MAA (Mothers Absolute Affection) Programme for Breastfeeding and Tools for assessment

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Outline

- Public health significance of breastfeeding
- Components of the MAA programme
- Development of a tool for the hospital monitoring and assessment
- BPNI intervention for assessing hospital breastfeeding practices
Public health significance of breastfeeding
Inadequate Breastfeeding Leads to...

RESULTS OF INADEQUATE BREASTFEEDING: INDIA (ANNUALLY)

Preventable Child Deaths

100,000

- Cases of Diarrhoea: 34,791,524
- Cases of Pneumonia: 2,470,429
- Cases of Obesity: 40,382

Cases of Breast Cancer: 7,976
Cases of Ovarian Cancer: 1,748
Cases of Type II Diabetes: 87,855

Health Care Costs

 ₹ 727.18 crores*

Household Costs of Formula Feeding

₹ 25393.77 crores*

* Extrapolated from the tool, 'The Cost of Not Breastfeeding Tool' (1 US$ = INR 68.5672 as on 16 July 2019)

Policy/Guidelines/Programme Initiatives


Guidelines for Enhancing Optimal Infant and Young Child Feeding Practices

Ministry of Health and Family Welfare
Government of India, 2013

ICDS MISSION
The Broad Framework for Implementation

Ministry of Women and Child Development
Government of India

National Guidelines on Infant and Young Child Feeding

Ministry of Human Resource Development
Department of Women and Child Development
Pan and Nutrition Board
Government of India

Home Based Care for Young Child (HBYC)
Strengthening of Health & Nutrition through Home Visits
OPERATIONAL GUIDELINES
April 2016

A Joint Initiative of Ministry of Health and Family Welfare & Ministry of Women and Child Development

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IBFAN
defending breastfeeding
Initiation of breastfeeding (NFHS - 4, 2015-16)

- Institutional deliveries: 79%
- Initiation of BF within 1 hour: 41.6%
- Initiation of BF within 1 day: 81.4%

.putString('percentage', 'Initiation of BF within 1 hour')

 собой: 79%
- Initiation of BF в течение 1 часа: 41.6%
- Initiation of BF в течение 1 дня: 81.4%

.putString('percentage', 'Initiation of BF в течение 1 дня')
Breastfeeding practices in India – critical issues

Exclusive Breastfeeding falls rapidly!

<table>
<thead>
<tr>
<th>Months</th>
<th>Not Breastfeeding</th>
<th>Ex. BF</th>
<th>Plain water</th>
<th>Other milk</th>
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<tr>
<td>&lt;2</td>
<td>5.9</td>
<td></td>
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<td>2-3</td>
<td></td>
<td>10.6</td>
<td>17.2</td>
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<td>4-5</td>
<td></td>
<td>14</td>
<td>23.9</td>
<td>4.9</td>
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(NFHS - 4, 2015-16)
NHM, MoHFW Launched MAA Programme in 2016

BPNI and UNICEF India are technical partners

Country wide intensified breastfeeding promotion campaign targeting:

- All States & Union Territories (UTs)
- Around 3.9 crore pregnant & lactating mothers
- 8.8 lakh ASHAs
- 1.5 lakhs Sub-centres
- 17,000 Birthing Facilities/Delivery Points
Goal and objectives of MAA programme

- **Goal:**
  - To revitalize efforts towards promotion, protection and support of breastfeeding practices through health systems to achieve higher breastfeeding rates

- **Objectives:**
  - **To build an enabling environment** for breastfeeding through awareness generation activities
  - **To reinforce lactation support services** at public health facilities
  - **To incentivize and recognize** health facilities with high rates of breastfeeding
Components of the “MAA” Programme

1. Build enabling environment & demand generation through Mass media & mid media activities

2. Capacity building of community health workers- ASHA & ANMs; Mother’s 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

4. Monitoring & Awards
MAA AWARD - Recognition for best performing baby friendly facilities

- One award per district to the best facility (delivery point)
- A team cash award of Rs. 10,000 per facility
- After certification from accredited monitors
Tool for the hospital monitoring and award
The TEN STEPS to Successful Breastfeeding

1. HOSPITAL POLICIES
   Hospitals support mothers to breastfeed by:
   - Requiring that all postpartum hospital units provide breastfeeding support
   - Ensuring that all breastfeeding mothers are provided with breastfeeding support
   - Providing breastfeeding education for breastfeeding mothers
   - Promoting breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding

2. STAFF COMPETENCY
   Hospitals support mothers to breastfeed by:
   - Offering breastfeeding consultation services
   - Providing breastfeeding orientation for hospital staff
   - Promoting breastfeeding education for hospital staff
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding

3. ANTENATAL CARE
   Hospitals support mothers to breastfeed by:
   - Enhancing breastfeeding support
   - Promoting breastfeeding education for expectant mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for expectant mothers

