

# Successful use of digital technology to protect, promote and support breastfeeding

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Webinar to launch Stanpan Suraksha App

7<sup>th</sup> August, 2020

# Transforming Challenges to Opportunities in the times of COVID



# Transforming Challenges to Opportunities in the times of COVID - Webinars

S. No	Webinar Theme	Date	Registrations
1.	Launch of the report “Making A Difference- An Evaluation Report of the World Breastfeeding Trends Initiative (WBTi) in Mobilising National Actions on Breastfeeding and IYCF, 12 June 2020	12.06.2020	628
2.	Webinar on COVID-19 AND BREASTFEEDING	19.06.2020	973
3.	What you need to know about Ultra-Processed Foods (UPFs)? The science, policy responses and politics in global context: 20 July, 2020	20.07.2020	578
4.	Counselling Women on Breastfeeding and Infant and Young Child Feeding: How, When and by Whom	31.07.2020	552
5.	Launch of Stanpan Suraksha App	07.08.2020	> 500



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# Use of Technology in Research

## Study on Infant feeding practices during COVID-19 Pandemic

The form Study on Infant feeding practices during COVID-19 Pandemic is no longer accepting responses.  
Try contacting the owner of the form if you think this is a mistake.

[Resume collecting responses \(Only form editors can see this link\).](#)

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Google Forms

**Google form is used for collecting the data in Quantitative Study**

The screenshot shows a Google Form interface. At the top, it says 'Questions Responses 164'. Below that, 'Section 1 of 3' is visible. The main title of the form is 'Study on Infant feeding practices during COVID-19 Pandemic'. Underneath the title is a 'Form description' field. Below the description, there is a dropdown menu for 'After section 1' with the option 'Continue to next section'. The next section is 'Section 2 of 3' titled 'Basic Information'. This section contains a 'Description (optional)' field, followed by three required short answer text fields: 'Name of the participant \*', 'Gender \*', and 'Email Address \*'. On the right side of the form, there is a vertical toolbar with icons for adding, deleting, and duplicating questions, as well as a list view icon.

# Use of Technology in Gathering Information

**BPNI's Authorised Lactation Counsellors Registration Form , 2020**

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not [bpnitraining@gmail.com](mailto:bpnitraining@gmail.com)? [Switch account](#)

\* Required

Email address \*

Your email

Next

Questions Responses 88

Section 1 of 3

**BPNI's Authorised Lactation Counsellors Registration Form , 2020**

Form description

Email address \*

Valid email address

This form is collecting email addresses. [Change settings](#)

After section 1 Continue to next section

Section 2 of 3

**Background Information**

Description (optional)

Are you a BPNI certified National trainer/ IYCF Counseling specialist / middle level trainer \*

Yes

No

Title (Ms/ Mri/ Dr / Any Other) \*

Short answer text

# www.bpni.org

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# Sharing Awareness generation resource material











## COVID-19 & BREASTFEEDING




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### Can women breastfeed during COVID-19 times?



-  According to WHO, COVID-19 does not transmit through breastmilk
-  Practicing skin to skin contact with her child after birth is recommended
-  WHO and UNICEF recommend breastfeeding within the first hour of the birth by Covid-19 suspected or positive mothers
-  Early initiation of breastfeeding after birth boosts the child's immunity with direct transfer of antibodies and essential nutrients
-  Keeping mothers and babies together helps in:
  -  better temperature control in the baby
  -  less stress for the mother
  -  successful breastfeeding

### What is COVID-19?





- COVID-19 is a disease caused by a new corona virus
- It has affected more than six million people so far in more than 200 countries

### How does COVID-19 spread?





- It spreads from one infected person to a susceptible person through:
  - > Respiratory droplets from sneezing or talking
  - > Touching surfaces with virus and then touching one's mouth, nose and/or eyes





## COVID – 19 and Breastfeeding Information Update



### Introduction


The Breastfeeding Promotion Network of India (BPNI) presents this technical information update in partnership with Trained Nurses Association of India (TNAI) that describes how to practice breastfeeding during the Covid-19 pandemic, having been alerted to mothers and babies being separated after birth and bottle-fed. It analyses guidance from various agencies to make recommendations for India. The WHO, UNICEF, and the Indian Council of Medical Research (ICMR) & National Institute on Research in Reproductive Health (NIRRH) have made specific recommendations on the subject matter. We hope this update will be useful for the policy makers and programme managers in the country to guide hospital and maternity practices at the time of birth, and families and mothers to achieve the optimal Infant feeding practices at home. BPNI and TNAI will share this update through their members and health workers and their associations.

This update is issued with the aim to contribute to the health, nutrition, survival and development of infants and young children. Given the rapidly changing information, the update may be suitably revised during coming months.

