

EMPOWERING POLICY MAKERS AND PROGRAM RESOURCE PERSONS AT NATIONAL & INTERNATIONAL LEVEL

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Optimal IYCF Practices

- ❖ Initiate breastfeeding within one hour of birth
- ❖ Exclusive breastfeeding up to 6 months age
- ❖ Introduction of solid food from family pot after 6 months of age
- ❖ Continued breastfeeding for at least 2 years

Al-Quran & Breastfeeding

- Chapter 2 verse 233-- **Sura Baqara**
- Chapter 4 verse 23-- Sura Nisa
- Chapter 20 verse 7,12-- Sura Qasas
- Chapter 21 verse 14 - **Sura Luqman**
- Chapter 26 verse 15 - Sura Ahqaf
- Chapter 28 verse 6 - Sura Talaq

Nation's Capacity

1. Health delivery system able to initiate breastfeeding within one hour of birth
2. Helping mother for EBF up to six months
3. Giving solid foods from family pot, in adequate amounts from 7 months age
4. Supporting mother for continued breastfeeding up to 2 years or beyond

Is Breast feeding So Simple?

Animal Kingdom:

1. Offspring on feet
2. Moves to udders
3. Makes position

No role of Mother

Human Beings:

1. Baby holds neck 3 mo
2. Walks at 1 yr
3. Mother makes position

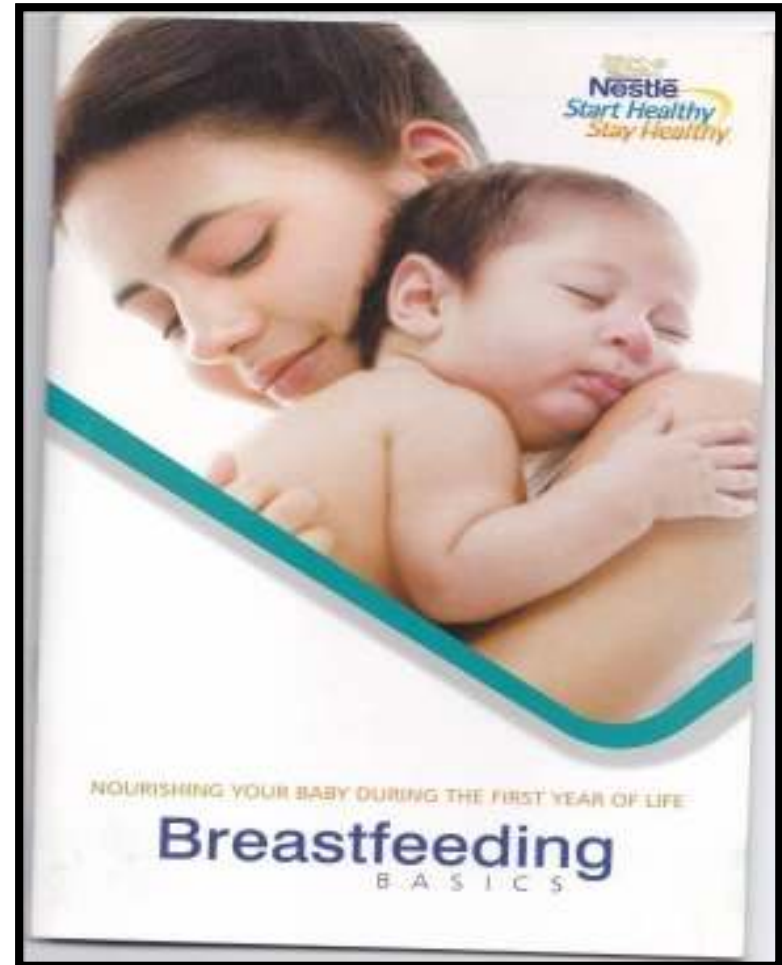
No role of Baby

Empowering A Country: *National level*

1. Having IYCF policy & legislation on sale of **IMS**
2. Integrating IYCF with health delivery system
3. Making IYCF indicators component of health reporting, biostatistics, and achievements
4. Having infant feeding policy in special situations
5. Including IYCF counseling in medical curriculum
6. Allocating separate budget for IYCF activities
7. Having IYCF component in disaster response

