



Global Recommendations on Breastfeeding Counselling Programs

Counselling Women on Breastfeeding and Infant and Young Child Feeding: How, When and by Whom?

Webinar

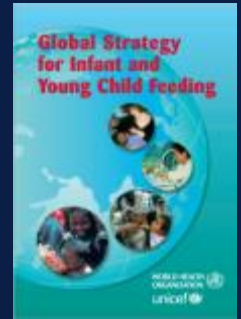
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World Health
Organization

Global strategy for IYCF



- “Mothers should have **access** to skilled support to help them initiate and sustain appropriate feeding practices, and to prevent difficulties and overcome them when they occur.
- Community-based networks offering mother-to-mother support, and trained breastfeeding counsellors working **within, or closely with, the health care system**, also have an important role to play in this regard.”

Global Breastfeeding Collective



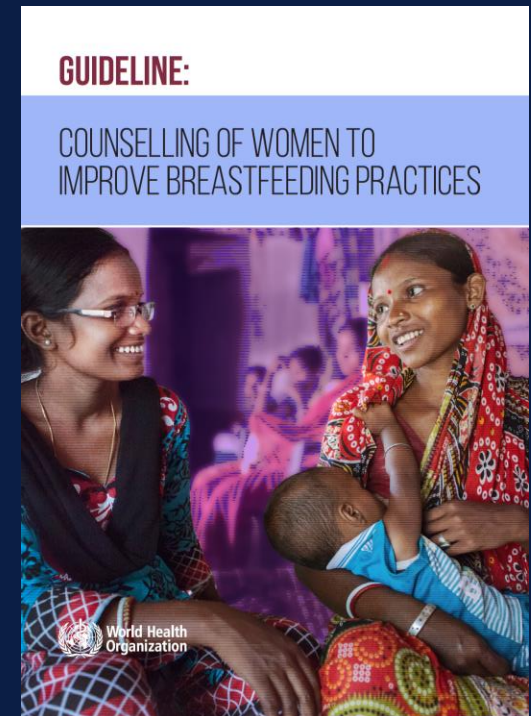
5. **Improve access to skilled lactation counselling** as part of comprehensive breastfeeding policies and programmes in health facilities.



6. **Strengthen links between health facilities and communities**, and encourage community networks that protect, promote, and support breastfeeding.

WHO Guideline: Counselling of women to improve breastfeeding practices

- Published 2018
- Breastfeeding counselling is process by which counsellors **support** mothers and babies to implement good feeding practices and help them to **overcome difficulties**
 - a process and **interaction** between counsellors and pregnant women or mothers
 - not intended to be a “top-down” intervention of “telling women what to do”



Recommendations

- Breastfeeding counselling should be **provided to all** pregnant women and to mothers with young children.
- **WHEN:** Breastfeeding counselling should be provided in both the **antenatal** period and **postnatally, and up to 24 months** or longer.
- **HOW OFTEN:** Breastfeeding counselling should be provided **at least 6 times**, and additionally as needed.
 - antenatal period
 - perinatal period
 - 1–2 weeks after birth
 - 3–4 months
 - 6 months
 - after 6 months

Recommendations

- HOW: Breastfeeding counselling should be provided through **face-to-face** counselling.
 - Breastfeeding counselling may, in addition, be provided through **telephone or other remote modes** of counselling. (*context-specific*)
- WHO: Breastfeeding counselling should be provided as a continuum of care, by appropriately trained **healthcare professionals** and community-based **lay and peer breastfeeding counsellors**.



Draft recommendations



- **EMERGENCIES:**
Breastfeeding counselling should be an integral part of emergency **preparedness** plans for infant and young child feeding, and both **initial and sustained responses**. (*Best practice*)

Implementation Guidance on Counselling women to improve breastfeeding practices

- Service delivery
- Human resources
- Competency, training, supervision
- Policy & advocacy
- Leadership
- Monitoring & evaluation
- Financing



IYCF counselling training package

1. Introduction to infant and young child feeding and growth assessment
2. Counselling skills
3. Breastfeeding basics
4. Breastfeeding advanced
5. Complementary feeding
6. Growth assessment
7. HIV and infant feeding
8. Policies and programmes related to infant and young child feeding
9. Follow-up after training and mentoring supervision



Global Monitoring Framework for Maternal, Infant and Young Child Nutrition

- PR6: Proportion of mothers of children aged 0–23 months who have received counselling, support or messages on optimal breastfeeding at least once in the last year
 - New DHS questions
 - breastfeeding counselling during pregnancy (Q418)
 - perinatal breastfeeding counselling (Q473)
 - IYCF counselling received in last 6 months (Q641)

Advocacy

- **Webinar: Achieving health equity: providing skilled breastfeeding support universally**
- 5 August 2020 13:00 – 14:30 UTC Time
- Why investment in skilled breastfeeding support is essential to achieving equitable health outcomes.
 - funders,
 - implementing organizations
 - UN agencies
 - First ladies

<https://bit.ly/SBSequity>



Thank you!