### Breastfeeding and Covid-19

Optimal breastfeeding and infant and young child feeding practices from birth to 2 years and beyond are critical to fulfill the rights of infants and young children to attain highest attainable standards of health, development and survival. According to the guidelines by World Health Organisation<sup>1</sup> and Government of India<sup>2</sup>, optimal practices include: breastfeeding should be initiated within one hour of birth, exclusive breastfeeding for the first six months (nothing else, not even water), continued breastfeeding for two years or beyond along with introduction of adequate and appropriate complementary feeding beginning at completion of six months. Both these guidelines urge the national and state governments to make every possible effort to implement these. A recent study on the cost of not breastfeeding has underlined the importance of optimal practices. Inadequate breastfeeding results in 100,000 preventable child deaths (mainly due to diarrhoea and pneumonia), 34.7 Million cases of diarrhoea, 2.4 Million cases of pneumonia, and 40,382 cases of obesity annually in India<sup>3</sup>.

Breastmilk contains several anti-microbial and bioactive components like immunoglobulins, cytokines, cellular factors like T- and B-lymphocytes, neutrophils and macrophages, which provide passive immunity to the infant and play an important role in preventing viral, bacterial and fungal infections.<sup>4</sup> Breastmilk also contains large number of antibodies, which prevent infection by many pathogenic organisms. The antibodies present in the maternal circulation, whether acquired after natural infection or vaccination, cross placenta and reach the fetus before delivery near term gestation. Same antibodies are secreted in the breastmilk and reach neonatal gut on breastfeeding. A case study of pregnant mother with severe acute respiratory syndrome (SARS) published in 2004, antibodies against the SARS virus were detected in the cord blood and breastmilk.<sup>5</sup> A study, which detected specific IgA and IgG antibodies against respiratory syncytial (RS) virus in the colostrum, has reported that breastfeeding provides protection against infection with this virus.<sup>6</sup> Currently, there is no study that has measured Covid-19 disease causing severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) antibodies in the cord blood or breastmilk. It is reasonable to believe that anti SARS-CoV-2 IgG antibodies will be transferred to fetus through placenta in a pregnant mother suffering from Covid-19 after a week of contracting SARS-CoV-2 infection and mother will secrete anti SARS-CoV-2 IgG antibodies in the breastmilk.



# Using Social Media

Twitter handle	Impressions in last 28 days
Dr. Arun Gupta - @Moveribfan	64,700
BPNI - @bpniindia	14,700
Dr. JP Dadhich @ jaidadhich6	12,500



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@bpniindia

Promotion and distribution of commercial baby foods and feeding bottles during COVID-19 pandemic is harmful and undermines breastfeeding  
[#Breastfeeding](#) [#CovidTimes](#)  
[#BreastfeedinginCovid](#)

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**Promotion and distribution of commercial baby foods and feeding bottles during COVID-19 pandemic is harmful and undermines breastfeeding**



#BREASTFEEDING #COVIDTIMES



# BPNI Programme on Accreditation of hospitals and a web-portal

The screenshot shows the BPNI web-portal interface. At the top left is the BPNI logo with the tagline 'putting child nutrition at the forefront of social change'. To the right are 'DONATE' and 'VOLUNTEER' buttons. Below these is a navigation menu with links: Home, About, Register Accessor, Register Hospital, Resources, Contact us, and List Accredited hospitals. The main content area features a large photograph of a group of people, including women and children, in a classroom or meeting room. Below the photo is a white box with the text: 'Assessment of Baby Friendly Hospitals /Implementation of the MAA Programme'. Underneath this box are three tabs: 'Assesment of baby friendly' (which is selected), 'Info graphic on statistics', and 'MAA Accreditation'. Below the tabs is a paragraph of text: 'In early nineties, WHO and UNICEF launched the Baby Friendly Hospital Initiative (BFHI) based on "Ten Steps to Successful Breastfeeding". Its objective was to improve breastfeeding practices in the hospitals with maternity services'. To the right of the text is a smaller photograph showing a person in a meeting room.


# Hospitals

**Hospital Login**

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Username:  
jpdadhich@gmail.com

Password:  
\*\*\*\*\*

I'm not a robot 


Login


**Self-Assessment Form For Hospital**


assessment.bpni.org/hospital/self\_assessment\_form.php

Questionnaire for the self-assessment of the hospital/health facility for the MMA Programme

A Basic Information:-

1. Name and address of the health facility 

2. Name and designation of the administrator of the facility 

3. Type of the hospital 

General Hospital

Maternity Hospital

Teaching Hospital


Private Hospital

**Accrator Login**

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Username:  
jpdadhich@gmail.com


Password:  
\*\*\*\*\*

I'm not a robot 


Login

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BHAMS Developed By T2i Solutions Private Limited

