

# Breastfeeding for child survival, health and development

**State Secretaries meeting, Government of India ,  
New Delhi**

**24 -25 April , 2006**

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Breastfeeding Promotion Network of India

New Delhi



# Introduction

- What **early and exclusive breastfeeding** contributes to child survival, health and development( evidence so far)
- State of breastfeeding
- Infant mortality rate(IMR) and NMRs
- **Reasons and Solutions of low breastfeeding rates**
- **Some examples of Action from States**
- **BPNI services**

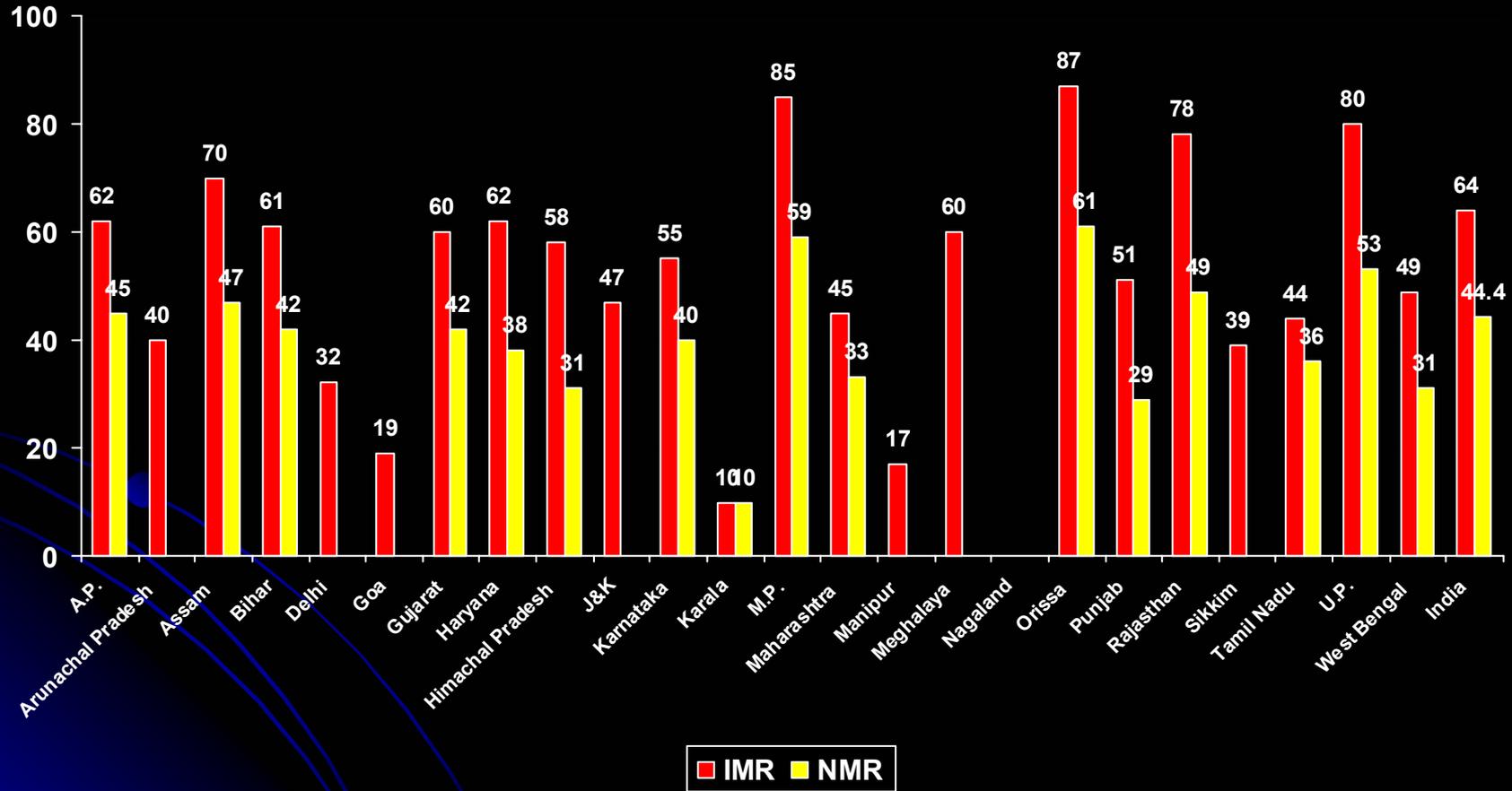


# BF&Survival: Beginning life with “life” not in danger!

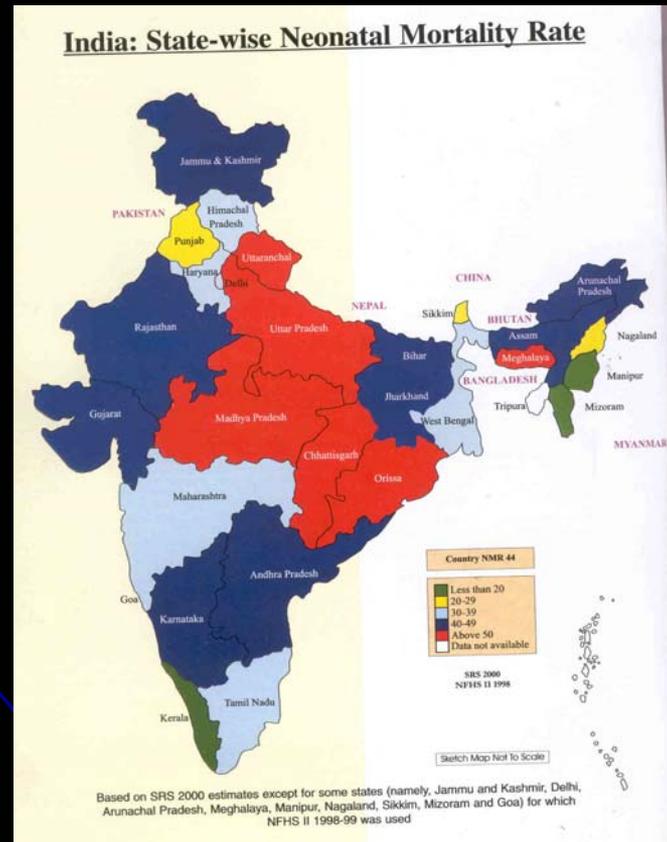


# Status of Infant Health in India

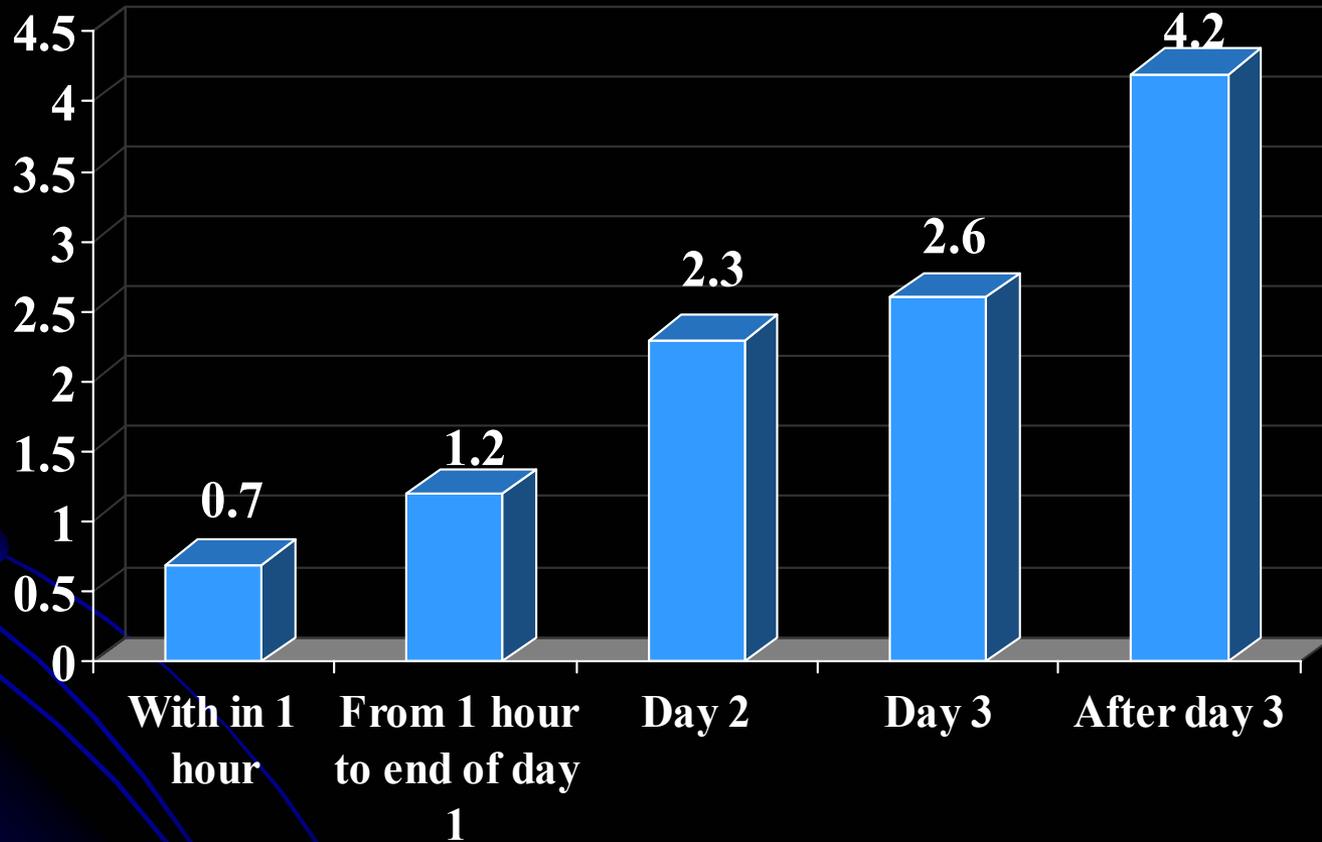
## IMR & NMR (SRS 2002)



