



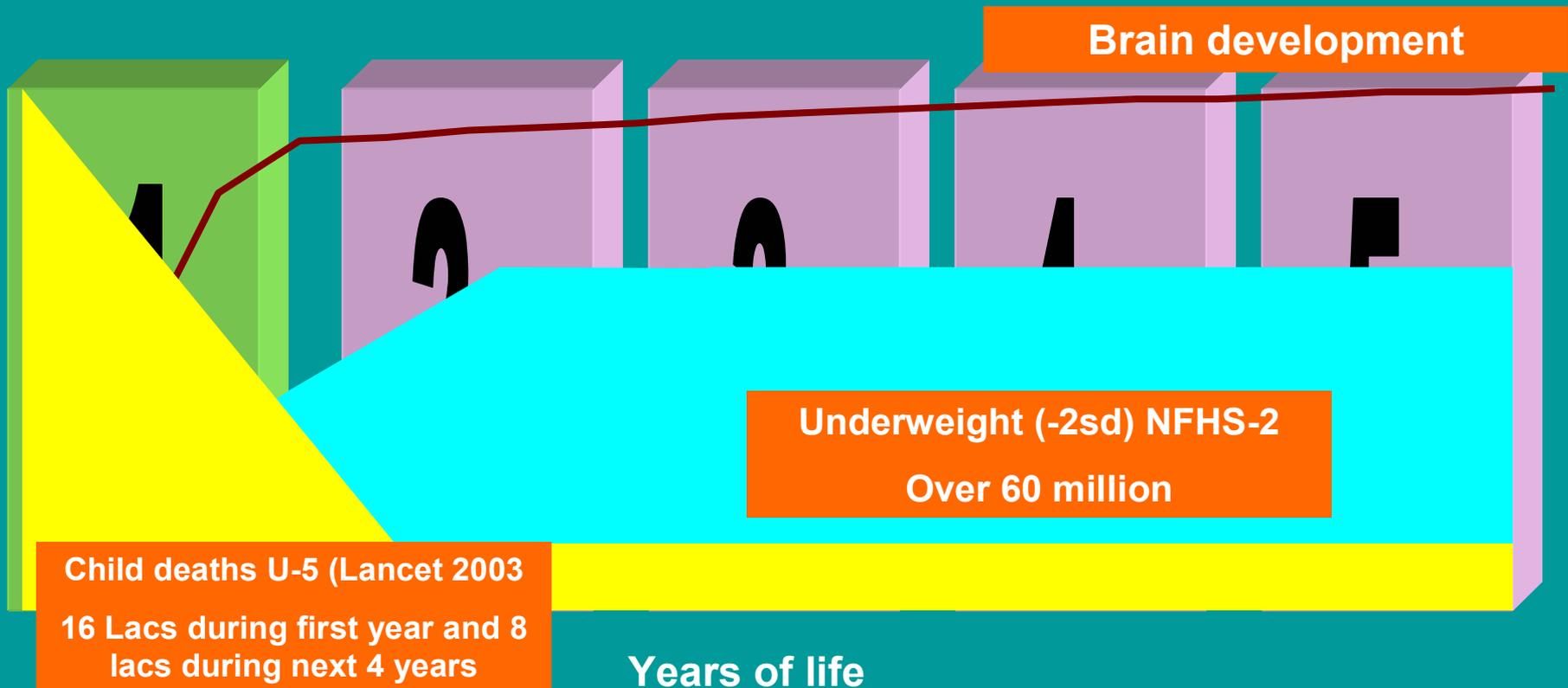
**Effectively scaling up /universalizing
exclusive breastfeeding**

Creating Distt level Model

First year is critical!

