

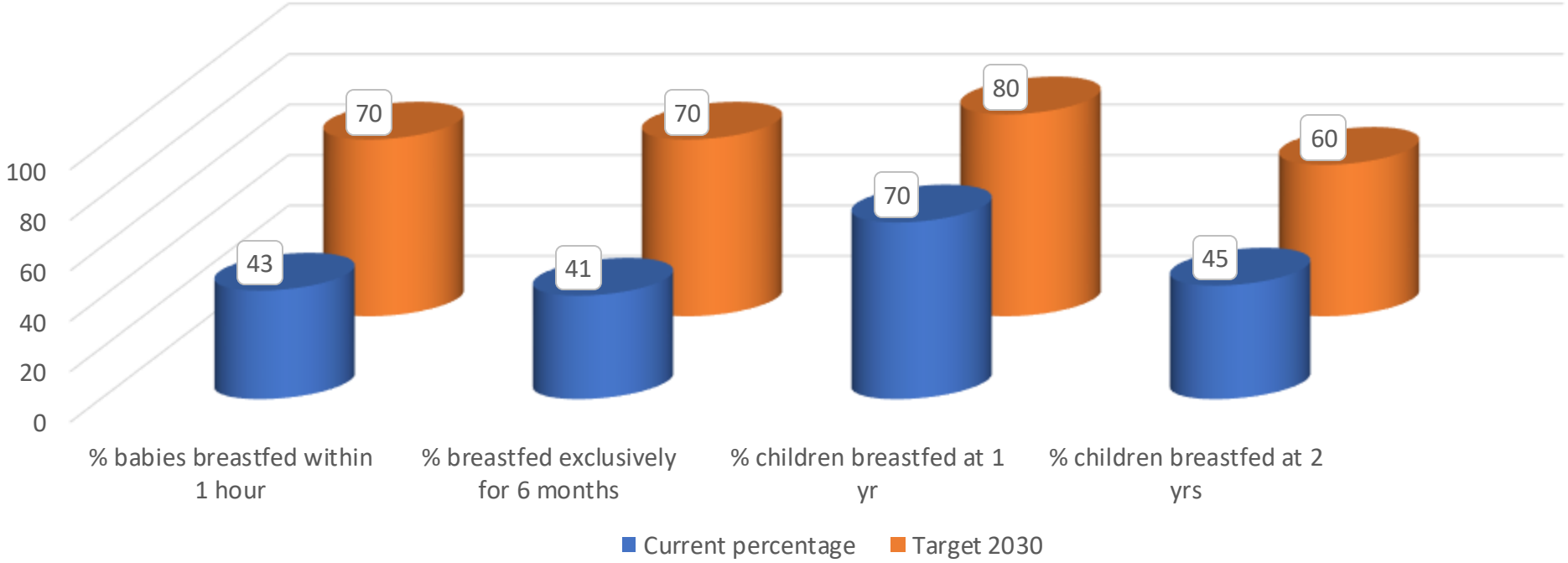
Supporting mother to breastfeed Implementation of IMS Act