How They Operate

**Some
information
is dicey**



Empowering A Country

❖ *Health facility level:*

1. Sensitizing health managers in **IYCF** practices
2. Training staff in IYCF counseling for first-hour initiation of BF and for helping mother for **EBF6**
3. Training health staff for counseling **IF** difficulties
4. Training health staff for helping mother for **CF**
5. Training health staff for supporting 2 years **BF**
6. Trained health administrators & staff for monitoring **IMC** and **Country Codes of BMS**

Empowering A Country

- ❖ ***Community level:*** trained staff available for
 1. Initiation of first-hour **BF**; helping mother for **EBF6** and for her own health
 2. Supporting mothers for **IF** in special situations
 3. Helping mothers for timely **CF** from family pot
 4. Supporting mothers for 2 years **BF**
 5. Managing **IYCF** difficulties
 6. Helping mothers for emergency **IYCF**
 7. Helping mother for **IF** in special situation

How to Empower a Country?

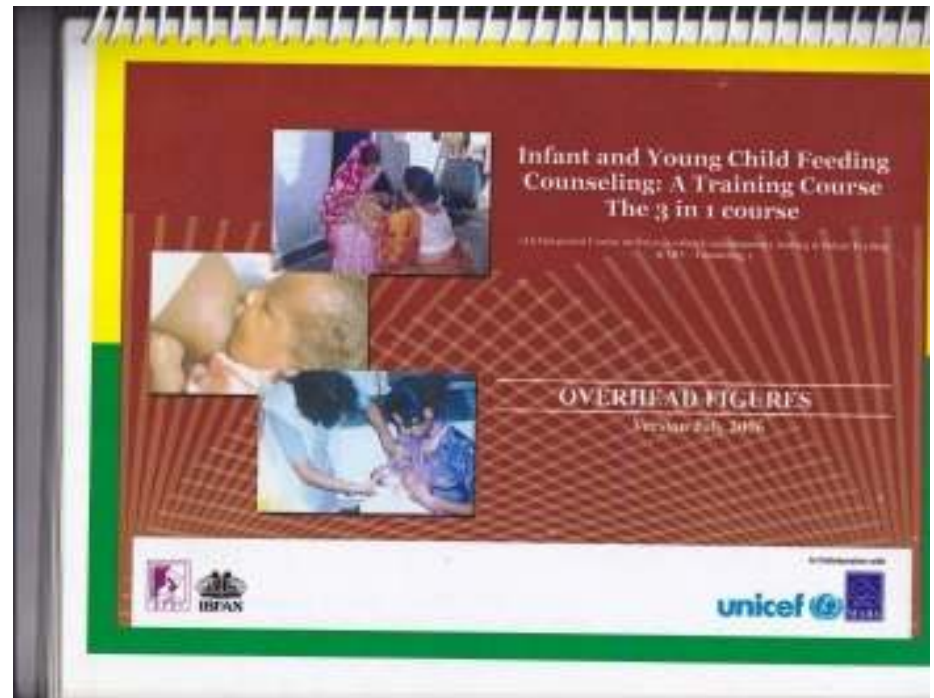
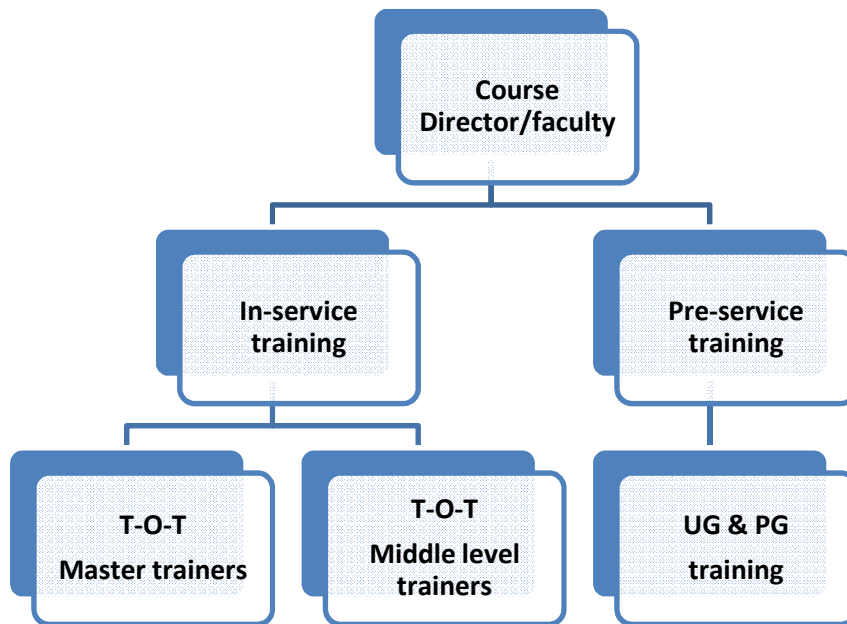


