

History of the Community Infant and Young Child Feeding Counselling Package

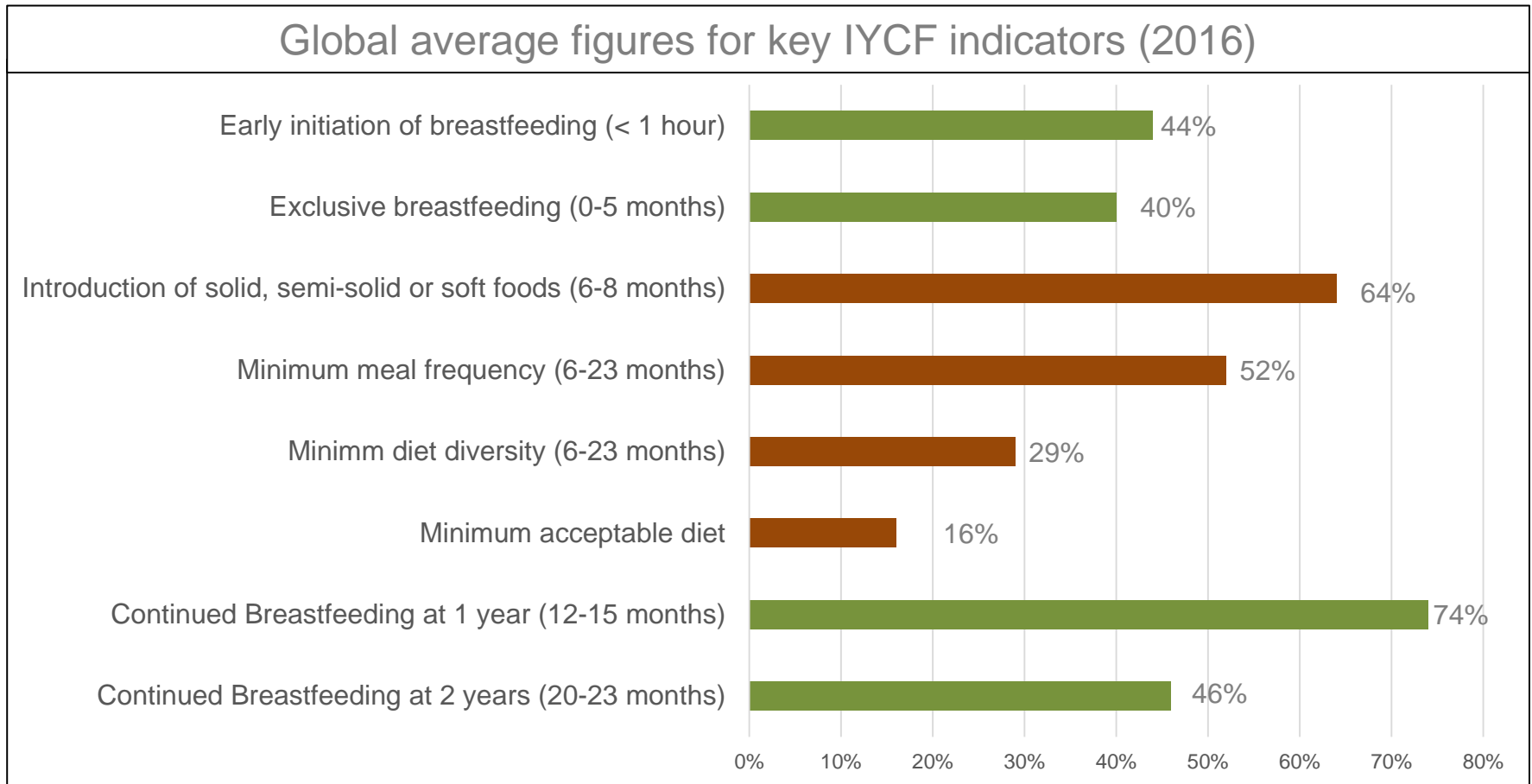
Maaike Arts, Nutrition Specialist,
UNICEF HQ
Launch of SPRING-UNICEF
IYCF Digital Image Bank
19 September 2017



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- Overview of IYCF practices
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Infant and young child feeding practices are far from optimal

