



World Breastfeeding Trends Initiative (WBTi)

Indicator: *Mother Support and Community Outreach*

Name: Dr. Yupayong Hangchaovanich

Country: Thailand





THAILAND PROFILE



76	Provinces
878	Districts
8000	Sub-districts
Total Population	64,623,000
0-5 years	4,524,000
IMR/1000LB	11.2
Under 5 MR/LB	18.4

Institute for Population and Social
Research, Mahidol University 2013

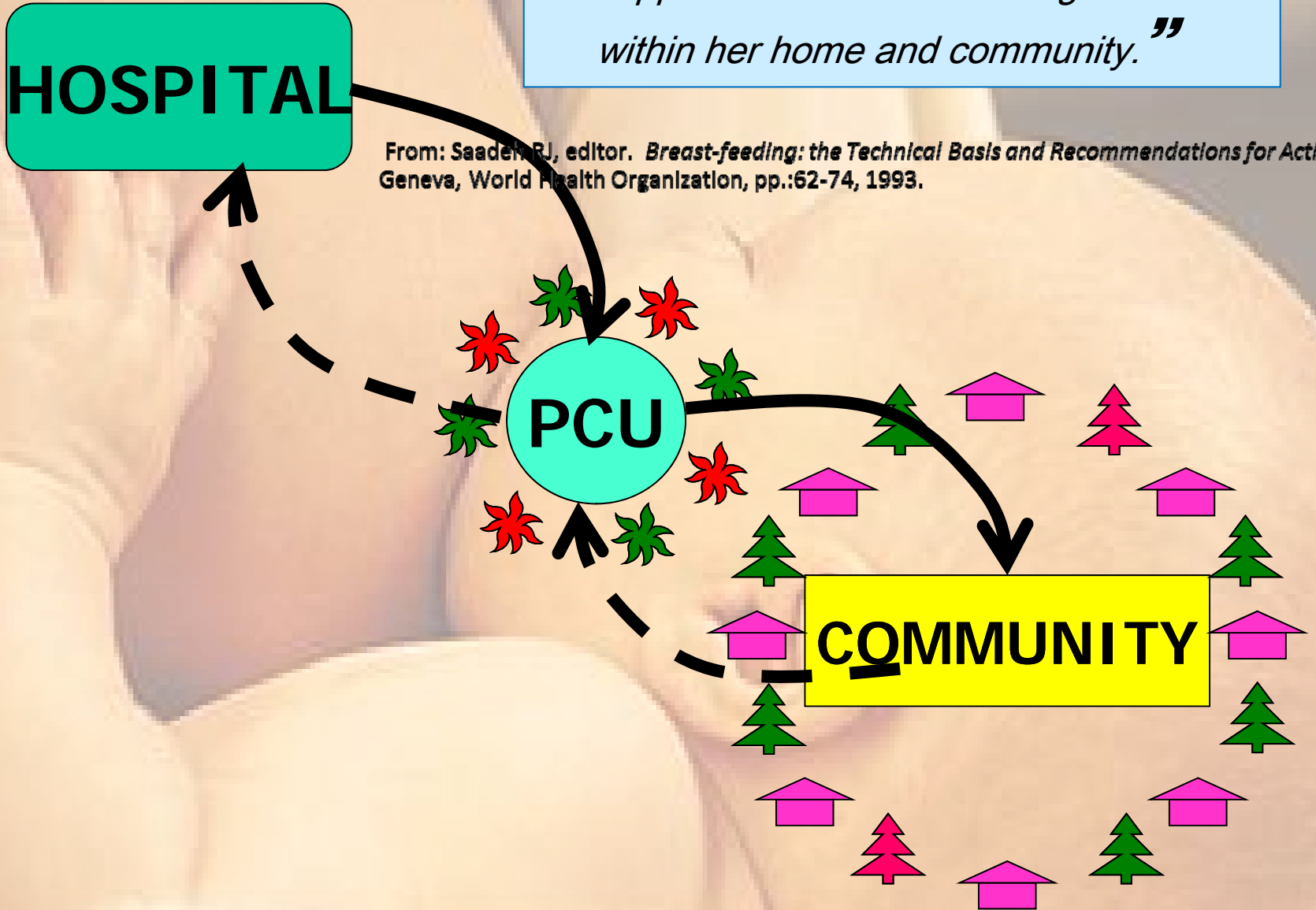
- *“ The key to best breastfeeding practices is continued day-to-day support for the breastfeeding mother within her home and community. ”*

HOSPITAL

From: Saadeh RJ, editor. *Breast-feeding: the Technical Basis and Recommendations for Action*. Geneva, World Health Organization, pp.:62-74, 1993.

PCU

COMMUNITY



Breastfeeding Sub-districts Criteria

- Breastfeeding Committee
- Breastfeeding strategy and Action Plan
- Community measure/rules to protect, promote and support breastfeeding
- Breastfeeding information/statistics and surveillance system
- Breastfeeding Fund
- 6-months Exclusive Breastfeeding Rate 60 %

Gaps detected for the indicator: *Mother Support and Community Outreach*

- ☺ All women have a certain extend of access to community-based support systems and services on infant and young child feeding after birth. The accessibility is limited and should be improved.
- ☺ The training course for community-based volunteers and health workers focus on basic breastfeeding management and a few training in counselling and listening skills for infant and young child feeding.

Recommendations for the indicator Mother support and community outreach



1. Create and maintain a sustainable infrastructure for mother-to-mother support groups and peer counseling programs in hospitals and community health care settings.
2. Provide IYCF information and support to the specific group such as working mothers.
3. Develop IYCF counseling program for health workers and health volunteers

Plan of Action Taken for the indicator mother support and community outreach



- **Capacity-building** of mother support group , health volunteers and local health personnel in community
- Effective development of **breastfeeding network system**
- **Expansion of breastfeeding sub-district community to 35 % next year**



(At present there are 140 sub-districts are designated as BF sub-district community and 480 sub-districts are on the progress)

- Strong and continuous support by the **local municipality**
- Accreditation baby-friendly community “ Family Love Bonding Community “



Thank you for your attention

WBW 2013 :
Breastfeeding Support:
close to mothers