# Status of Newborn Health NMR (SRS 2002)



# Risk of neonatal mortality according to time of initiation of breastfeeding

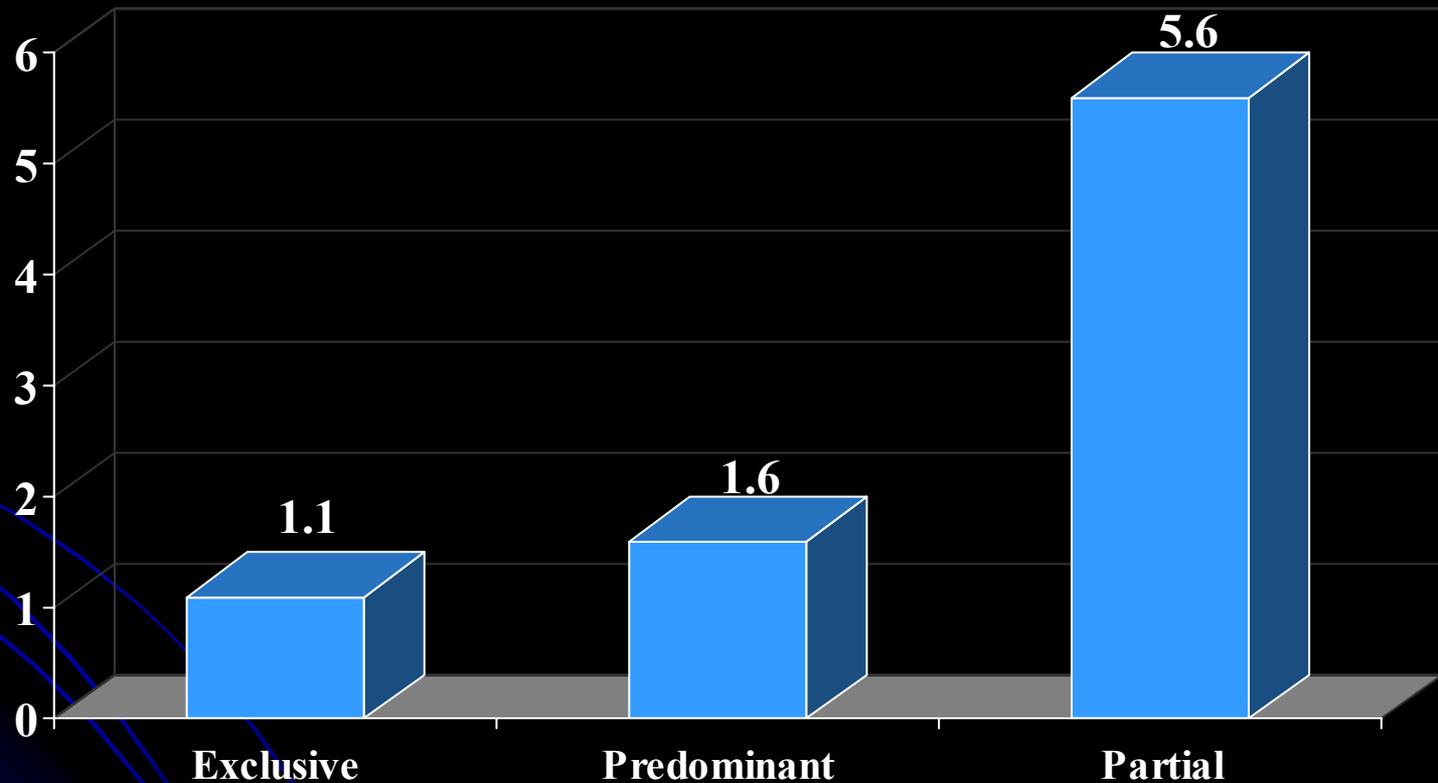


Study from rural Ghana

*Pediatrics* 2006;117:380-386



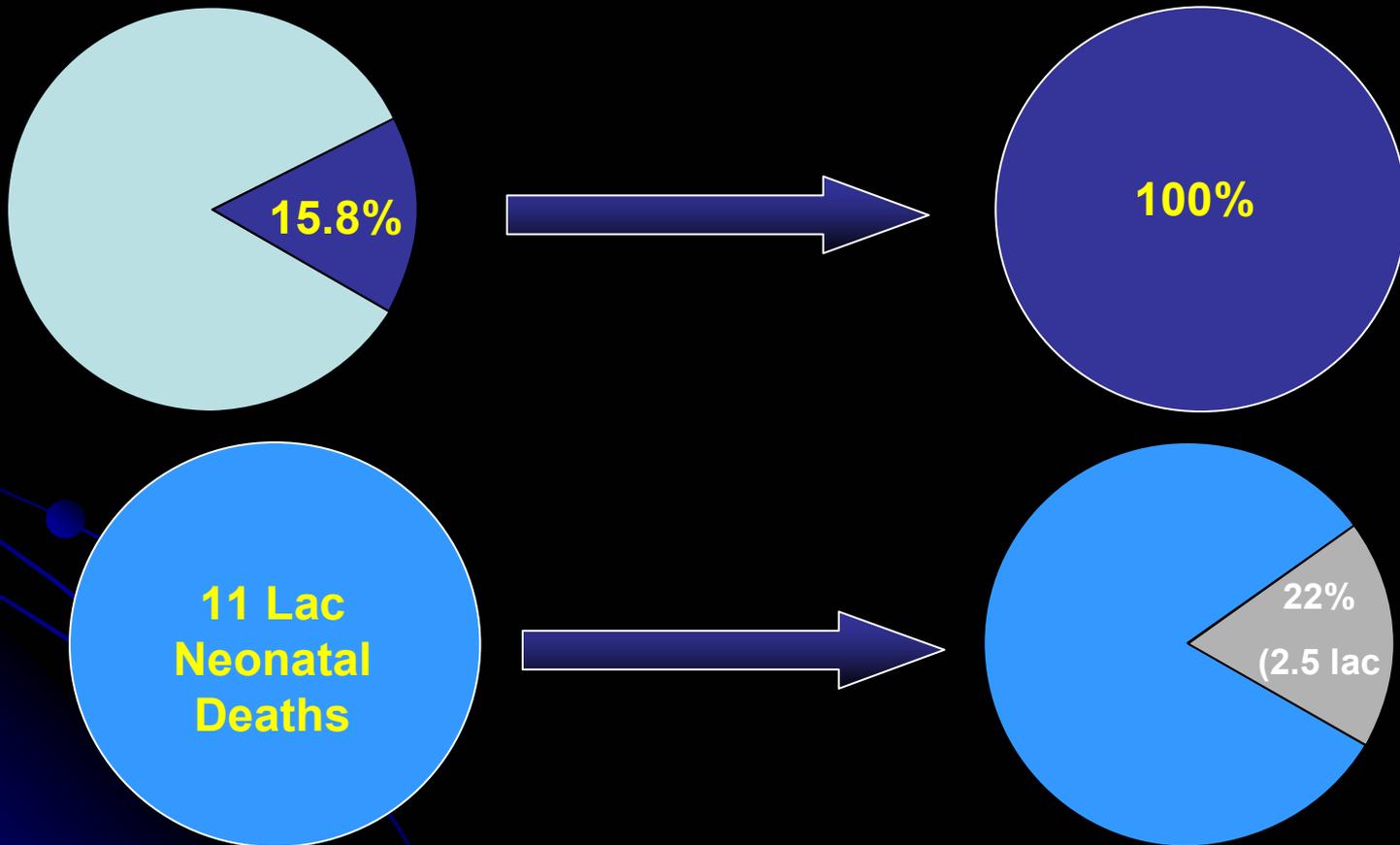
# Risk of neonatal mortality according to established breastfeeding pattern



