

Development and roll out of a community infant and young child feeding counselling package

Maaiké Arts, UNICEF NYHQ

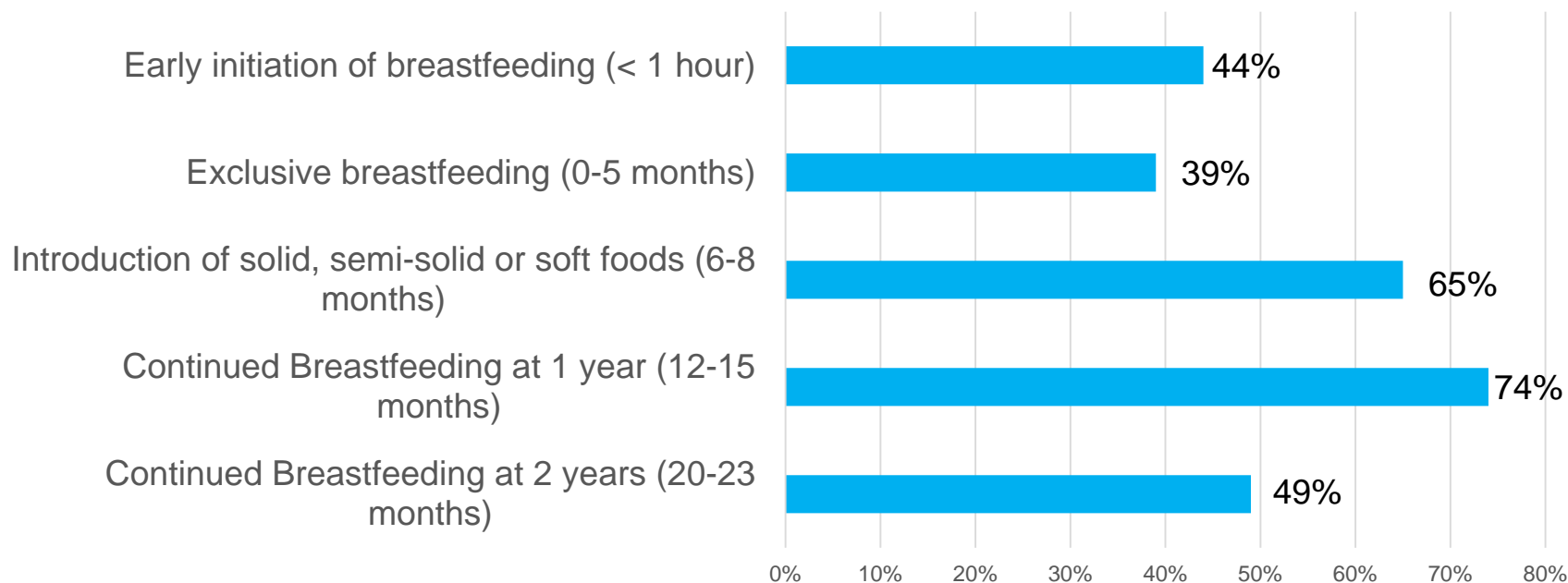
SPRING-UNICEF Webinar

9 June 2016



Introduction

Global average figures for key infant and young child feeding indicators



Development of the Community IYCF Counselling Package

- Strategic collaboration between UNICEF New York, Nutrition Policy and Practice (NPP), Center for Human Services, University Research Co (URC/CHS)
- First version published in 2010; updated in 2012
- Focus on skills building
- Training: participatory adult learning techniques for people of low literacy

Contents of the package

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Facilitator Guide

The Community
Infant and Young Child Feeding
Counselling Package

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Participant Materials

The Community
Infant and Young Child Feeding
Counselling Package

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Training Aids

The Community
Infant and Young Child Feeding
Counselling Package

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Key Messages Booklet

The Community
Infant and Young Child Feeding
Counselling Package

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Planning Guide

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Adaptation Guide

The Community
Infant and Young Child Feeding
Counselling Package

September 2012

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**Supportive Supervision/Mentoring
and Monitoring for Community IYCF**

The Community
Infant and Young Child Feeding
Counselling Package

September 2012

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Infant and Young Child Feeding