Representative Phone Number 

9873926751

Representative Email 

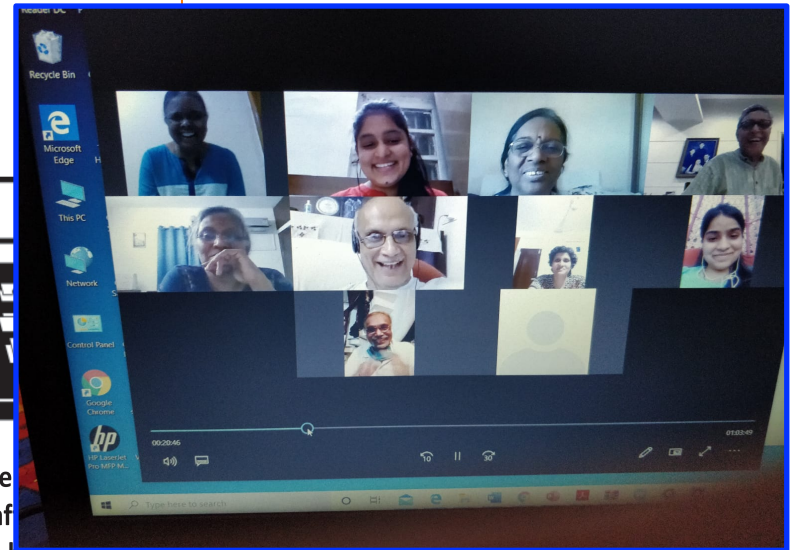
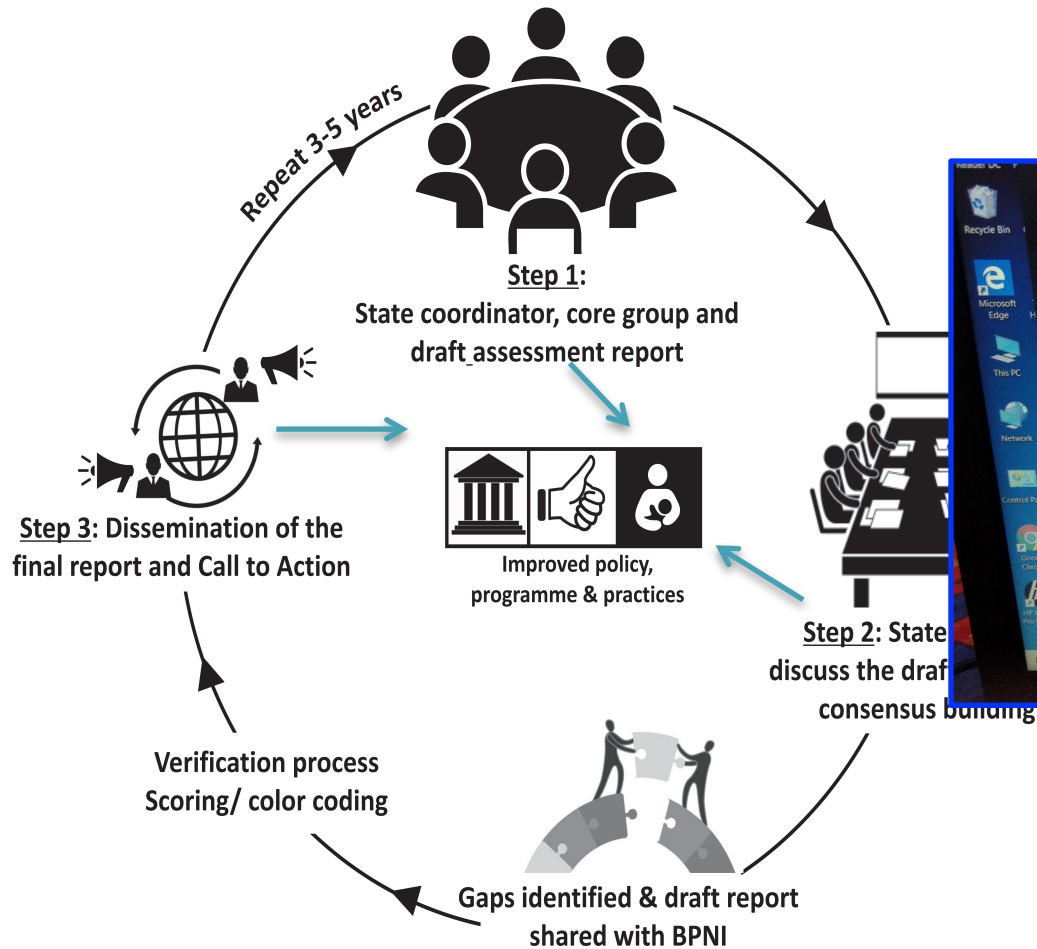
jpdadhich@gmail.com

Submit Details

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# The State Breastfeeding Trends Initiative (SBTi)

*Galvanising action and making a national data repository on policy and programmes related to breastfeeding & infant and young child feeding.*



# 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.

# Conclusion

BPNI team has adapted successfully to the digital style of functioning without compromising on its core work



# Thanks !!!

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