*Pediatrics* 2006;117:380-386



# 1st hour initiation cuts 22% of all newborn deaths

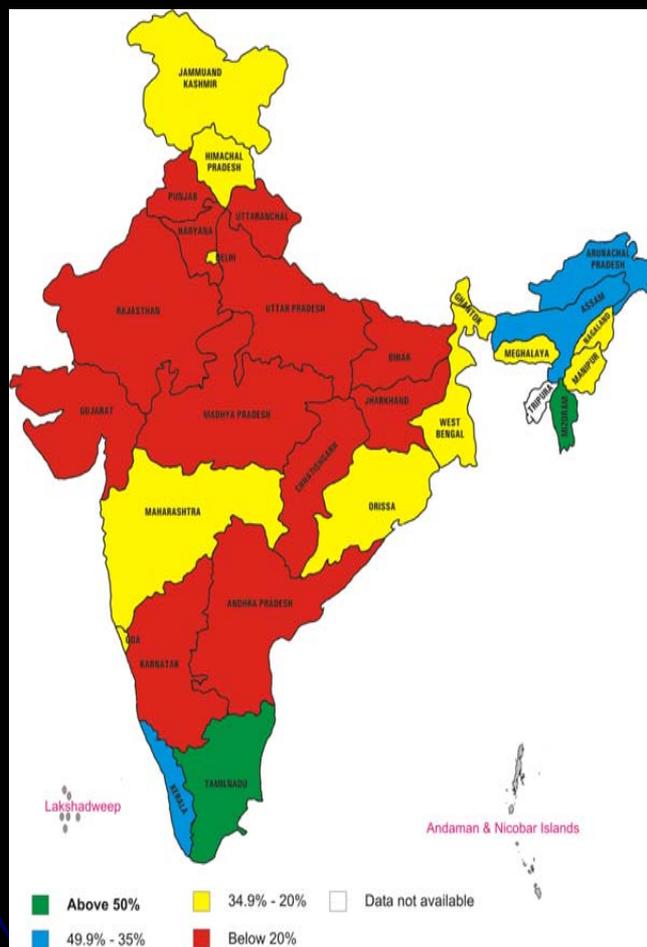


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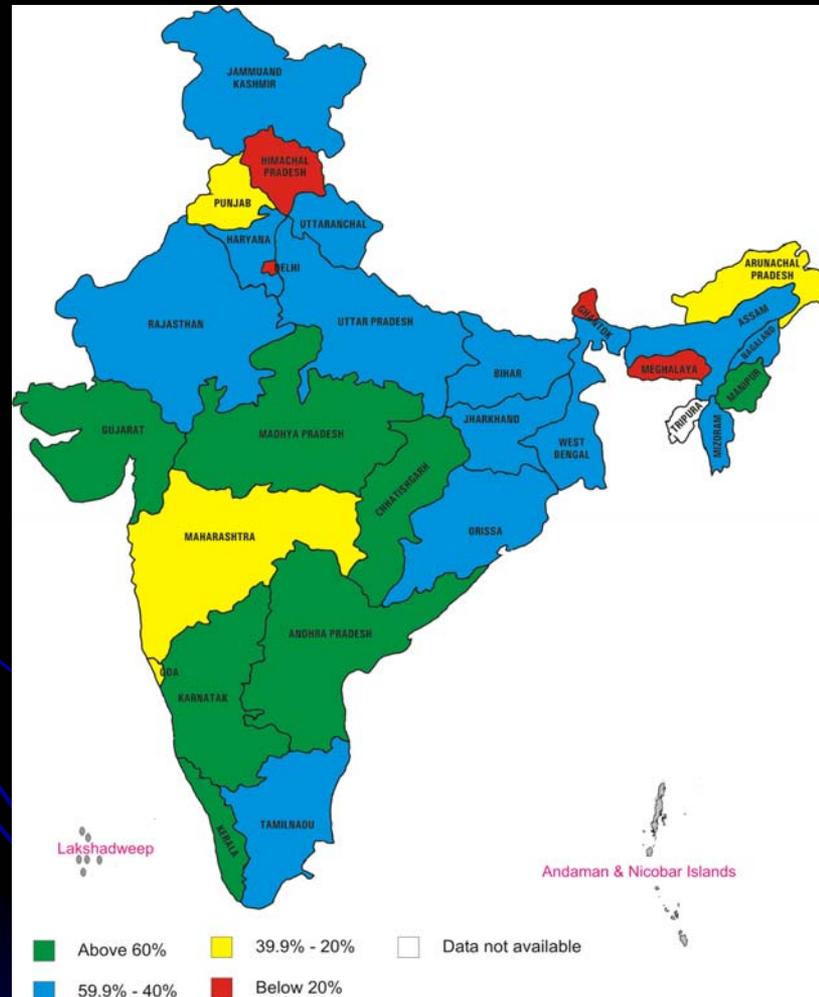


