFHS-3</th>
<th>NFHS-4</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received prelacteal feed (within 1st 3 days of life)</td>
<td>21</td>
<td>57.2</td>
<td>36.1%</td>
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<tr>
<td>Initiation of Complementary Feeding at 6 months</td>
<td>42.2</td>
<td>52.7</td>
<td>10.5%</td>
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<tr>
<td>Exclusive Breastfeeding</td>
<td>46.4</td>
<td>55</td>
<td>8.6%</td>
</tr>
<tr>
<td>Early initiation</td>
<td>24.5</td>
<td>41.5</td>
<td>17%</td>
</tr>
</tbody>
</table>

- **Institutional births - 78.9%** (Early initiation – 41.5%)
- **Early initiation in Govt. hospitals (46.12%), Private hospitals (37.79%)**
- **Normal delivery - 43.7% and Caesarean - 34%**
- **Large inter and intra State variations**
- **Improvements seen in CNNS (EI – 57, EB – 58, CF - 53)**
GoI Initiatives for counseling on IYCF

- Focus on 1st 1000 Days
- Jan-Andolan activities around the IYCF themes (Jan-Andolan dashboard)
- Interpersonal Communication (IPC)
- Community engagement – through community based events
- Mass media and digital media campaigns
- Celebration of POSHAN Maah and POSHAN Pakhwada
- Sessions on poorak Aahar (Complimentary feeding) demonstration in villages
Gol Initiatives for counseling on IYCF

A Nationwide programme for Promotion of Breastfeeding through Health Systems by:

1. Building enabling environment & demand generation (Mass media and mid media activities)

2. Capacity building of community health workers- ASHA & ANMs; Mothers’ meeting by ASHA; Breastfeeding counselling at VHND/SC

3. Capacity building of ANM/Nurses/Doctors in lactation support & management at facilities & Role reinforcement on Breastfeeding at delivery points

   [Orientation on provision of IMS Act for health staff]

4. Monitoring & Awards
**GoI Initiatives for counseling on IYCF**

- World Breastfeeding Week (WBW) celebrations
- Promotion of Family participatory care
- Promotion of Kangaroo Mother Care
- Home based Newborn Care (HBNC) and Home Based Young Child Care (HBYC) programme
- Post Natal care home visit by ANMs
- Counseling at the time of delivery in ANC and PNC ward
- Counseling activities by AWWs under ICDS scheme
GoI Initiatives for counseling on IYCF

- **Pradhanmantri Surakshit Matritva Abhiyaan (PMSMA)** - To improve the quality and coverage of Antenatal Care (ANC), Diagnostics and Counseling services as part of the Reproductive Maternal Neonatal Child and Adolescent Health (RMNCH+A) Strategy

- Counseling on breastfeeding and IYCF practices during ANC and PNC is also covered under “Surakshit Matritva Aaswasan – SUMAN” – assurance for services

- ANC visits in the facilities

- **Mother and Child Protection Card (MCP card)** - Empowerment tool for informed decision making

- Village Health Sanitation and Nutrition Days (VHSNDs) – guidelines revised in 2019

- Home visits by ASHA/AWW/ANMs for different programmes
Gol Initiatives for counseling on IYCF

- Diarrhoea prevention and management activities and Intensified Diarrhea Control Fortnight (IDCF)
- Counseling through visits of RBSK teams at AWCs
- Integrated Management of Neonatal and Childhood Illnesses (IMNCI)
- **Counseling at specialized centres** - Special Newborn Care Units (SNCUs) Nutrition Rehabilitation Centres (NRCs) and Comprehensive Lactation Management Centres (CLMCs)
- Messages to health workers through RCH portal/MCTS call centres
- Counseling messages and videos to registered beneficiaries under ‘Kilkari’ and ‘mobile academy’
COVID – 19 and Breastfeeding

Existing guidance from MoHFW

• “Enabling Delivery of Essential Health Services during the COVID-19 Outbreak” - 14th April 2020

“….. Breast feeding practices are to be promoted with early initiation of breast feeding and Kangaroo Mother Care as per MAA/KMC guidelines”

• “Provision of Reproductive, Maternal, Newborn, Child, Adolescent Health Plus Nutrition (RMNCAH+N) services during & post COVID-19 Pandemic” – 24th May 2020

“….. Mother and baby to be nursed together as far as possible and breastfeeding to be initiated within 1 hour of delivery, irrespective of COVID status. However, she should put on a facemask and practice hand hygiene before each feeding”

• Webinar on “Breastfeeding amid COVID pandemic” with all States & UTs – on 14th July, 2020
Guidance from MoHFW - Breastfeeding and continuity of RMNCAH+N services

Specific guidance for Newborn and Child Health Services: Mother and baby to be nursed together as far as possible and breastfeeding to be initiated within 1 hour of delivery, irrespective of COVID status. However, she should put on a facemask and practice hand hygiene before each feeding.
Priorities for breastfeeding during COVID-19

- Prevents 20% of newborn deaths
- Prevents 13% of under-five deaths
- 11 times lesser chance of diarrheal mortality
- 15 times lesser chance of Pneumonia related mortality
- Benefits on raising I.Q.
- Prevention of non-communicable diseases,
- Lesser hospital stay of newborns,
- Maternal benefits (cancer prevention).

Need to emphasize the benefits of Breastfeeding for child survival and development in COVID-19 pandemic

- In light of the COVID-19 global pandemic agreement is to continue breastfeeding with due precautions taken as at present there is no evidence of active virus transmission through breast milk.
- Infection Prevention Control (IPC) including appropriate hand and respiratory hygiene must be adhered.
- use of mask, hand hygiene before and after contact, routine cleaning and disinfection of surfaces.
Priorities for breastfeeding during COVID-19

• Mothers and infants should be enabled to remain together and practise skin-to-skin contact
• Breastfeeding counselling, basic psychosocial support and practical feeding support should be provided to all pregnant women and mothers with infants and young children irrespective to their COVID-19 suspected or confirmed status
• **Expressed breast milk (EBM) feeding** in case of sick new born/ mother is unable to breastfeed directly
• Use of **Donor human milk (DHM)** in case of mother’s sickness/ motherless/ lactation failure wherever CLMCs are functional
• Strict prohibition on donations of infant milk substitutes in hospitals/community settings
• No Bottle feeding....
THANK YOU!!