UNICEF

30 September 2020

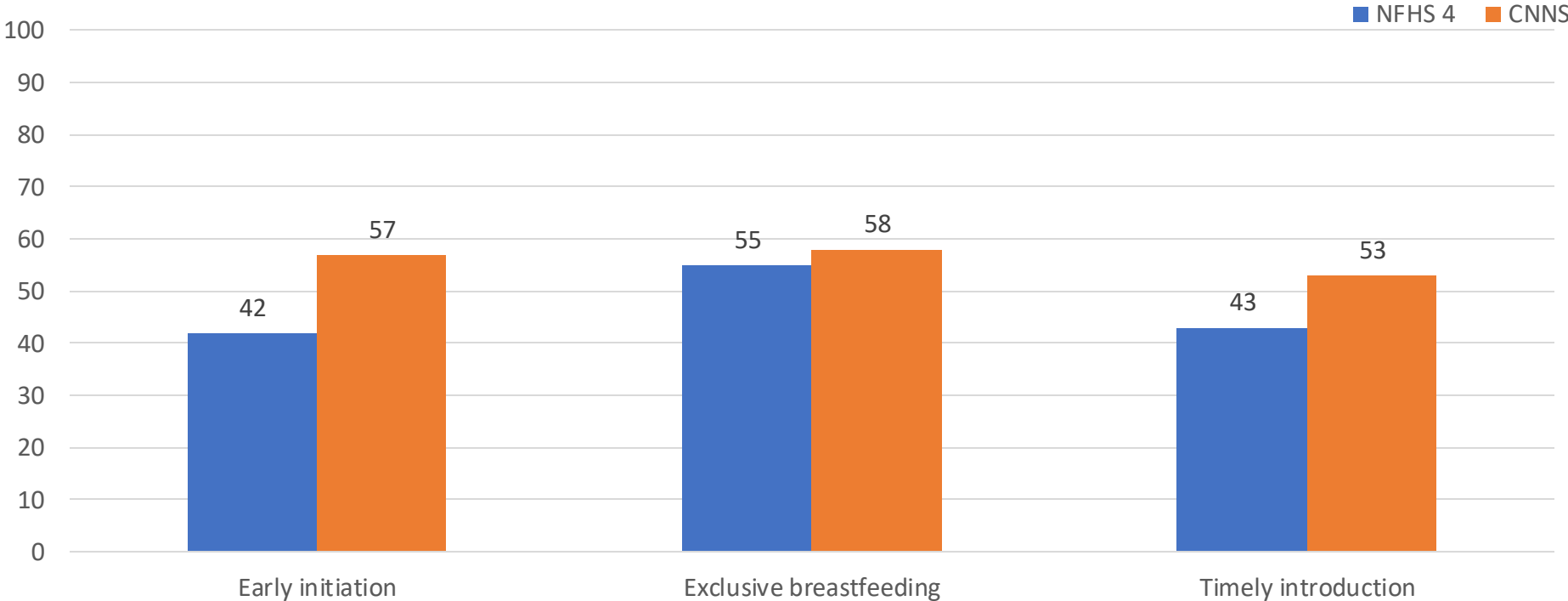


Current rates and targets for breastfeeding practices



Source: Global Breastfeeding Score Card, 2019, Global Breastfeeding Collective, UNICEF, WHO

Infant and young child feeding: India



Breastfeeding - What works

- Good **quality consistent communication**
- Reinforced through **multiple contacts and channels**
- **Skilled counselling support**
- **Legislations** to enable mothers to adopt recommended breastfeeding practices





Effective legislation/Code matters

- Mothers and caregivers need support to make informed best choice about feeding their babies
- Inappropriate marketing of breast milk substitutes prevalent
- Sales of breast milk substitutes globally is increasing
- Fears and concerns on breastfeeding and COVID 19 likely to influence feeding choices

Implementation of the Code

Implementation score based on:

- Legal status and alignment
- Enforcement and monitoring mechanisms
- Information and educational materials
- Promotion - public and in health care facilities
- Labelling



**IMS Act prohibits
promotion of
breastmilk
substitutes to health
care professionals
and in health care
settings**



Priorities

- Health providers understand the Act and their responsibilities
- Stop promotion and inappropriate use of breastmilk substitutes
- Equipped with knowledge and skills to support recommended breastfeeding practices
- Support mother and families for breastfeeding in all settings - in health facilities, communities, home and work



Government led initiative

- Plans, programmes, budgets, guidelines/directives on IYCF

Making facilities breastfeeding friendly

- Breastfeeding Corners
 - IYCF Counselling Centres
 - “Bottle-free” zones
 - Facility assessment- MAA Award
-
- **Partnerships**
 - Academic institutions
 - Other development partners



Bottle Feeding Free Hospital Declaration



Purnea District Hospital

Declaration of Bottle Feeding Free hospital: 34 Health Facilities including two Medical Colleges (ANMMCH- Gaya and NMCH) and 14 districts

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Public education

THE TIMES OF CHILDREN

World Breastfeeding Week, August 03, 2014

Breastfeeding provides immediate and lifelong nutrition to both mother and the child 2



The Millennium Development Goals (MDGs) are described as a roadmap for world development by 2015 3



Breastfeeding plays a key role as it helps to reduce the death toll of children under five 4



THE TIMES OF CHILDREN, LUCKNOW

CONSUMER CONNECT INITIATIVE

Optimal infant and young children feeding practices are ranked among the most effective interventions to improve child's health and survival

HEALTHY CHILD, HEALTHY FUTURE



Adequate nutrition during infancy and early childhood is essential to ensure proper growth, health, and development of children to their full potential. Here are a few recommendations for the same.