# Initiation of breastfeeding in 1 hour (NFHS -2)





# Exclusive Breastfeeding – Tenth Plan Goals



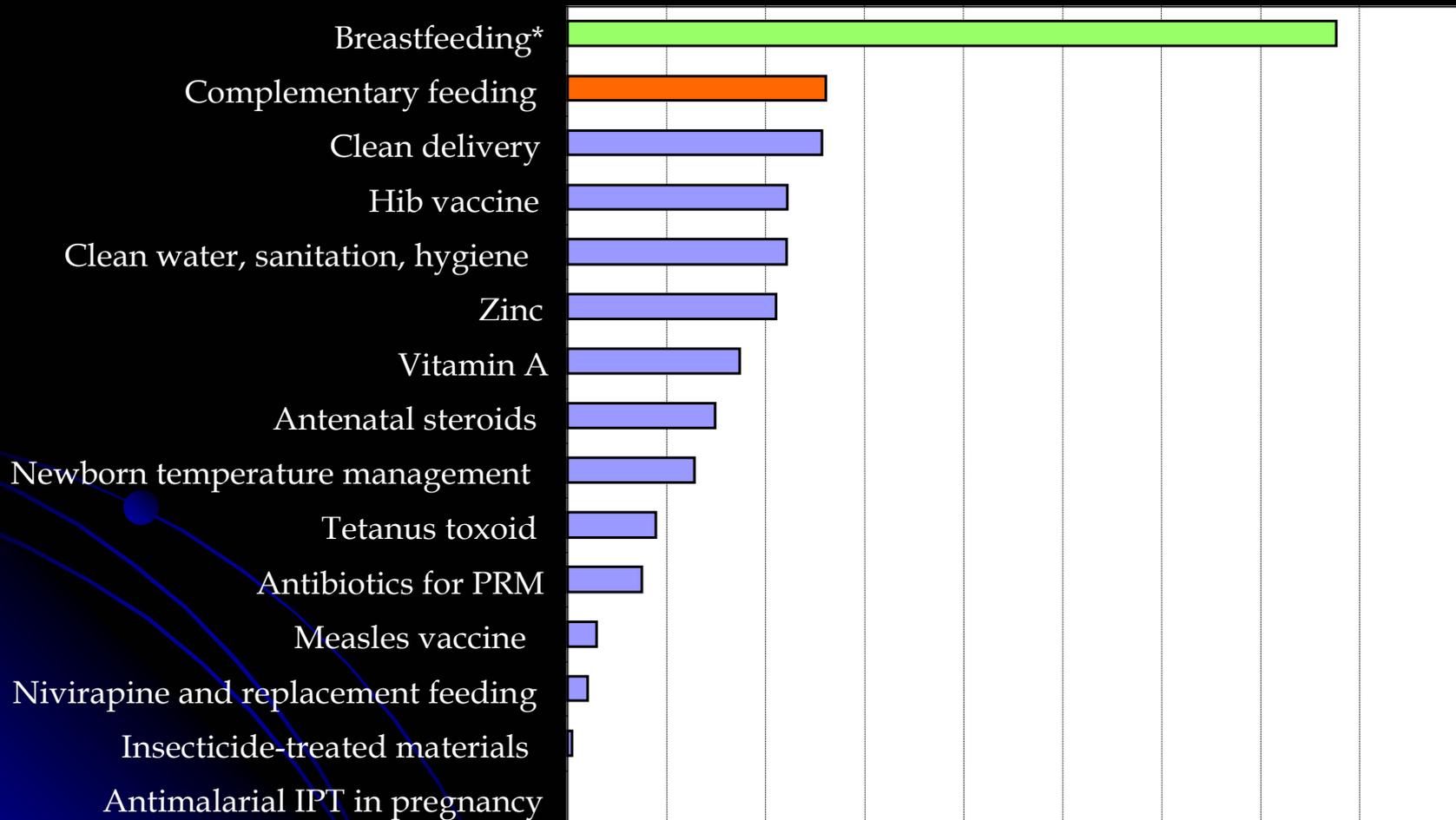
# Under-5 deaths preventable through universal coverage with individual interventions (2000)

India

Percent

0% 2% 4% 6% 8% 10% 12% 14% 16% 18%

Intervention



\*Breastfeeding: Exclusive for first 6 months and continued for 6 to 12 months

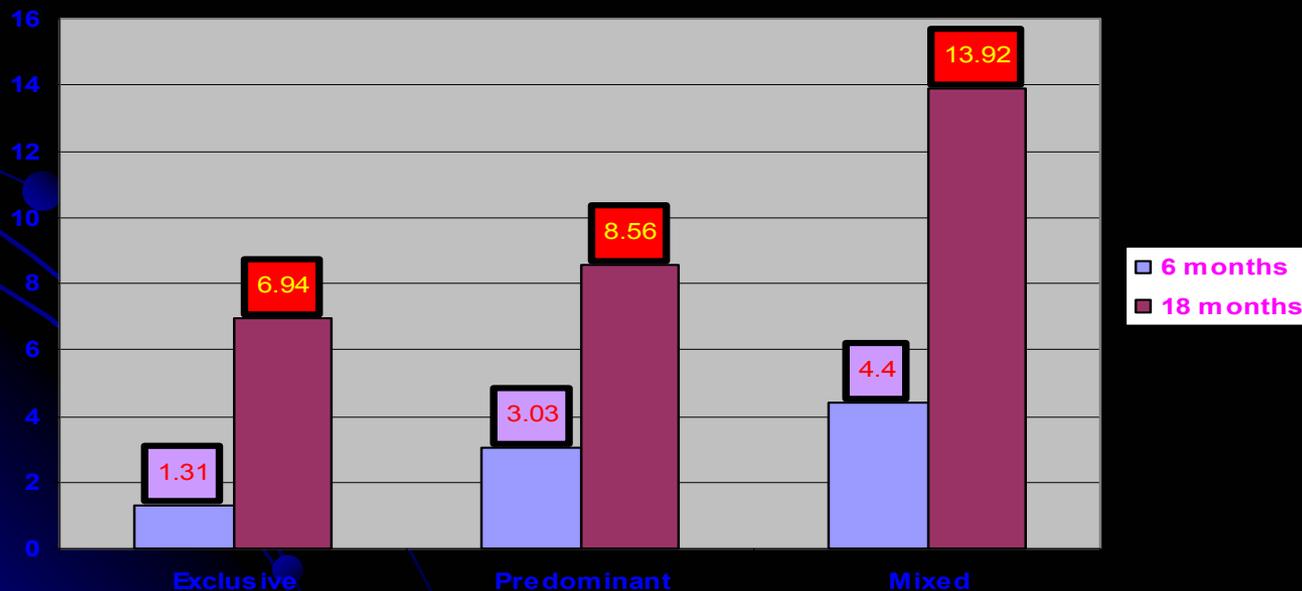
Source: Jones et al. LANCET 2003;362:65-71