- Develop **Capacity Building Program**
- Strong International liaisoning
- Dedicated budgeting
- **Inclusion of IYCF indicators in health care system of a country**

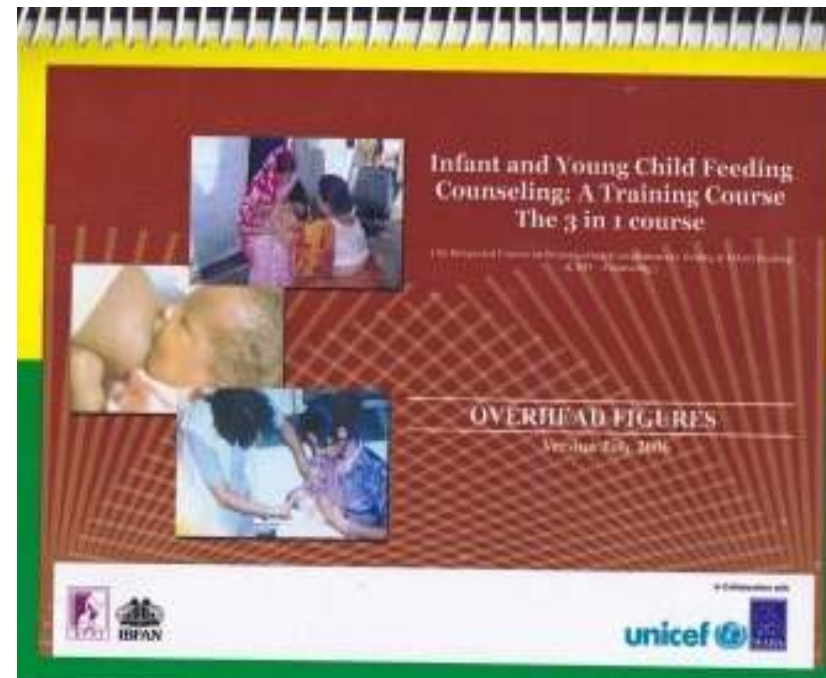
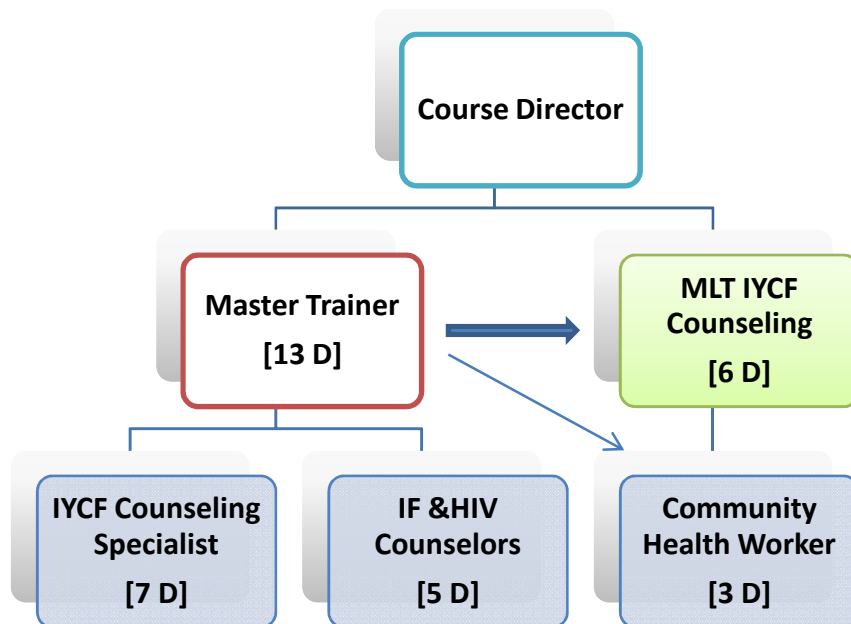
What IBFAN ASIA is Doing?