4. CARE RIGHT AFTER BIRTH
   Hospitals support mothers to breastfeed by:
   - Ensuring breastfeeding support
   - Promoting breastfeeding education for breastfeeding mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for breastfeeding mothers

5. SUPPORT MOTHERS WITH BREASTFEEDING
   Hospitals support mothers to breastfeed by:
   - Providing breastfeeding support
   - Promoting breastfeeding education for breastfeeding mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for breastfeeding mothers

6. SUPPLEMENTING
   Hospitals support mothers to breastfeed by:
   - Supporting breastfeeding mothers
   - Promoting breastfeeding education for breastfeeding mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for breastfeeding mothers

7. ROOMING-IN
   Hospitals support mothers to breastfeed by:
   - Providing breastfeeding support
   - Promoting breastfeeding education for breastfeeding mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for breastfeeding mothers

8. RESPONSIVE FEEDING
   Hospitals support mothers to breastfeed by:
   - Supporting breastfeeding mothers
   - Promoting breastfeeding education for breastfeeding mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for breastfeeding mothers

9. BOTTLES, TEATS AND PACIFIERS
   Hospitals support mothers to breastfeed by:
   - Providing breastfeeding support
   - Promoting breastfeeding education for breastfeeding mothers
   - Encouraging breastfeeding as the norm
   - Encouraging breastfeeding as the preferred method of feeding
   - Providing breastfeeding education for breastfeeding mothers

10. DISCHARGE
    Hospitals support mothers to breastfeed by:
    - Providing breastfeeding support
    - Promoting breastfeeding education for breastfeeding mothers
    - Encouraging breastfeeding as the norm
    - Encouraging breastfeeding as the preferred method of feeding
    - Providing breastfeeding education for breastfeeding mothers

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World Health Organization

unicef

IBFAN
defending breastfeeding
Partners and Technical Advisory Group

Technical Advisory Group (TAG)
1. MOHFW (Chair)
2. WHO India
3. UNICEF India
4. BPNI (Coordination)
5. Experts from Academic Instt.
6. Civil society
**Self-Assessment Tool**

Questionnaire for the self-assessment of the hospital/health facility for the MAA 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 (tick all that apply): * General Hospital *Maternity Hospital *Teaching Hospital * Private Hospital * Government Hospital

4. Number of staff members in the maternity and newborn services: Doctors _____ Nurses _____

5. Number of dedicated breastfeeding counsellors providing counselling services to the pregnant and lactating women in your facility ____________

6. Number of women attending the antenatal clinic in the hospital in last one months: ____________

7. Number of deliveries in the facility during last one month: Total ____ Vaginal ____ Caesarean with GA ____ Caesarean without GA ______

8. Number of newborn babies who were admitted to the neonatal unit during last one month: ____________

9. Number of infants discharged from the facility in last three months: ____________ Out of them:

- Pre-tested, Approved by the TAG
- 9 basic information point
- 12 questions
- For screening the facility for External Assessment
External Assessment Tool

- Based on the 10 steps for successful breastfeeding
- Interviews with key functionaries
  - The Hospital Administrator
  - Clinical Staff providing health care to the mothers and/or babies – medical, nursing staff
  - Pregnant women
  - Breastfeeding Mother in the post-natal ward
  - Mother of Baby in the Neonatal Unit
- Review of selected records / materials
- Observing practices, IMS Act compliance, checking competence
Key for the grading of health facility

- 5 grades according to performance in
  - Establishing infrastructure for supporting breastfeeding
  - Infant feeding practices (10 steps)
  - IMS Act implementation

- Based on self-assessment and external assessment report
Validation and finalization

- Two Districts – Ananthapuramu (AP) and Gorakhpur (UP)
- 5 interview and one observation tool were validated in different categories of health care facilities
  - Medical College
  - District Hospitals
  - CHC
  - Private Hospital

The finalised tool was submitted to the WHO- India and MOHFW
BPNI intervention for assessing hospital breastfeeding practices
BPNI Programme on Accreditation of hospitals and a web-portal

Concept Note

The National Resource Centre (NRC)
For Implementing MAA Programme Guidance and Ten Steps to Successful Breastfeeding

A BPNI Initiative
Hospitals
Assessors
Self-assessment form completed by the health facility and shared with BPNI

Analysis of Self-assessment form by BPNI

Communication and technical advice to health facility for improvement, data management etc.

Assign an “assessor” when the facility is ready for assessment

Completed external assessment

Analysis and grading based on keys for assessment

Communication to health facilities and technical advice

Technical services on demand including building capacity and competence
Conclusion

- There is a huge scope for improvement in breastfeeding practices in hospitals.
- There is a need to know the status through assessment and improve the practices.
- Tool for structured assessment of the breastfeeding friendly practices of hospitals can be utilized for this purpose.
This is simple mathematics
If Breastfeeding goes up – Formula feeding will go down!

Source of both Icons: https://www.flaticon.com/authors/freepik
Thank you for your attention

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