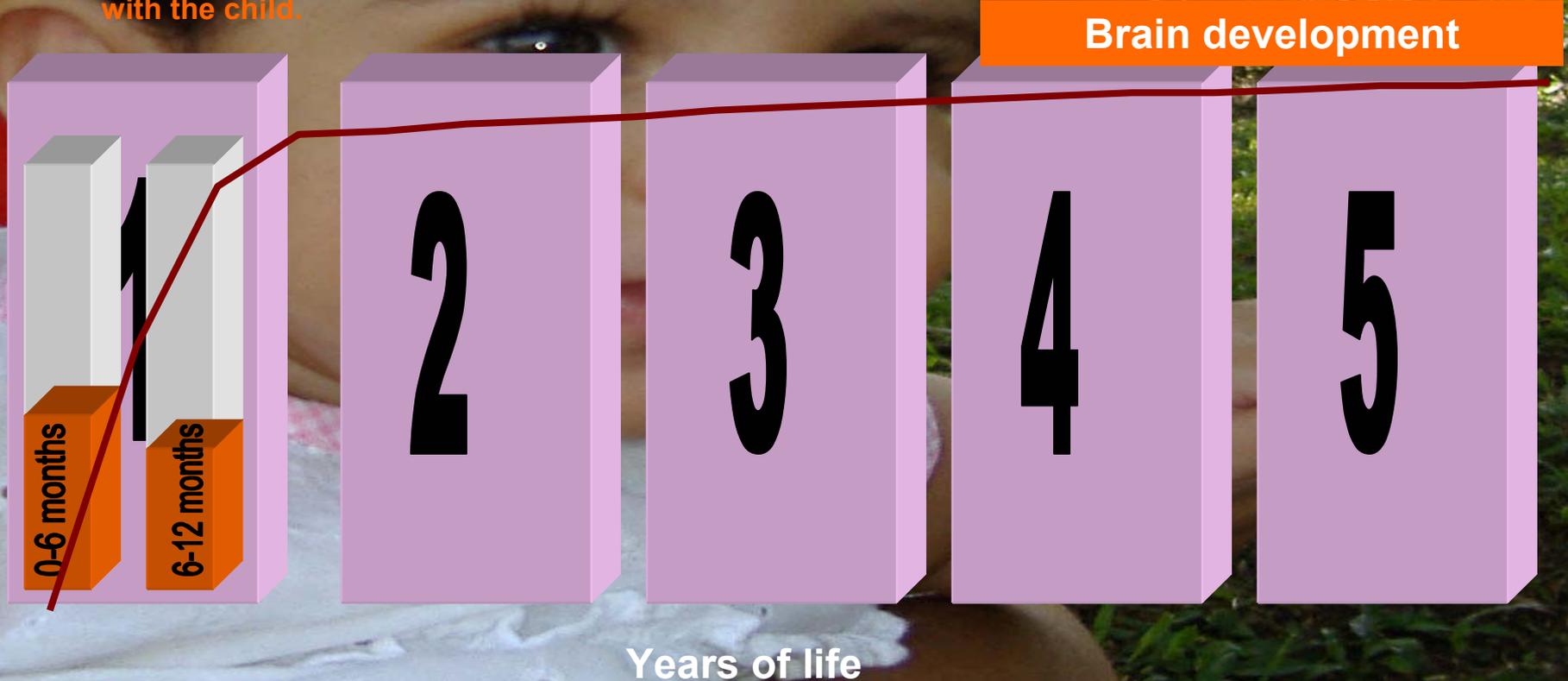


- Malnutrition strikes in infancy from 11 % at 0-6 months reaches its peak by 23 months, then flat.
- 36 million under three/ nearly 60 million U-5 are underweight and undernourished thus underdeveloped
- 2.4 million children die and 2/3rd in first year