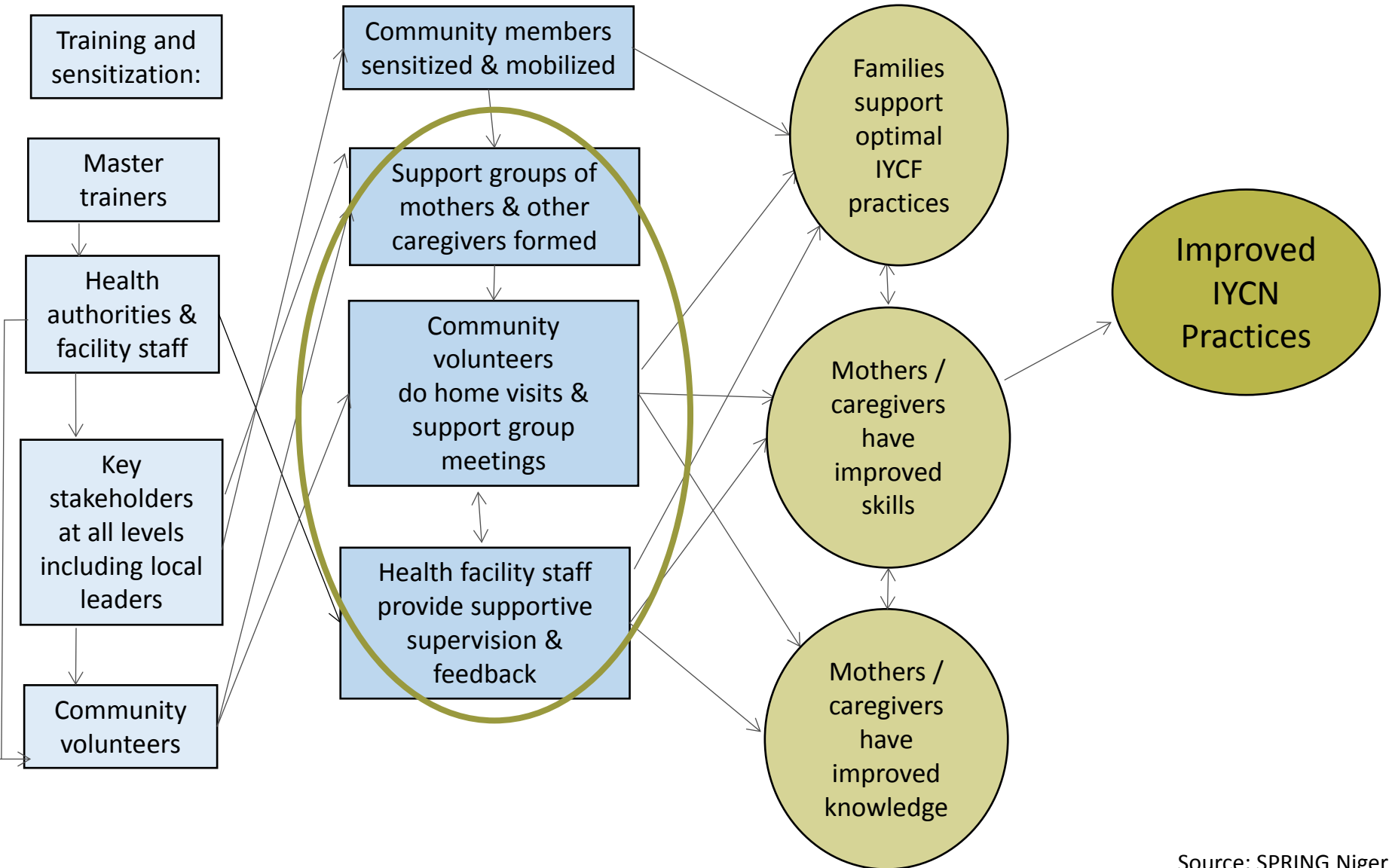
Counselling Cards for Community Health Workers