Infant and Young Child Feeding (IYCF) is a term used to describe the feeding of infants (less than 12 months old) and young children (12-23 months old). The first 1000 days of life (conception to two years of age) provide a critical window of opportunity for ensuring children's appropriate growth and development through optimal feeding. Optimal infant and child feeding practices are ranked among the most effective interventions to improve child health and survival. The superiority of breastfeeding over artificial feeding is well-documented and exclusive breastfeeding remains one of the most valuable interventions for improving child's survival, especially in resource poor settings. Early initiation of breastfeeding and exclusive breastfeeding, with frequent, on-demand complementary feeding ensures maximum protection against malnutrition, disease, and death, while contributing to child spacing and lower fertility rates.

IYCF programmes focus on the protection, promotion and support of following ideal practices:

- Early initiation of breastfeeding within one hour of birth.
- Exclusive breastfeeding during the first six months of life (180 days) ie feeding the infant only breastmilk and not giving any fluids, milk, or foods, not even water, with the exception of oral rehydration solutions, drops or syrups consisting of vitamins, mineral supplements or medicines.
- Timely initiation of complementary feeding at six months
- Age-appropriate, complementary feeding, adequate in terms of quality, quantity and frequency for children in between 6-24 months.
- Continued breastfeeding till two years or beyond.

Easing the route to survival...

through information and support!



With the support from hospital staff and Savitri's willpower, the health of the baby improved and he started gaining weight. Indeed, it's rightly said, 'Breastmilk is the best milk'

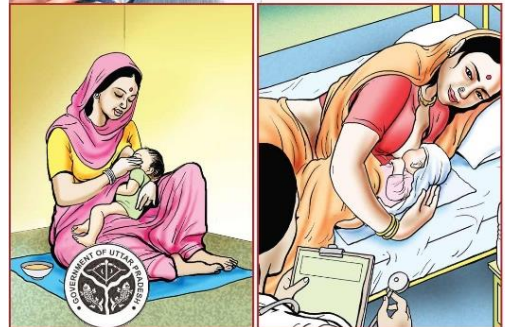
Savitri Devi (name changed), an educated woman, works as a teacher in a primary school in Gorakhpur. When she got pregnant with her first baby, she ensured to get regular ANC check-ups and got her delivery done at the hospital. On March 3, 2014, she delivered a baby boy weighing 2.2 kg. When the baby was born, he was breastfed but within the recommended first hour of birth. Since the baby was of low birth weight, he was unable to suckle the breast. Savitri was unable to breastfeed the baby and thus fed animal milk instead. Within a month, the baby suffered from diarrhoea and started losing more weight. She immediately took the child to a local nursing home, but as the condition of the baby started deteriorating, she was referred to a tertiary referral hospital. By the time, Savitri brought the baby to the hospital his condition was so serious that she had lost all hopes. At first, the baby was admitted in the Neonatal Intensive Care Unit (NICU) for treatment and stabilization. Along with the medical care, what the baby needed was breast milk for immunity that would help him fight diseases. Consistent efforts of the staff made her path easier. The doctors and the other hospital staff supported her in breastfeeding. Some of the support services rendered to her at the hospital were:

- Support in expressing breast milk and feeding the baby by good positioning and attachment.
- Support in giving Kangaroo Mother Care (KMC) to the baby in a separate KMC room.
- Daily weighing and growth monitoring of the baby.
- Counselling by staff on optimal breastfeeding practices and benefits of exclusive breastfeeding.
- As a result of the support from staff and Savitri's strong commitment, the baby's health started improving and he started gaining weight. When the baby's condition was stable, he was discharged from the NICU and shifted to the ward.
- Savitri continued to breastfeed her baby for four months old.
- She continues to exclusively breastfeed her baby and regularly goes for follow-up and check-ups. The baby's health is continuously improving and his weight continues to show an upward trend on the growth chart. Savitri is now confident and feels capable of fulfilling her baby's requirements through exclusive breastfeeding.

बाल जागरण
शिशु स्वास्थ्य सत्र
A Jaagran about breastfeeding
BREASTFEEDING

'स्तनपान: सतत विकास के लिए एक प्रमुख कुंजी'

संस्थान, प्रोत्साहन व सशर्त पर केन्द्रित प्रयास



Thank you.