- o Strong advocacy for IYCF: Inter/national level
- o Helping countries develop policies, strategies, planning, and actions for IYCF
- o Developed 3-in-1 IYCF Counseling course
- o Organizing trainings in IYCF counseling at all levels and in different countries

Capacity Building Program in IYCF Counseling



Capacity Building Program in IYCF Counseling



Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2007

- First Lady blessed it
- Alola Foundation & UNICEF supported
- Tools translated to **Tetum**
- Translator provided
- Duration 21 days



Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2007



- T-O-T Master trainer
- Nurses and midwives
- HNGV, Dili
- 7 Master trainers
- 25 IYCF Counseling specialists

Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2010

- Phase-1 English [7 D]
- Phase-2 [6 D]
Tetum/English
- One translator
- 43 sessions; 5 clinical
bed side trainings in
wards; two practical;
HIV & IF; Emergency IF



Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2010

- T-O-T Master trainer
- Doctors and others
- HNGV, Dili
- 5 Master Trainers certified



Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2010

- 22 IYCF Counseling Specialists certified
- UNICEF supported MOPH



Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2010

- Assessment of Nacional Hospital, Dili for **BFHI**
- Head, Nutrition MOPH & DG, HNGV also involved



Capacity Building Program in IYCF Counseling

❖ Timor-Leste 2010

- Assessment of Govt. Hospital, Baucau for **BFHI**
- DG, Baucau hospital also involved
- Supported by UNICEF



Capacity Building Program in IYCF Counseling

❖ Yemen 2009



- T-O-T Master Trainer
- Media Advocacy
- Teaching hospital Sana'a [15 days]
- 7 master trainers; 23 IYCF Counseling specialists certified
- Translator available

Capacity Building Program: BMS Code Afghanistan-2009



Islamic Republic of Afghanistan
Ministry of Public Health

100564
20.4.88

11 July 2009

Professor Dr Mohammad Moonis Akbar Faridi
Professor and Head, Department of Pediatrics
University College of Medical Sciences,
Delhi University, Delhi, India.

Sub: Invitation for Facilitating training of trainer course on Code of Marketing of Breast Milk Substitutes

Dear Dr. Mohammad Moonis Akbar Faridi

I have the honor of inviting you to attend the "TOT course on Code of Marketing of Breast Milk Substitutes" to be held in Kabul, Afghanistan from 18-20 July 2009. This training will be hosted by the Ministry of Public Health of Afghanistan in collaboration with UNICEF, Kabul and the International Baby Food Action Network (IBFAN- Asia).

The training will be facilitating Monitoring system of Code of Marketing on Breast Milk Substitute as it was conducted in many countries of world especially in Asia by Support of IBFAN.

We invite the participation from ministry of Public health along with representatives from the area of child health related projects from the different provinces and regions of Afghanistan.

I believe that by your supporting will have a great opportunity at this training to promote and support breastfeeding and optimal infant feeding practices by control of distribution and promotion of Breastmilk substitutes, in support of reducing child morbidity and mortality.

Sincerely yours,


Dr Nadera Hayat Barhami
Deputy Minister for health Care Services Provision
Ministry of Public Health Afghanistan

Capacity Building Program in IYCF Counseling

❖ In India

- Helping state governments for initiating breastfeeding within one hour of birth; exclusive breastfeeding and breastfeeding for 2 years or beyond
- Working with Ministries of Health and Women & Child Development and Planning Commission to include Breastfeeding as strategy for child survival and actions thereafter, including money and resources.
- Taking up research on breastmilk/breastfeeding to counter a new phenomenon adopted by the formula manufacturers, undermining advantages of breastfeeding or showing “deficiencies” in breastmilk.