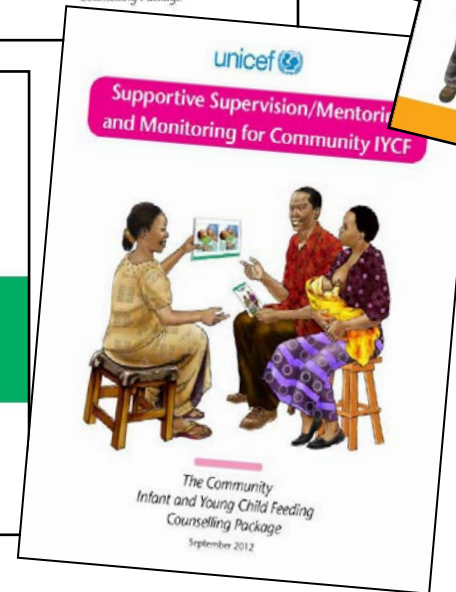
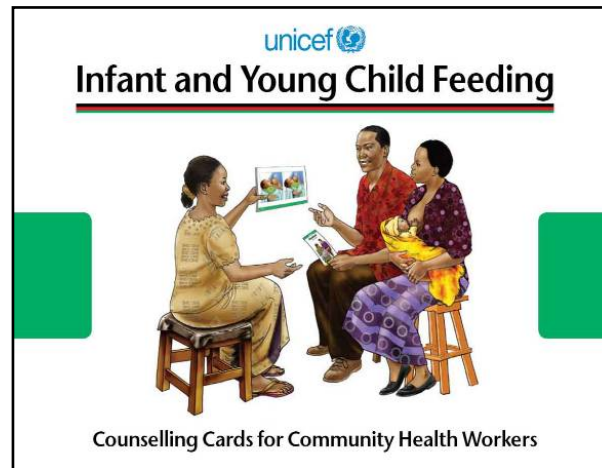
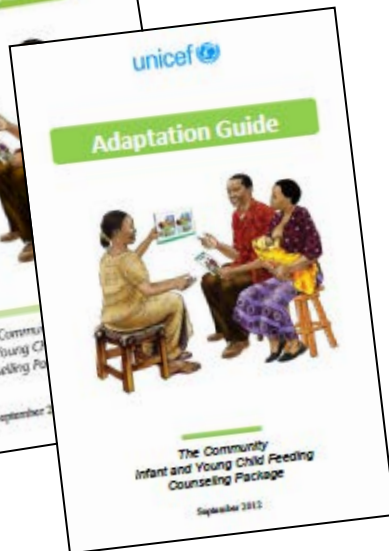
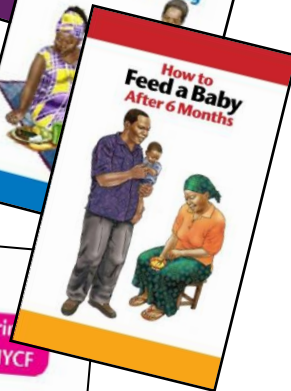
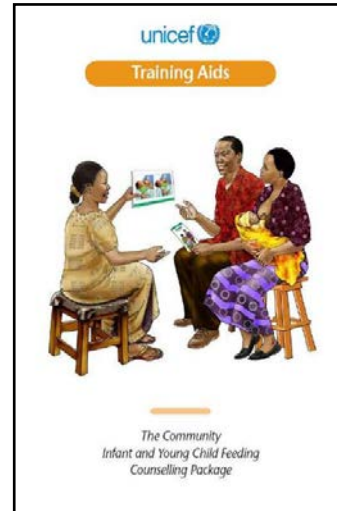
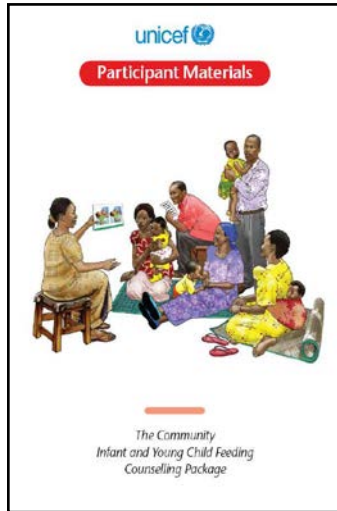