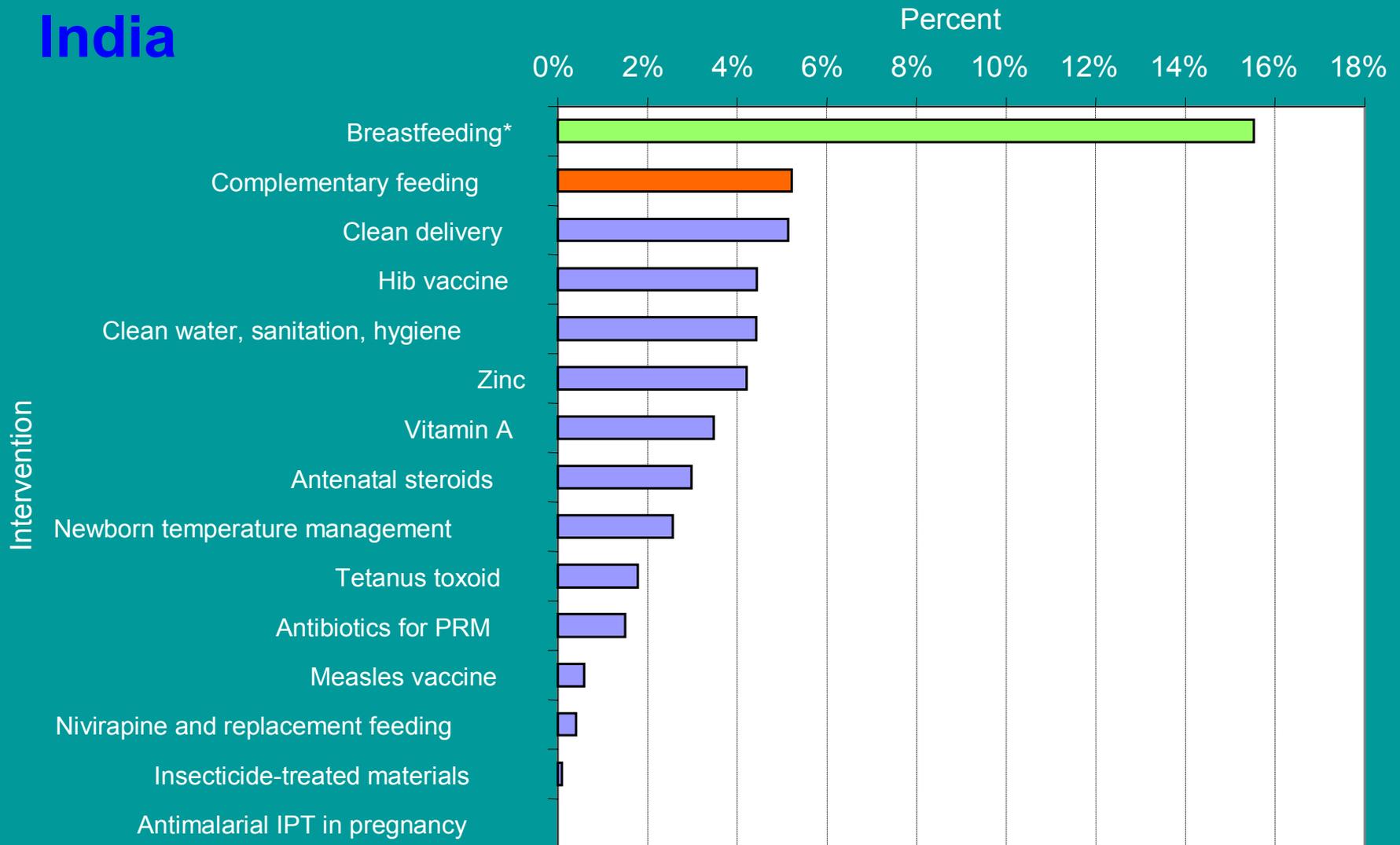
What happens with infants?

- 2.4 million U-5 deaths in India(10.9 M global deaths)
- 2/3rd during 1st year alone, according to the WHO , these are related to inappropriate infant and young child feeding.
- Only 40% EX BF for the first 6 months, 33% adequately CF 6-9 months.
- Brain development is dependent on level of interaction with the child.