Capacity Building Program

IYCF Counseling Training Centers



University College of Medical Sciences

Delhi University

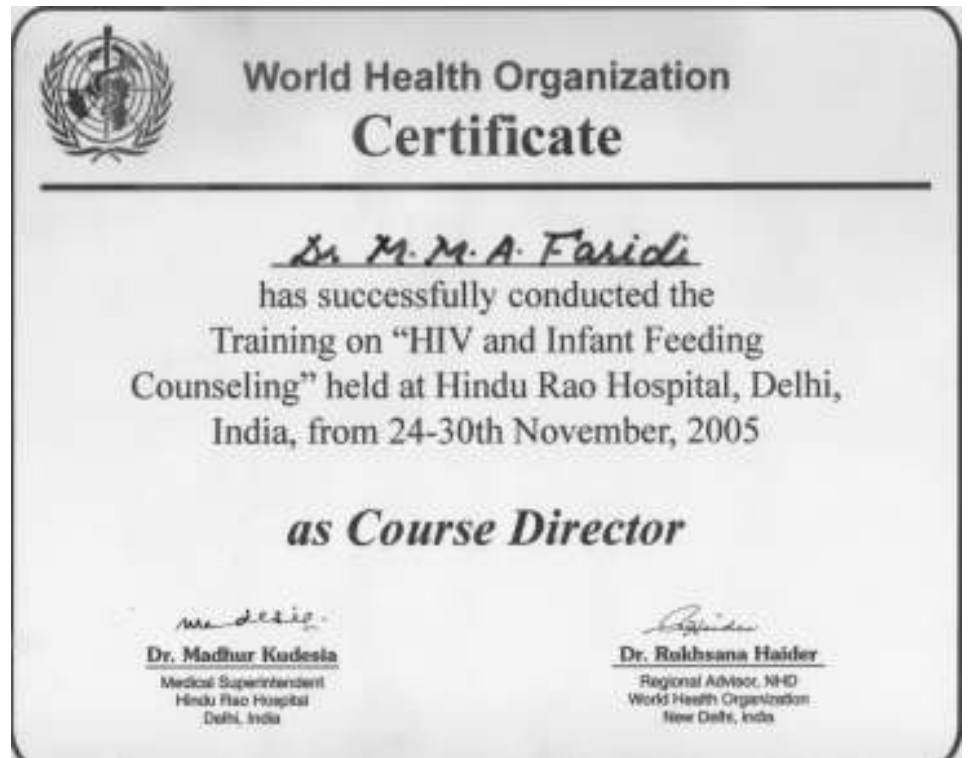
Capacity Building Program in IYCF Counseling

❖ India

- More than 10 Course Directors, 200 Master Trainers, 300 MLT, 75 HIV & IF Counselors, 500 IYCF Counseling Specialists
- Organized 6 international T-O-T: Trained health workers from India, Bangladesh, Nepal, Maldives, Bhutan, Sri Lanka, Iran, Philippines, Laos PDR, and observer from USA

Capacity Building Program in IYCF Counseling

- Training of Doctors
HIV & Infant Feeding
[2005]
- This was the most trying time efforts made to discredit **BF**
- **We tried to curb damage**



Capacity Building Program in IYCF Counseling

- In-service training
 - Long process; costly
- Pre-service training
 - Better proposition
- Efforts on to include IYCF counseling in UG curriculum



Capacity Building Program in IYCF Counseling

❖ State of Punjab 2010

- MLT Trainees
- For training **ASHA** in IYCF Counseling
- For counseling mothers in community for exclusive breastfeeding



National capacity Building

❖ India increasing Efforts

- Advertisement in National Daily Hindustan Times (31 October 2010)



The advertisement is a pink poster for the Indira Gandhi Matritva Sahyog Yojana. At the top left is a portrait of Indira Gandhi. To the right, it says "Dedicated to the nation, on the 26th death anniversary of former Prime Minister, Smt. Indira Gandhi". Below this is the title "INDIRA GANDHI MATRITVA SAHYOG YOJANA" in bold red letters. The text below the title describes the scheme: "The scheme aims to promote the health and nutrition of pregnant and lactating women with a cash benefit of Rs. 4000/- from the second trimester. At the child attains the age of 3 months in selected 52 districts of the country it will help the expecting & nursing mothers enjoy their motherhood without worrying about expenses. The scheme will be implemented under the platform of Integrated Child Development Services (ICDS) Scheme." The poster features several line drawings of women and children. At the bottom, it includes the Government of India logo, the Ministry of Women and Child Development logo, and the slogan "Saath hi aur aage".

Dedicated to the nation,
on the 26th death anniversary of former Prime Minister,
Smt. Indira Gandhi

**INDIRA GANDHI
MATRITVA SAHYOG YOJANA**

The scheme aims to promote the health and nutrition of pregnant and lactating women with a cash benefit of Rs. 4000/- from the second trimester. At the child attains the age of 3 months in selected 52 districts of the country it will help the expecting & nursing mothers enjoy their motherhood without worrying about expenses. The scheme will be implemented under the platform of Integrated Child Development Services (ICDS) Scheme.

Ministry of Women and Child Development
Government of India



Be brave and face challenges

Thank You