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

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Webinar to launch Stanpan Suraksha App
7th August, 2020
Transforming Challenges to Opportunities in the times of COVID
# Transforming Challenges to Opportunities in the times of COVID - Webinars

<table>
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<tr>
<th>S. No</th>
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<th>Date</th>
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<tbody>
<tr>
<td>2.</td>
<td>Webinar on COVID-19 AND BREASTFEEDING</td>
<td>19.06.2020</td>
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<td>3.</td>
<td>What you need to know about Ultra-Processed Foods (UPFs)? The science, policy responses and politics in global context: 20 July, 2020</td>
<td>20.07.2020</td>
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</tr>
<tr>
<td>4.</td>
<td>Counselling Women on Breastfeeding and Infant and Young Child Feeding: How, When and by Whom</td>
<td>31.07.2020</td>
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<tr>
<td>5.</td>
<td>Launch of Stanpan Suraksha App</td>
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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).*

Google Form is used for collecting the data in Quantitative Study.
COVID – 19 and Breastfeeding
Information Update

Introduction
The Breastfeeding Promotion Network of India (BPN) presents this technical information update in partnership with the Indian Council of Medical Research (ICMR) & National Institute Research in Reproductive Health (NIRRH). BPN and ICMR have made specific recommendations on the subject matter. We hope this update will be useful for 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. BPN and ICMR 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 subject to revision 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 fulfilling 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 (WHO) and Government of India, 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 500,000 preventable child deaths (mainly due to diarrhea and pneumonia), 34.7 Million cases of diarrhoea, 2.4 Million cases of pneumonia, and 40,382 cases of obesity annually in India.

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. 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 acute respiratory syndrome coronavirus 2 (SARS-CoV-2) infection and breastfeeding showed that anti-SARS-CoV-2 antibodies were detected in the cord blood and breastmilk. A study, which detected specific IgG and IgA antibodies against respiratory syncytial virus (RSV) virus in the colostrum, has reported that breastfeeding provides protection against infection with this virus. 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.

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

Sharing Awareness generation resource material
Using Social Media

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<td>BPNI - @bpniindia</td>
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<tr>
<td>Dr. JP Dadhich @ jaidadhich6</td>
<td>12,500</td>
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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 #BreastfeedinginCovid
BPNI Programme on Accreditation of hospitals and a web-portal

Assessment of Baby Friendly Hospitals /Implementation of the MAA Programme

Assessment of baby friendly

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.
Hospitals
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.

Step 1: State coordinator, core group and draft assessment report

Step 2: State discuss the draft consensus building

Step 3: Dissemination of the final report and Call to Action

Verification process Scoring/ color coding

Gaps identified & draft report shared with BPNI

Repeat 3-5 years
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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