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

India

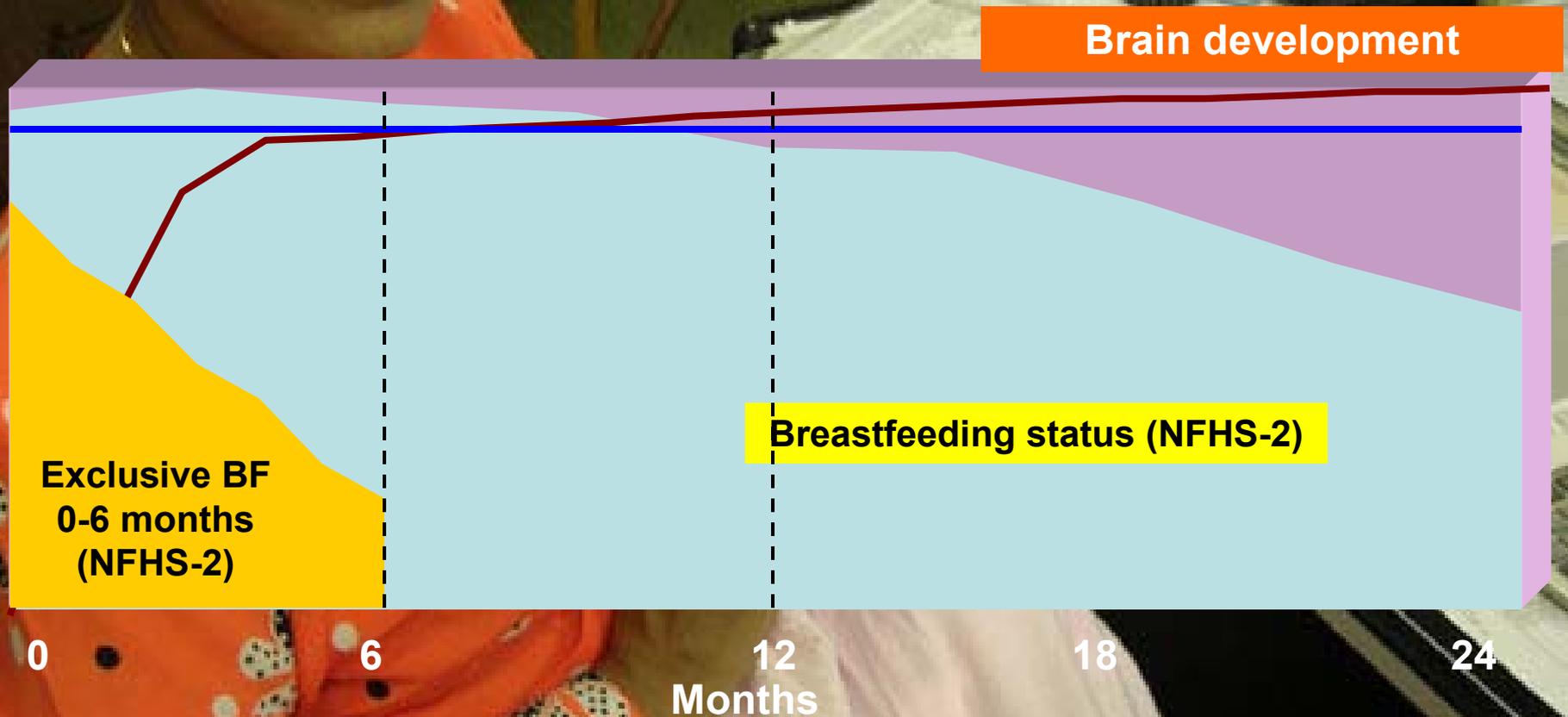


*Breastfeeding: Exclusive for first 6 