Maternal, Infant and Child Feeding

Nemat Hajeebhoy, Regional Technical Advisor, FHI 360/Alive & Thrive
Phnom Penh, Cambodia | December 13, 2014
Stunting prevalence still of “public health significance” (>20%) in East Asia-Pacific Region

Ref: UNICEF database reflecting national surveys in the year shown such as DHS, MICS, national nutrition surveys or living standards surveys.

Window of Opportunity: 1000 Days Plus

Preconception & Pregnancy: Maternal nutrition

0-6 months: Early & Exclusive Breastfeeding

6-24 months: Complementary feeding & continued BF

280 days

180 days

540 days
Key Maternal Nutrition Practices

Pre-conception
- Delay pregnancy (marriage and/or family planning)
- Consume IFA (Intermittent distribution through school based platforms)
- Achieve an adequate Body Mass Index (BMI)

Pregnancy
- Eat more and a more diversified diet
- Supplement with iron, folic acid and calcium
- Care (especially reduction in heavy labor and rest!) and proper ante-natal services (early, frequent, appropriate)
Key Breastfeeding Practices

- **1 – Early** initiation of breastfeeding - within the first hour after birth
- **6 – Exclusive** breastfeeding – no water, no food, no formula - only breast milk for first six months (180 days)
- **24 - Continued** breastfeeding up to 24 months or longer
Breastfeeding practices in East Asia: only 4 countries have met global target

Ref: UNICEF database. Source of data is national surveys such as DHS, MICS, national nutrition surveys. Date of survey is shown; if different surveys for the two indicators, first date is for early initiation and second is for EBF.
Key Complementary Feeding Practices

- Timely *introduction* of solid, semi-solid of soft foods – around 6 months
- Dietary *diversity*
- Age appropriate meal *frequency*
- Consumption of *iron rich or iron fortified foods* and animal source foods
- *Consistency and density*
Yes, we can change behaviors!

Alive & Thrive: Exclusive breastfeeding**

Before program 2010  |  At the end of program 2014
--- | ---
Bangladesh  |  Ethiopia*  |  Vietnam

- Bangladesh:
  - 72% exclusive breastfeeding
  - 86% at the end of program 2014

- Ethiopia*:
  - 48.5% exclusive breastfeeding
  - 80% at the end of program 2014

- Vietnam:
  - 18.9% exclusive breastfeeding
  - 57.8% at the end of program 2014

* Data for Ethiopia is for 2010 and 2013
**A&T intensive areas only
Yes, we can change behaviors!

Alive & Thrive: More diverse complementary feeding**

Before program 2010

<table>
<thead>
<tr>
<th>Country</th>
<th>% consuming 4 or more food groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>32.1</td>
</tr>
<tr>
<td>Ethiopia*</td>
<td>6</td>
</tr>
<tr>
<td>Vietnam</td>
<td>6</td>
</tr>
</tbody>
</table>

At the end of program 2014

<table>
<thead>
<tr>
<th>Country</th>
<th>% consuming 4 or more food groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>92.8</td>
</tr>
<tr>
<td>Vietnam</td>
<td>15</td>
</tr>
</tbody>
</table>

* Data for Ethiopia is for 2010 and 2013
**A&T intensive areas only
The Alive & Thrive Country Models: Proof of Concept

- **Bangladesh** – Using multiple platforms for change in the context of high malnutrition (MCH, education, media, WASH, etc.)

- **Ethiopia** – Moving from nutrition crisis to nutrition security through community support

- **Vietnam** – Ensuring nutrition benefits along with economic growth using an innovative franchise model and policy initiatives
Partnership & Alliances for Strategy, Scale and Sustainability

1. Advocacy
2. Interpersonal Communication & Social Mobilization
3. Mass media
4. Strategic use of data

Improved knowledge, beliefs, skills and environment
Improved breastfeeding & complementary feeding practices

Improved health outcomes
Advocacy:
Using partnerships and motivating influential people to ignite change
Policy Advocacy at Multiple Levels

National Level

- National Codes on marketing of breastmilk substitutes (e.g. Advertisement Law, Decree 21)
- Maternity Protection (paid Maternity Leave and Workplace Intervention)
- National Nutrition Strategies and Action Plans
- Health and Nutrition Financing (e.g. Health Insurance Law to cover nutrition services, resource mobilization through partnerships)
- Strengthening health systems (e.g. hospital certification criteria)

Subnational Level

- Strengthening implementation and enforcement of laws and decrees
- Improved planning – evidence base, integration with other sectors, better resourced
Interpersonal Communication: Supporting mothers and mobilizing communities
IPC: Community Level

Home Visits

Traditional networks

Religious leaders
Viet Nam Mat Troi Be Tho Social Franchise Model

- **First social franchise** to provide Infant and Young Child Feeding counseling services

- **Services**
  - Good quality IYCF Counseling services (9-15 counseling contacts over 27 months per mother-child pair)

- **Franchisors**
  - Alive & Thrive, National Institute of Nutrition and 15 Provincial Departments of Health

- **Franchisees**
  - ~1032 health facilities at province, district and commune health facilities

- **Scale of Operations**
  - ~105,000 contacts delivered each month
  - ~2,300,000 contacts delivered from January 2012 to September 2014
  - ~600,000 clients reached since inception
IPC: Health Facility Level

Through early, essential newborn care

- Delayed cord clamping
- Skin to skin
- Early initiation of breastfeeding
Mass Media: Touching Audiences through Creative Media
Mass Media

Television (National & Subnational)

Radio

Rural activation (media dark areas)

Out of Home
- Billboards, LCD Screens, Print ads on outside of buses, Loudspeakers

Digital
- IYCF Website, Forum, Online Counseling, Fan Page, Mobile App, iTVCs

Print
- Posters
- Newspaper
Strategic Use of Data:
Using Evidence for Maximum Impact
Strategic Use of Data

- Opinion Leader Research
- Decree 21 Monitoring
- Costing of Nutrition Services

Advocacy

- Franchise Feasibility Study and Review
- Formative Research
- Workplace Survey: BF practices and female worker related policies

Interpersonal Communication

- Monitoring System
- Surveillance Systems
- Evaluation Studies

Mass Media

- Formative Research
- Pre-testing materials
- Interim Measures

Measurement, Learning & Evaluation
Acknowledgements

- Donors
  - Bill & Melinda Gates Foundation,

- Alive & Thrive Partners
  - FHI 360, BRAC, Save the Children, World Vision, International Food Policy Research Institute, GMMB, University of California Davis

- Government Partners
  - Governments of Bangladesh, Ethiopia & Viet Nam
Thank You!

www.aliveandthrive.org
Data Driven Program Adjustments
Increased Counseling Contacts

Launched 4 plans:
- Target setting
- Performance-based incentive
- Demand generation
- Supportive supervision

Franchise Review

~100,000 contacts per month

Number of contacts (thousand)

Commune
District/Province
Total

0 20 40 60 80 100 120
1/12 3/12 5/12 7/12 9/12 11/'12 1/13 3/13 5/13 7/13 9/13 11/'13 1/14 3/14

101 103 97 100 77 80 76 78