# Exclusive breastfeeding Prevents HIV in infants

Most mothers are either negative or not tested, better prevent transmission as well as ensure HIV free child survival

Cumulative % with HIV infection according to early breastfeeding pattern



Early Exclusive Breastfeeding reduces the risk of postnatal HIV-1 transmission and increases HIV-free survival. *AIDS* 2005 19:699-708



# Breastfeeding enhances cognitive development

Brain develops in first two years the most

- Depends on amount of interactions
- Breastfeeding contributes to IQ, visual acuity, mathematical abilities and analytical capacity. (evidence available)
- Prepares children for BETTER LEARNING at PSE/Schools



# Breastfeeding and Child Health

- Obesity
- Asthma
- Ear infections
- Chronic disease
- Etc.....

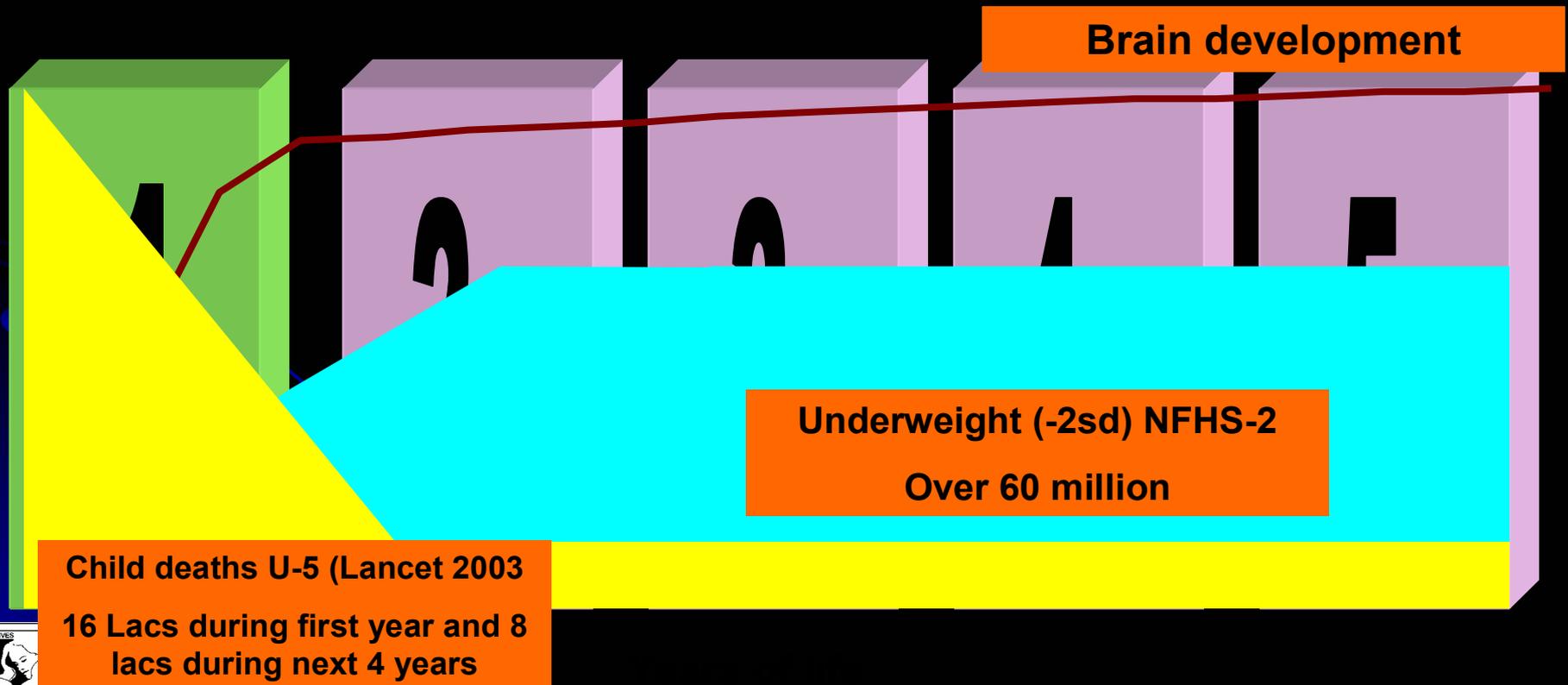


# First year is critical!

Recent WB Report 2005, and 2006 and expert opinions



- Malnutrition strikes in infancy from 11 % at 0-6 months reaches its peak by 23 months, then flat.
- 36 million under three/ nearly 60 million U-5 are underweight and undernourished thus underdeveloped
- 2.4 million children die and 2/3<sup>rd</sup> in first year



**1 Hour breastfeeding and Exclusive  
breastfeeding 0-6 months:  
Call is clear , Lets Get it right!**

**Issue 1 : ‘Duty’ and ‘Capacity’ of  
health workers**

**Issue 2: Reaching ALL**



# State capacity for breastfeeding education and support

## *Breastfeeding education and support includes*

- Good Information and skillful counseling (pregnancy, birth and later)
- Assistance at birth and later
- Answers to mothers question
- ‘Counsel’ to prevent sore nipples, engorgement, and help to solve these if they arise
- ‘Counseling’ on complementary feeding
- Counseling on feeding options for HIV IF



# Solutions

- **Policy**

- Mainstream 'IYCF' ( like immunization or IMNCI) in child health and development programmes special emphasis on early breastfeeding and preventive approaches
- Job responsibility of workers to support at birth and later
- Counseling on IYCF as component of “service delivery”

- **Training**

- 3 day Skills training on IYCF to ALL frontline workers
- State capacity to do so