months and continued for 6 to 12 months

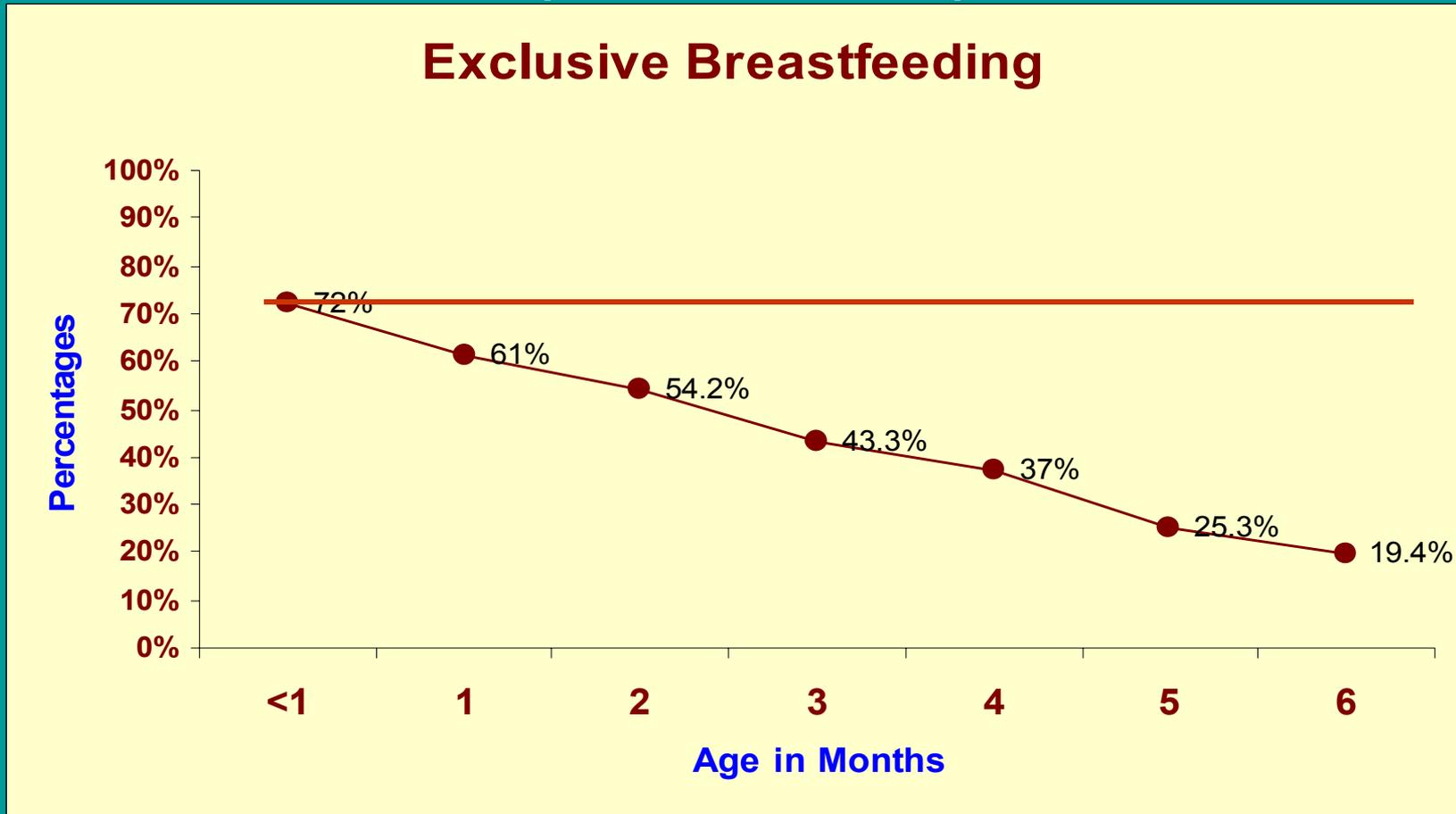
Source: Jones et al. LANCET 2003;362:65-71

Breastfeeding !