Source: UNICEF IYCF Database (<http://data.unicef.org/topic/nutrition/infant-and-young-child-feeding/>)

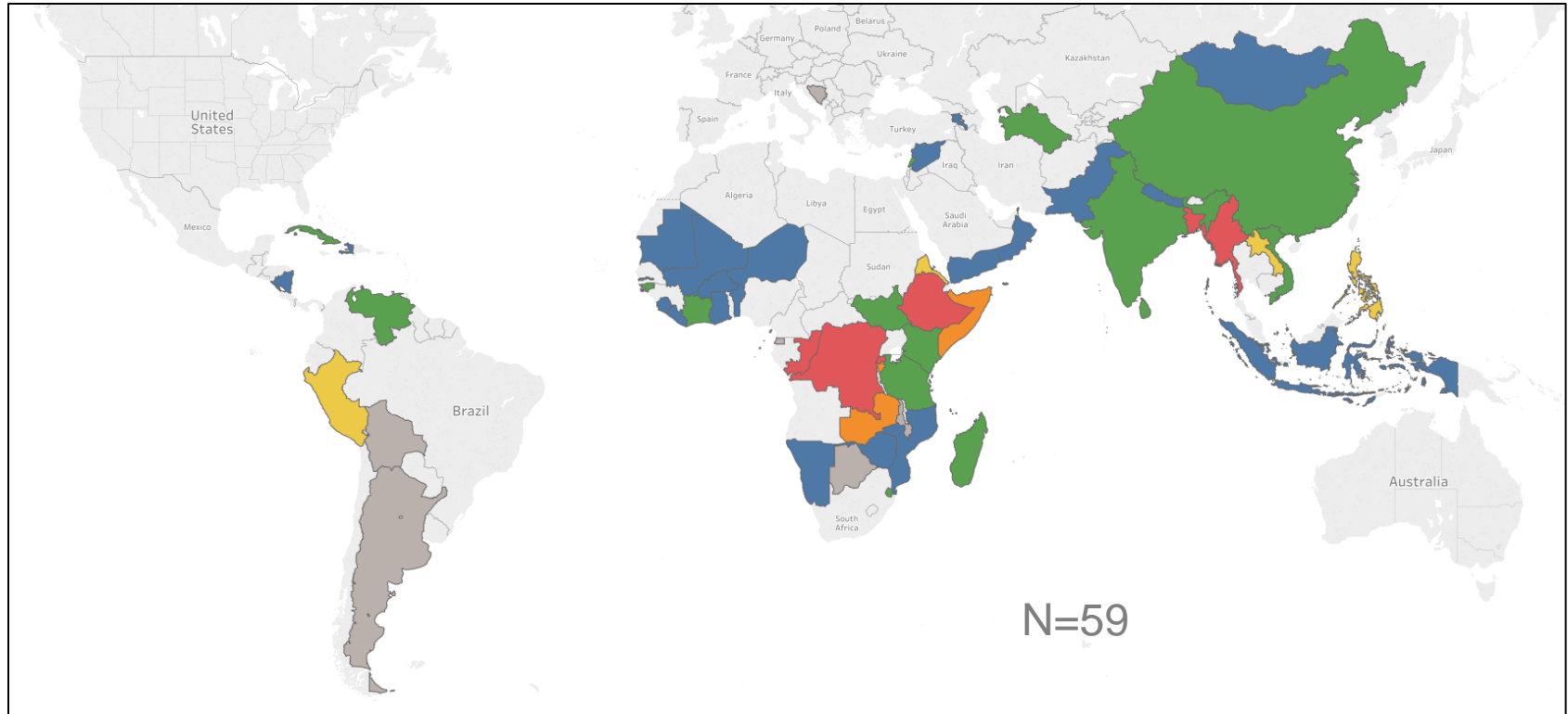
Development of the Community IYCF Counselling Package







- C-IYCF Counselling package developed as SBCC tool for improving IYCF practices
 - Strategic collaboration between UNICEF, Nutrition Policy and Practice (NPP), Center for Human Services, University Research Co (URC/CHS)
- Importance for of high quality images which are:
 - Technically correct and clear
 - Culturally appropriate
 - Attractive
- Collaboration with artist skilled in photo-to-illustration technique
- First version of C-IYCF package published in 2010 and updated in 2012; 2017/8 update being discussed
- Users are explicitly recommended to adapt images to local settings

