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

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SPRING-UNICEF Webinar
9 June 2016
Introduction

Global average figures for key infant and young child feeding indicators

- Early initiation of breastfeeding (< 1 hour): 44%
- Exclusive breastfeeding (0-5 months): 39%
- Introduction of solid, semi-solid or soft foods (6-8 months): 65%
- Continued Breastfeeding at 1 year (12-15 months): 74%
- Continued Breastfeeding at 2 years (20-23 months): 49%
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
Training and sensitization:

- Master trainers
- Health authorities & facility staff
- Key stakeholders at all levels including local leaders
- Community volunteers

Community members sensitized & mobilized

Support groups of mothers & other caregivers formed

Community volunteers do home visits & support group meetings

Health facility staff provide supportive supervision & feedback

Families support optimal IYCF practices

Mothers / caregivers have improved skills

Mothers / caregivers have improved knowledge

Improved IYCN Practices

Source: SPRING Nigeria
Country adaptations

Counselling cards
Sudan (Arabic)

Facilitator’s guide
Uzbekistan (Uzbek)

Participant materials West & Central Africa (French)
Use of the counselling package to date

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!

With thanks to:
France Bégin (UNICEF NYHQ),
Aashima Garg (UNICEF Philippines),
Charity Zvandaziva (UNICEF Zimbabwe),
Sascha Lamstein & Peggy Koniz-Booher (SPRING),
Gideon Jones (Data Developed).

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