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Steps for Adapting Graphics and Recommended Practices from Infant and Young Child Feeding Recommendations When COVID-19 Is Suspected or Confirmed

The following steps are recommended for any national team or organization interested in adapting the graphics and recommended practices found in the new counselling package, [Infant and Young Child Feeding Recommendations When COVID-19 is Suspected or Confirmed](#). This package, which contains 10 *Counselling Cards* and a *Recommended Practices Booklet*, was developed by the United Nations Children's Fund (UNICEF) and USAID Advancing Nutrition, with support from Save the Children and Safely Fed Canada on behalf of the Infant Feeding in Emergencies Core Group.

These materials reflect the latest [World Health Organization \(WHO\) guidance on infant and young child feeding \(IYCF\) in the context of COVID-19](#), and they were designed to be translated and adapted for counselling in country-specific programs and contexts. To ensure alignment and reinforcement of recommended practices during the COVID-19 pandemic, you should coordinate with government and other stakeholders when adapting the *Counselling Cards* and *Recommended Practices Booklet*. You can adjust these recommended steps to meet local priorities, opportunities, and resources:

- Conduct a technical review of the counselling package, ***Infant and Young Child Feeding Recommendations When COVID-19 is Suspected or Confirmed*** (*Counselling Cards* and *Recommended Practices Booklet*), available on the [USAID Advancing Nutrition website](#).
- Agree on local adaptations and modifications needed to ensure consistency with country-specific guidelines, policies, programming, and recommended practices. Based on the technical review, make a list of the graphic adaptations and modifications needed for the *Counselling Cards* and the technical modifications needed for the *Recommended Practices Booklet*.
- Adapt illustrations, graphics, and layouts of the *Counselling Cards*:
 - Identify a graphic artist (or artists) who can work with or recreate the Adobe InDesign (2017) source files containing the high quality illustrations, graphics, InDesign file, and fonts used in the 10 counselling cards. These source files can be downloaded from the [USAID Advancing Nutrition website](#).

- Adapt existing illustrations or develop new ones to make them culturally accurate and/or contextually appropriate. If country-specific IYCF counselling cards or graphics are not available, the [SPRING/UNICEF IYCF Image Bank](#) offers an open access repository of over 700 high quality illustrations representing a variety of images and cultural contexts, many of which have been developed or adapted for the generic [UNICEF Community Infant and Young Child Feeding Counselling Package](#). Many of these illustrations were created using the Photo-to-Illustration process. Tips for adapting these images can be found in the *IYCF Image Bank* and in the [Photo-to-Illustration Guide](#).
- For general guidance on adapting or modifying the counselling cards, developing illustrations, or to contact qualified graphic artists, email USAID Advancing Nutrition at info@advancingnutrition.org.

Adapt and translate titles for *Counselling Cards* and text for the *Recommended Practices Booklet*:

- Identify a qualified translator, familiar with IYCF and related terminology in the local language(s), to adapt the title of each of the *Counselling Cards* and the text in the *Recommended Practices Booklet*. A translation matrix can be used to guide the translation and ensure that all text is included.
 - The translation of each title can be substituted when the *Counselling Cards* are designed or modified by the graphic artist(s).
 - The *Recommended Practices Booklet* is available as a Microsoft Word document on the [USAID Advancing Nutrition IYCF and COVID-19 webpage](#) and was designed to be easily modified. The acknowledgements, references, and recommended practices text may be modified and translated into local language(s), based on a technical review of the adapted counselling card images (including local language titles), and can be substituted for the counselling card images in the original package. Translations of the *Recommended Practices Booklet* are available French, Spanish, Portuguese, Russian, and other languages on the [USAID Advancing Nutrition website](#)
- After adapting or modifying the illustrations, graphics, layouts, and text based on the technical review, field test the graphic components of the package (the *Counselling Cards* and *Recommended Practices Booklet*) with local end users. A sample rapid [Field Test Interview Guide](#) can be found on the USAID Advancing Nutrition Website.
 - Review field test results for the graphic components with end users of the package (health care workers, IYCF counsellors, mothers, and other caregivers) and decide whether additional modifications are needed, based on consensus by key stakeholders.
 - Work with the graphic artist(s) to update or modify the illustrations, graphics, and layouts, and with the translator to modify text for the *Counselling Card* titles and *Recommended Practices Booklet*, based on field test results and final consensus by key stakeholders.
 - Develop plans and budgets for printing and/or electronic dissemination, as well as training and monitoring and evaluation of the package.

References

- SPRING. Photo-to-Illustration Guide: A Resource for the Development of Health Communication Visual Materials. <https://www.spring-nutrition.org/publications/tools/photo-illustration-guide>
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- UNICEF. *Community based infant and young child feeding (generic Infant and Young Child Feeding Counselling Package)*. https://www.unicef.org/nutrition/index_58362.html
- USAID Advancing Nutrition. *Field Test Interview Guide: Infant and Young Child Feeding Recommendations When COVID-19 is Suspected or Confirmed Counselling Cards*. <https://www.advancingnutrition.org/resources/field-test-interview-guide-iycf-recommendations-when-covid-19-suspected-or-confirmed>
- USAID Advancing Nutrition. *Infant and Young Child Feeding Recommendations When COVID-19 is Suspected or Confirmed*. <https://www.advancingnutrition.org/news-events/2020/04/24/infant-and-young-child-feeding-recommendations-when-covid-19-suspected-or>
- USAID Advancing Nutrition. *IYCF and COVID-19 Adobe InDesign Files*. WHO. *Frequently Asked Questions: Breastfeeding and COVID-19 for Health Care Workers*. May 12, 2020. <https://www.advancingnutrition.org/news-events/2020/04/24/infant-and-young-child-feeding-recommendations-when-covid-19-suspected-or>



USAID ADVANCING NUTRITION

Implemented by:
JSI Research & Training Institute, Inc.
2733 Crystal Drive
4th Floor
Arlington, VA 22202

Phone: 703-528-7474

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