Contents of the Package



Use of the C-IYCF Counselling Package (2016)



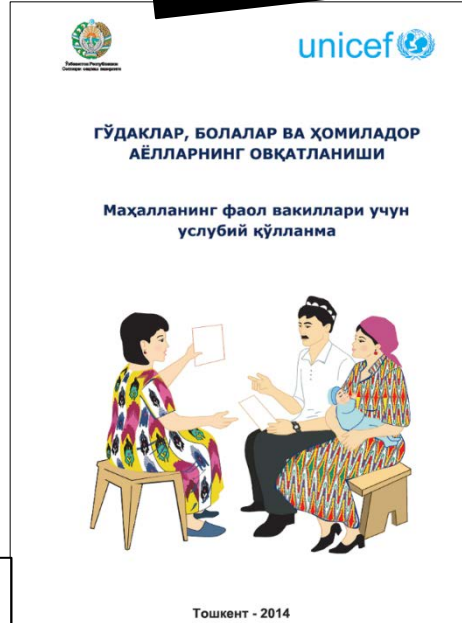
-  Entire package adapted, 5-day training, plus supervision module, 5-day (n=23)
-  Entire package adapted, 5-day training, without supervision module (n=3)
-  Package used, but only 2-3 day training; plus supervision module (n=6)
-  Package used, but only 2-3 day training; without supervision module (n=6)
-  Some elements incorporated into other packages (n=15)
-  Package not used (n=6)

Country adaptations

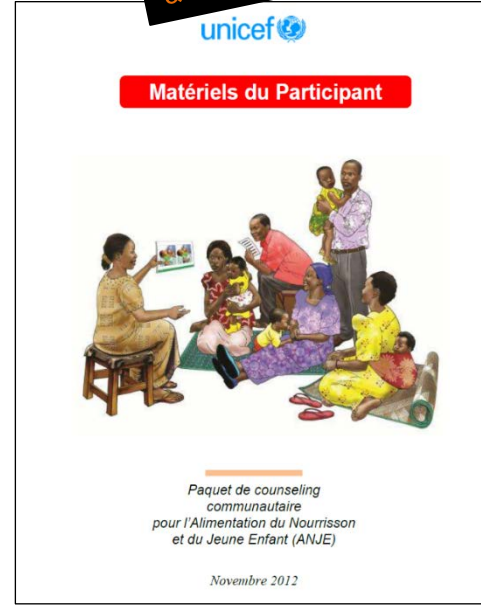
Counselling cards Sudan (Arabic)



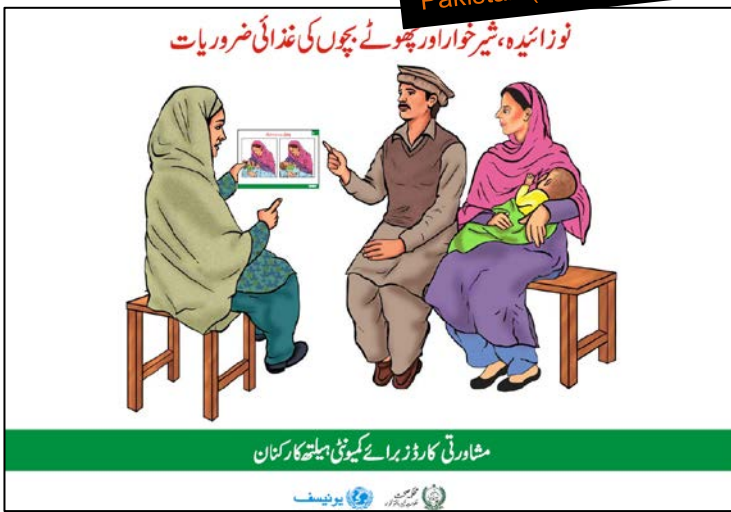
Facilitator's guide Uzbekistan (Uzbek)



Participant materials West & Central Africa (French)



Counselling cards Pakistan (Urdu)



Counselling cards The Philippines (Tagalog)