**Nutrition
During Pregnancy
and Breastfeeding**

**How to
Breastfeed
Your Baby**

**How to
Feed a Baby
After 6 Months**

Program Impact Pathway/Theory of Change



Source: SPRING Nigeria

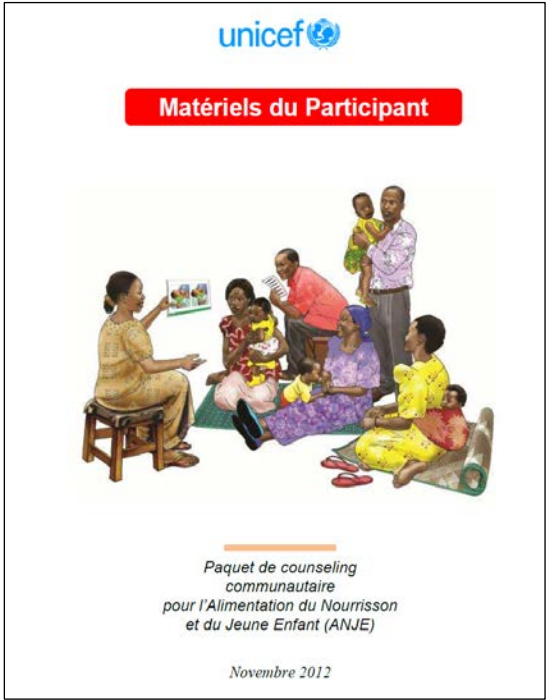
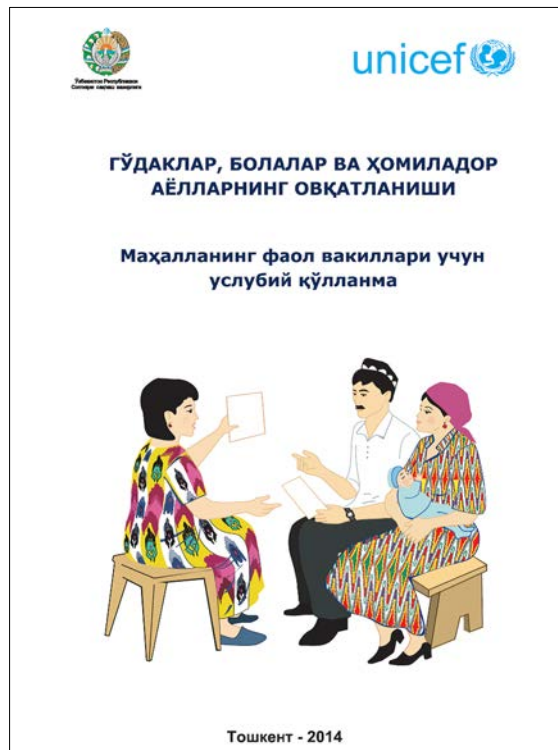
Country adaptations

Participant materials West & Central Africa (French)

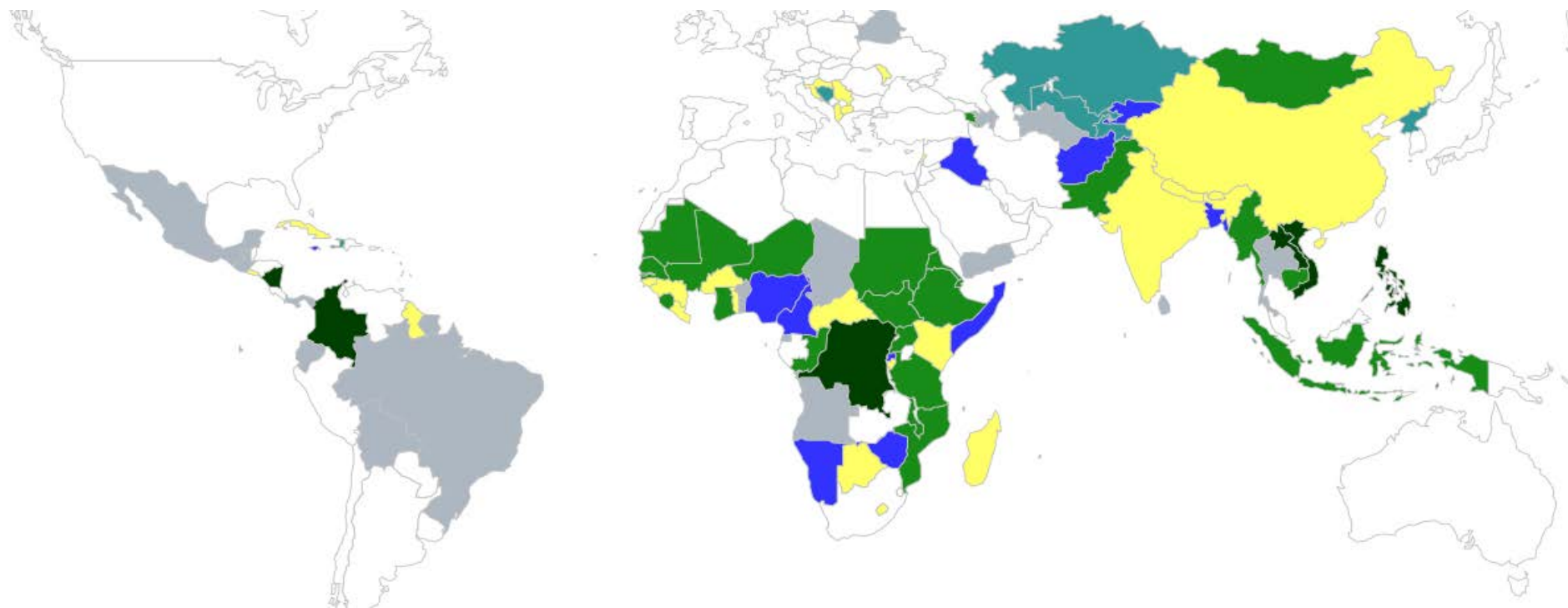
Counselling cards Sudan (Arabic)