- **Monitoring and Evaluation**

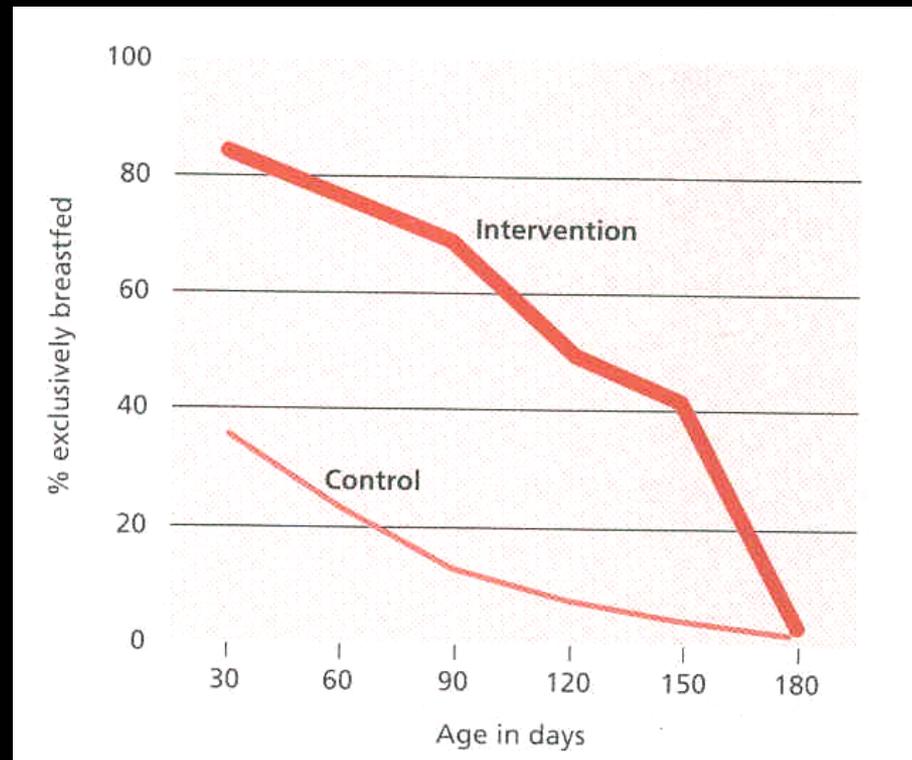
- 1 hour breastfeeding and Exclusive breastfeeding 0-6 months to act as key to programmes

- **Communication strategy**

- It should have infant health and survival through breastfeeding as central piece and mainstream component



# The impact of community interventions: Improving infant feeding in rural Haryana, India

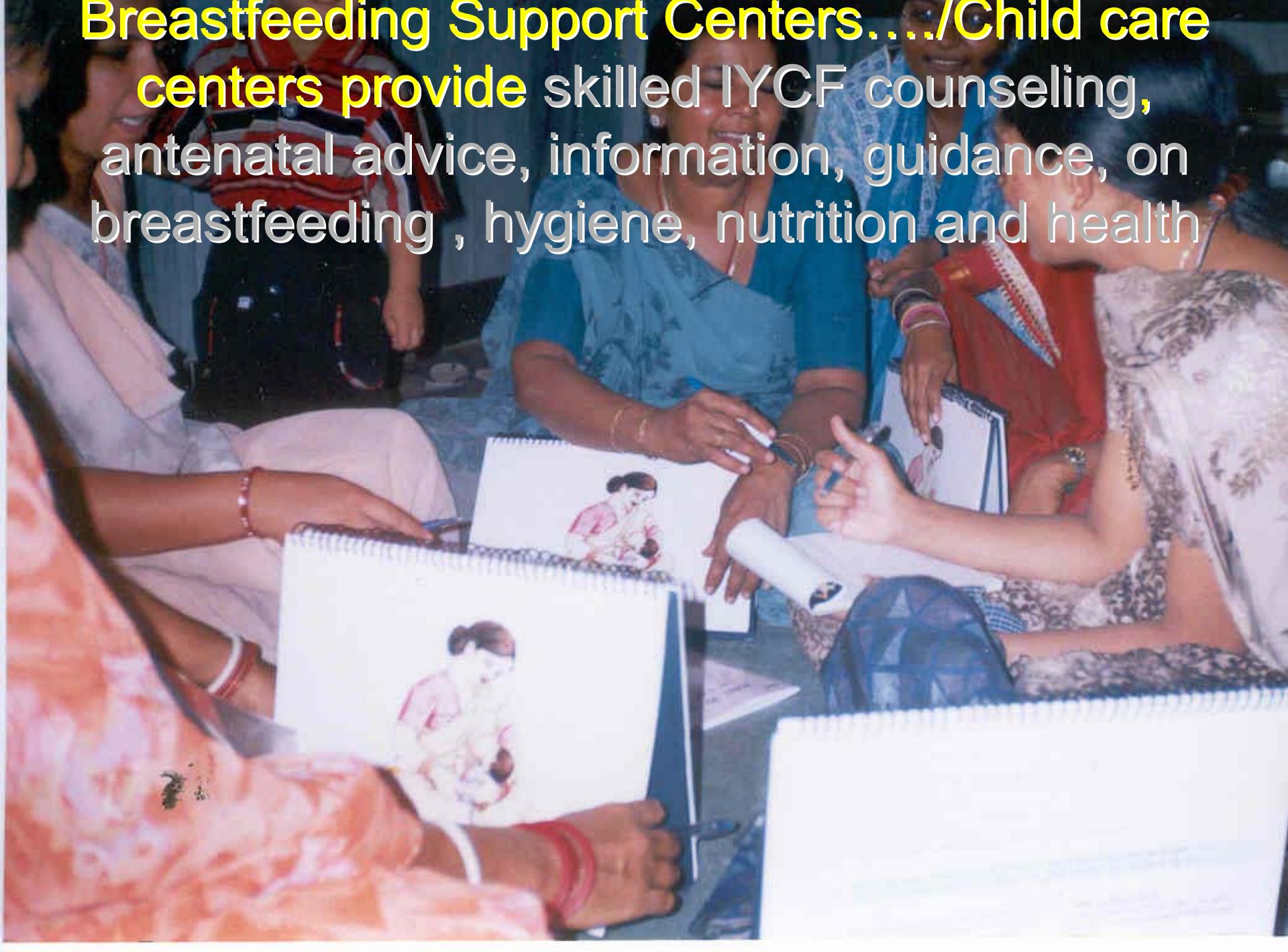


The impact of community interventions: Improving infant feeding in rural Haryana, India through multiple contacts is feasible and improves uptake of other child health interventions.

