



Govt Initiatives for counseling on IYCF

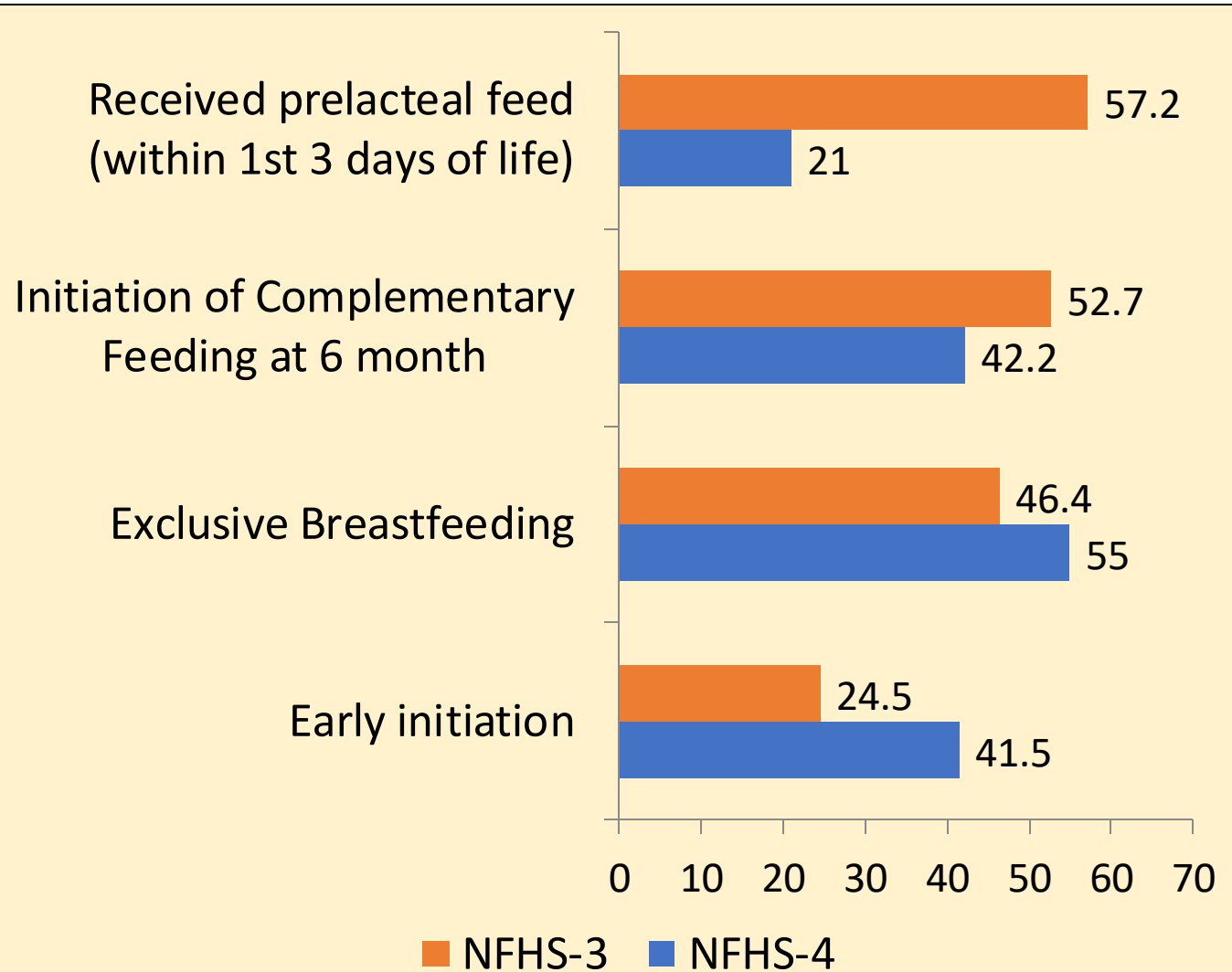
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MoHFW

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



- 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 dashbaord)
- 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

**POSHAN
Abhiyaan**

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

Govt 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

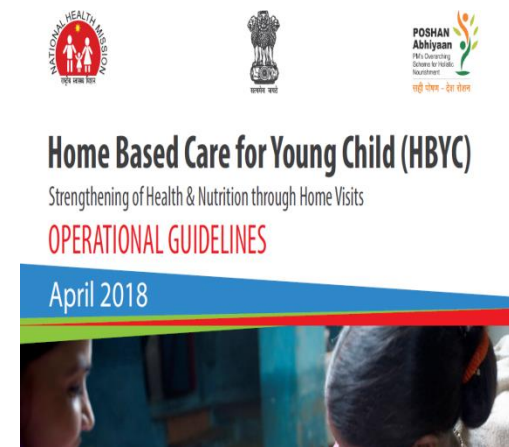
[Orientation on provision of IMS Act for health staff]

4. Monitoring & Awards



Govt 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



Govt 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

GoI 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

at NRC

- Routine follow-up through teleconsultation should be provided
- House to house visit conducted by Health Workers/COVID warriors for COVID purpose should be utilized to enquire about services required for children and linkages to the required service should be provided.
- COVID warriors may be trained, if required.

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.

Guidance from
MoHFW -
Breastfeeding
and continuity
of RMNCAH+N
services

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!!