

A photograph of a woman breastfeeding her child, with another person's hands visible, assisting or supporting the child. The image is partially obscured by a purple overlay on the right side.

# COMMUNITY-BASED BREASTFEEDING PROGRAMS

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# GENERAL APPROACHES

## • SYSTEMS

## • COMMUNITY

- Mother-to-mother support groups
- Fathers support groups
- Grandmother groups
- Baby-friendly Community Initiative
- Engaging influencers: religious leaders, traditional leaders, elders
- Village health and nutrition days
- Community-led Total Nutrition model\*
- Council of Champions\*
- Community Giant Scoreboards\*

## • HOUSEHOLD AND INDIVIDUAL

- Targeted home visits
- Couples-based communication models\*



# MADAGASCAR

## Havelo Project



2-year USAID Food for Peace project, southern Madagascar



Approaches: food distribution, MAM and SAM treatment, GMP, cooking demonstrations, household counseling



Culture: Immediately wean older child due to pregnancy



# MADAGASCAR

## Fararano Project



5-year USAID Food for Peace project, three regions of Madagascar



Approaches: Community-Led Total Nutrition model, Care Groups (household counseling and group sessions), gender leaders





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*"Her advice is precise and detailed because she takes the time to listen to my doubts as a new mother. She knows how to make me feel comfortable talking about things I don't necessarily dare talk to people at the health center, like how to breastfeed my baby."*

- Olina, 22-year-old mother







***"One would think breastfeeding would come naturally, but I realized there's a lot of things I should take into consideration, like some basic hygiene rules, the things I eat or drink, the frequency and how I position my child while breastfeeding. I am glad I know all these now."***

- Olina, 22-year-old mother





***"I tried my best to accompany my wife during the growth and monitoring session of our daughter and learn with her how to cook nutritious meals. I am also glad I am aware now of basic information related to child vaccination and breastfeeding."***

- Njarasoa, father coached by Gender Leader

# SOUTH SUDAN



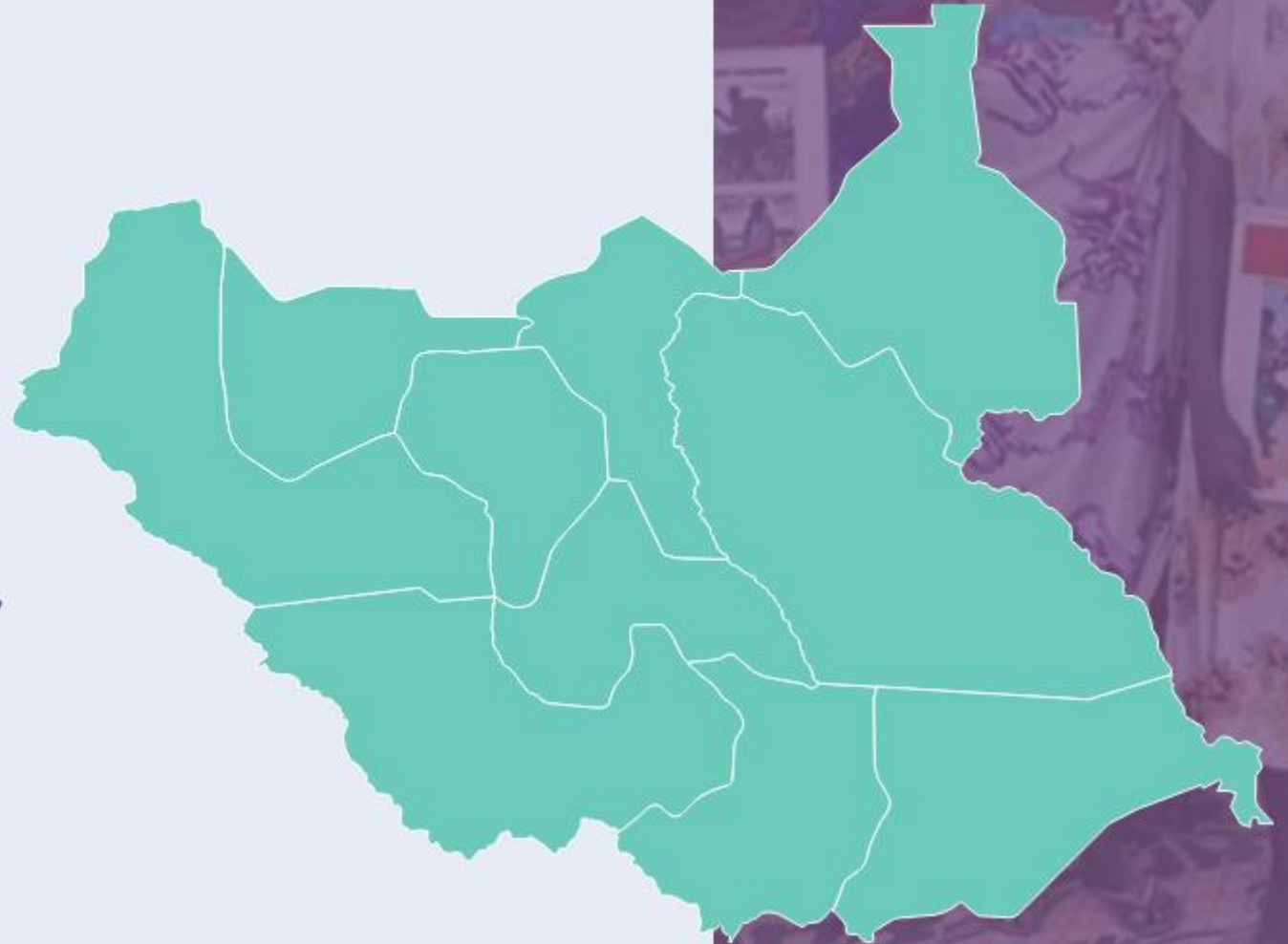
## Resilience and Food Security Program



3-year USAID Food for Peace  
emergency funded project



Approaches: mother-to-mother groups,  
father groups, talking books





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*I started to support my pregnant wife by budgeting for extra more meal and buying fruits and greens to include in her diet. When my wife delivered, she breastfed our son exclusively, giving him only breastmilk without water or other foods or drinks. When our child was six months old, we started complementary feeding. We gave him soft and thick porridge made from locally available foods.*

- Mabil Jol, father-to-father group member







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*Thanks to RFSP, I am armed with knowledge and good counseling material to properly position my twin babies for breastfeeding and work with mothers. Even, nowadays, I feel that my husband is helping me on domestic work and actively supporting in caring for our daughters. This is because he repeatedly listened to the "talking book" and understood the content.*

- Yor Dau, mother-to-mother group member



# GHANA



## Encouraging Positive Practices for Improving Child Survival (EPPICS)



5-year USAID-funded Child Survival and Health project in Northern Region, Ghana



Approaches: Community Giant Scoreboards, Council of Champions (*Magazias*, Chiefs, Imams/Pastors).



THANK YOU

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