*Health policy and Planning 2005; 20(5):328-336.*



**Breastfeeding Support Centers.../Child care centers provide skilled IYCF counseling, antenatal advice, information, guidance, on breastfeeding , hygiene, nutrition and health**



# M.P.

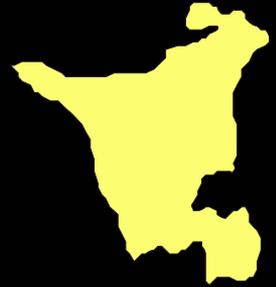


- Govt. in partnership with UNICEF BPNI and others
- State consultation in 2004
- TOT, training plan for division, Distt, and block level
- 3 day training of all workers health and ICDS
- ( Plan sanctioned of about 8 Crores from other training in ICDS by Government of India )

# Examples of such action in last 2 years

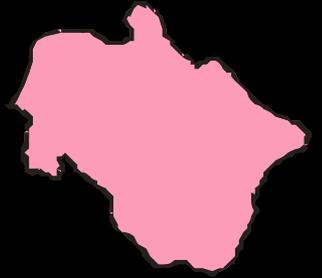


# Haryana



- Govt. of Haryana launched a scheme “*Improving Infant and Young Child Feeding*” 1.5 Crores in 2005 and 2006
  - Distt. Specific Baseline documentation of IYCF practice( NGOs include BPNI)
  - 3- day skills training of all AWWs in IYCF counselling( BPNI modules by NGOs)
  - Provision of communication guide ( flip chart)for each all AWWs to use for counseling of women

# Uttanchal



- Govt. asked BPNI to
  - Conduct District specific surveys all 13 districts and report
  - Facilitate State consultation on IYCF
  - Provide Communication guides( flip chart on IYCF and holistic development of baby) for all workers
- Backed by training being planned

# AP



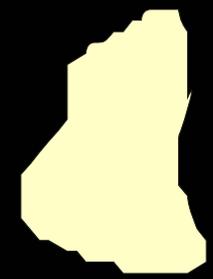
- Govt. in partnership with UNICEF and BPNI
- State level TOTs in ( last week)
- Translations of training materials, communication guides is on
- Plans for future work underway

# JK



- BPNI and UNICEF in partnership with Government led the TOT
- Plans underway for middle level trainers

# SIKKIM



Govt sent a team for TOT, ready to take on action



# BPNI's work, services/resources

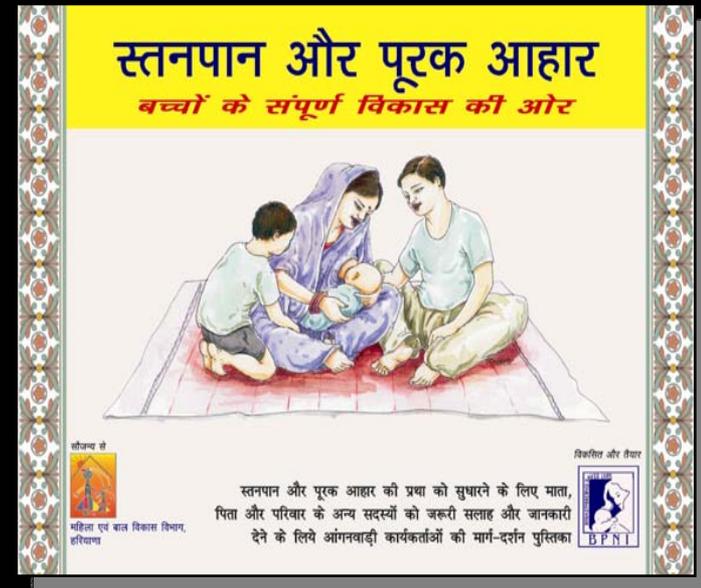
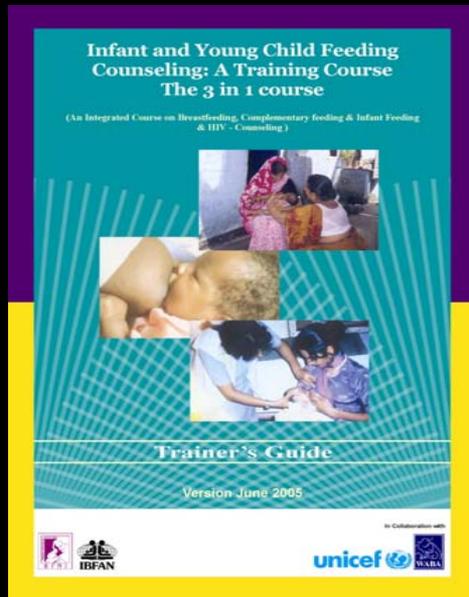
Advocacy, IMS Act, Strengthening pre-service curriculum project in 12 medical colleges, WBW, Training, monitoring, research etc.

## Services

- Training: Trainers available to create a state level resource
- Training material for all levels
- Communication guide( flip Chart) for workers to counsel women
- Translation and adaptation



# Training and communication Material



Make breastfeeding visible!  
And more widely available !!



Thank you

25 8:22 AM

The First Lady of Timor Leste at 7<sup>th</sup> Ministerial Consultation on Children