- We are a breastfeeding nation
- We are “drop outs” in EX BF
- Only 90% EX BF can achieve benefits described in Lancet



Exclusive breastfeeding falls rapidly from first month onwards (NFHS-2-1999)



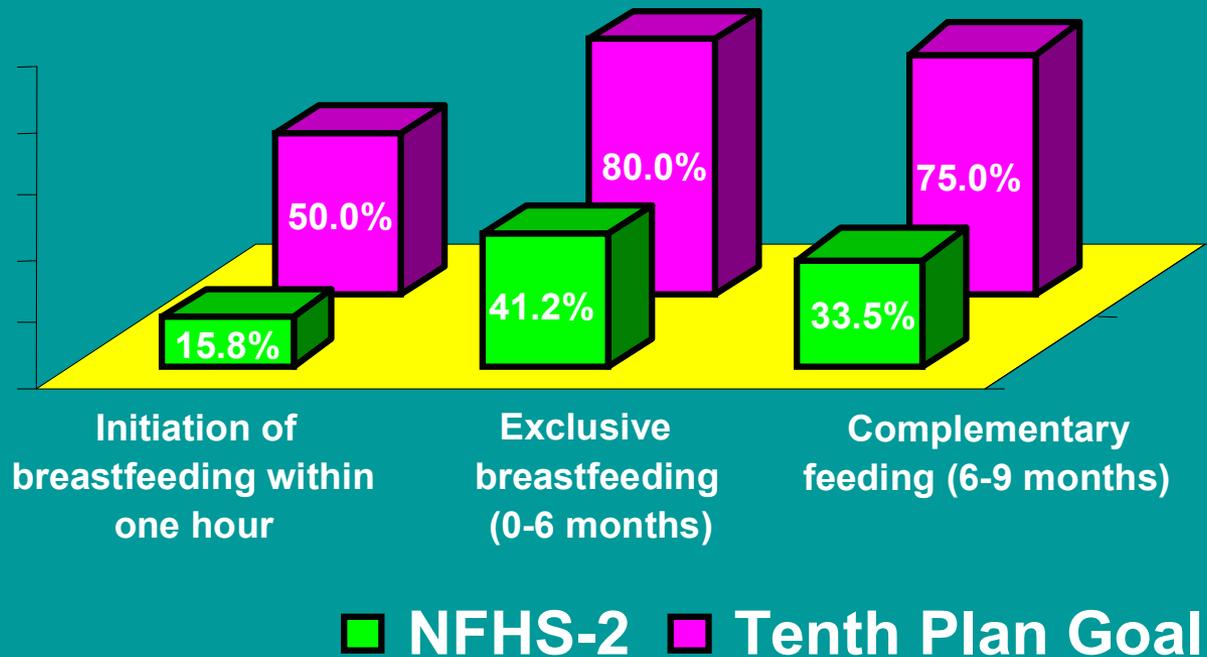
Optimal infant and young child feeding Our commitments

- Major intervention in RCH II and ICDS
- National Guidelines on Infant and Young Child Feeding
- IMS Act 1992 and 2003
- 10th plan goals of exclusive breastfeeding and complementary feeding

10th Five- Year Plan

GOALS

Government of India



Note: NFHS 2 data for exclusive breastfeeding is the Simple average of 0-3 & 4-6 months period.

Our response

- ASHA's job: Counseling on IYCF
- AWW : health and Nutrition education includes breastfeeding
- NNP-NPAN: Ensure exclusive breastfeeding for first6 months through high quality training of health workers in lactation management and breastfeeding
- RCH II : National breastfeeding (How ??) partnership
- IMNCI: To reach only 125 districts, breastfeeding component needs a clear preventive approach

These are not reaching universally

Why Distt. Level models

- Focus is on district level planning
- Policy makers have raised questions is it doable/feasible?

What it takes ?

- Log frame approach/ Goal oriented project planning exercises demonstrate that we need to address several areas altogether.

ACTIVITY: RESULTS: OBJECTIVE: GOAL

- Recent analysis of policy and programme of IYCF in India revealed that gaps are there in all areas of action and need to be plugged

Why we are here today?

- Guidance
- Feasibility
- How to go forward?
- Collaboration formally
- Core group: expanding partners
- How to do it: to get started, development of project and proposals, strategies, funding etc.
- What we can offer to the project?
- What mechanisms ?
- What next ? 6-12 months