History of the Community Infant and Young Child Feeding Counselling Package

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Launch of SPRING-UNICEF IYCF Digital Image Bank
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Contents

• Overview of IYCF practices
• Development of the C-IYCF Package
• Contents of the package
• Use of the package in 2016
• Country adaptations
Infant and young child feeding practices are far from optimal

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early initiation of breastfeeding (&lt; 1 hour)</td>
<td>44%</td>
</tr>
<tr>
<td>Exclusive breastfeeding (0-5 months)</td>
<td>40%</td>
</tr>
<tr>
<td>Introduction of solid, semi-solid or soft foods (6-8 months)</td>
<td>64%</td>
</tr>
<tr>
<td>Minimum meal frequency (6-23 months)</td>
<td>52%</td>
</tr>
<tr>
<td>Minimm diet diversity (6-23 months)</td>
<td>29%</td>
</tr>
<tr>
<td>Minimum acceptable diet</td>
<td>16%</td>
</tr>
<tr>
<td>Continued Breastfeeding at 1 year (12-15 months)</td>
<td>74%</td>
</tr>
<tr>
<td>Continued Breastfeeding at 2 years (20-23 months)</td>
<td>46%</td>
</tr>
</tbody>
</table>

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

https://www.unicef.org/nutrition/index_58362.html
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)

Source: UNICEF Nutridash
Country adaptations

Counselling cards
Sudan (Arabic)

Counselling cards
Pakistan (Urdu)

Facilitator's guide
Uzbekistan (Uzbek)

Participant materials West & Central Africa (French)

Matériel du Participant

Country adaptations

وزارة الصحة الإتحادية
برنامج التغذية القومي
رسائل تغذية الرضع
وصغار الأطفال

وزراعة: ثم تواصل العلاج من خلال المبادرات الوطنية

GUDAQLAR, BOLALAR VA XOMILADOR
AELLARNING OVBATPLANIISHI

Махалланинг фол вакилиари учун
услобий кўпланма

Matériel du Participant

Paquet de counseling
communautaire
pour l’Alimentation du Noubornon
et du Jeune Enfant (ANJE)

Toukhent - 2014

Matériel du Participant

Pequet de counseling
communautaire
pour l’Alimentation du Noubornon
et du Jeune Enfant (ANJE)

November 2012

Counselling cards
The Philippines (Tagalog)