Facilitator's guide Uzbekistan (Uzbek)



Use of the counselling package to date



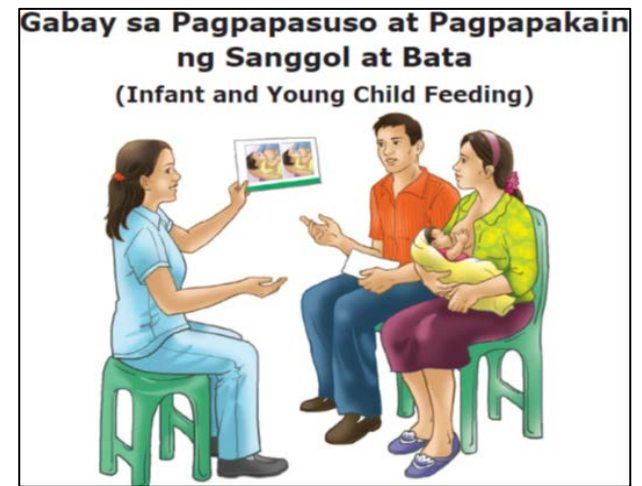
- Entire UNICEF package: 5-day training & supervision module
- Entire UNICEF package adapted, 5-day training, without supervision module
- Some elements incorporated into other packages
- No IYCF Programme data

- UNICEF package used, but only 2-3 day training; plus supervision module
- UNICEF package used, but only 2-3 day training; without supervision module
- Package not used

Source: UNICEF NutriDash 2014

Country example: Philippines

- UNICEF demonstrated use in 4,000 of 42,000 *barangays*
- Evaluation among peer counsellors and mothers:
 - Peer counsellors and mothers: IYCF counseling cards and flip charts useful and easy to understand.
 - 70% of counseled mothers rated the quality of interactions with peer counselors 4 on a scale of 1-4.
 - Recommendations: add supervision/mentoring module; and expand complementary feeding aspects
- Government funded nation-wide scale up



Country example: Zimbabwe

- MOH trained 2804 CWs to facilitate IYCF support groups and follow-up 10 mother-baby pairs with individual counseling
- LQAS conducted in Bikita district (337 children 0-24m): mothers who received individual IYCF counselling and/or participated in IYCF support group >6 times more likely to breastfeed exclusively {OR 6.8, $p < 0.01$ }
- Community IYCF counselling package adapted to deliver other nutrition sensitive actions including WASH
- Funding secured to scale up to 50% of districts



Conclusions

- The community IYCF Counselling Package is innovative in training methodology and emphasis on counselling & negotiation skills
- Developing a global package that is easy to adapt, is a practical way to support countries with the development of materials
- Evaluation of impact is crucial for scale up

Thank you!

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