



USAID
FROM THE AMERICAN PEOPLE

New Resources for IYCF Programming

Webinar Transcript

Yaritza Rodriguez

Good morning, good afternoon, good evening everyone. Thank you once again for joining today's webinar on the Infant and Young Child Feeding Image Bank. My name is Yaritza Rodriguez and I am a communications officer at USAID Advancing Nutrition and I will begin today's webinar by going over some troubleshooting tips and norms for the event here in zoom.

First, if at any point you are unable to hear please make sure you connected your audio by selecting the headphones icon at the bottom of your zoom window. Please send a message to all panelists and attendees to introduce yourselves since we may not be able to see the names of others joining us today. We do encourage you to do so. During the webinar, please send your questions for the speakers and panelists via the Question and Answer box. Panelists will respond to questions in the Question and Answer box as they are able. We have a lot of time also during the second half of this webinar for a panel discussion at which point the panelists will respond to questions from the audience verbally. Finally, please note that this webinar is being recorded and will be made available on the USAID Advancing Nutrition website afterwards and will also be sent out via email to all registrants.

Now, I am pleased to introduce Grainne Moloney. Grainne is a senior advisor for early childhood nutrition at UNICEF. Grainne over to you.

Grainne Moloney

Excuse me, thank you so much Yaritza and good morning, good afternoon, good evening colleagues and welcome from around the globe and thank you all for joining us on this really interesting webinar and we know that you will enjoy it. So, on behalf of UNICEF and USAID Advancing Nutrition, we warmly welcome you and we do have a treat in store for you today.

We will be sharing some new resources to support your Infant and Young Child Feeding Programming which is the Infant and Young Child Feeding Image Bank and this is a product of USAID Advancing Nutrition and UNICEF partnership over the last few years and what we are sharing with you today is some many new exciting updates on this image bank. So with that I would like to introduce you to our panel. So our first speaker will be Andrew Cunningham who is a social behavior change specialist with USAID Advancing Nutrition and he will present the image bank, the overview of the features, so you will get to see what is available to you. Andrew will be followed by Aashima Garg who is our nutrition specialist on complementary feeding and child diets from program division in UNICEF headquarters in New York, and Aashima will give you some key findings of a review that was done of the community IYCF package country adaptations.

Then Aashima will be followed by Peggy Koniz-Booher who is a Senior Advisor for Nutrition and SBCC with USAID Advancing Nutrition and Peggy will take us through some of the examples of how COVID 19 adaptations were used with the image bank images. Peggy will be followed by Catherine Kirk who is an ECD Advisor with USAID Advancing Nutrition who will be showing how early learning, the addendum development and next steps were also developed using the resources for the image bank.

Then Simeon Nanama, the Regional Nutrition Advisor for UNICEF Western and Central Africa will be giving also an example of the types of images that they have also generated with their Stronger with Breast Milk Campaign and how they are now a key resource in the global image bank. And then finally we will have a session that will be led by Fatmata Sesay, our nutrition specialist leading an Infant Feeding and Program Division in Unicef New York where she will be taking your questions and we will have a moderated Q & A. So sit back and enjoy and with that I am going to hand you over to Andrew for the next session. Andrew over to you.

Andrew Cunningham

Thank you very much Grainne and good morning, good afternoon, good night to everyone. Thank you for joining. So I am going to talk about the IYCF Image Bank which some of you may be familiar under of the UNICEF-SPRING collaboration. We have a lot of new stuff, a lot of applications to share with you. To begin, I am going to take a step back and think about the problem as IYCF programmers, SPC programmers, we know that really high quality illustrations are really important to communicating our messages, and promoting and inspiring behavior adoption and it can be a challenge. It is difficult, it is perceived as really expensive to develop a lot of these illustrations but we know a lot of them exist but the quality can vary, the source can really vary. I do not know how many times any of you might have seen an illustration in a counseling card but you have no way of getting it and reproducing it and starting over feels like a loss.

UNICEF and USAID Advancing Nutrition have a sort of two-pronged approach to improve image quality and access. So I will talk about quality first, this is the UNICEF CIYCF counseling package and within the adaptation guide there are recommendations about how you can take the images that exist as part of this counseling package and adapt them. Advancing Nutrition and its previous project SPRING have used this technique to create adaptations and so have many UNICEF missions and other projects across the world. This technique is called the “Photo to Illustration technique” and what it does is it takes a photograph and uses its proportions to make a line drawing, add color, volume and patterns in order to make an image that is realistic but also technically accurate, culturally appropriate and attractive to people who are viewing these images in a way that is low cost but focuses people's attentions towards the technical information; in this case complementary feeding. What is really great about this technique is that it is really primed for adaptations. Those different layers that you saw in the sort of mini video are often saved as separate layers so each illustration rather than just be like a flat static image has a lot of layers, a little bit like paper dolls. So when you have one of these fully featured images, you can just make changes to the pieces that you want to make changes to. You can keep the technical information the same and in this case add culturally appropriate clothes for example, in this case for Niger

and again for Senegal here. So again all three images show the same technical information in this case, family support for breastfeeding, while then translating the culture into something that is appropriate for your program.

The same process also makes it available for revisions. So this example from UNICEF Rwanda, the team really liked this image to have for a series on adolescent health and nutrition. So we use this photograph to make a line drawing, we had a few revisions to remove distracting elements and add color but then in order to get the angle that we wanted and the perspective, we requested that the image be aged down, so leveraging artists support and skill. We were able to age it down and age down this adolescent even further still maintaining the general idea, technical accuracy and proportions, to then show an image that is exactly what the team really wanted. We have a lot of resources for this Photo-to-Illustration technique developed by the SPRING project which are available in the image bank. This is a video and a guide for artists and program managers to understand the process of art development, to help budget and plan for this work, to then develop images from scratch and really achieve high quality. That said, in reality, a lot of us don't start from zero. We start from resources that already exist. Like there is no reason to reinvent the real if we don't have to. So this is where the access and the image bank comes in.

The Infant Young Child Digital Feeding Digital Image Bank is a database of downloadable, editable image files for IYCF. It was originally made in the collaboration with UNICEF and the SPRING project and continues today, and is officially relaunching under the collaboration between UNICEF and USAID Advancing Nutrition. If you are not familiar with the image bank before, just a quick overview. The images are not just dumped there for you to sort through, they are coded by technical topic: the organization that funded it, the origin which is the country or specific context for which the images were made and also general keywords that really create a robust sort of search network so that just by typing in a simple concept, you will hopefully find something that is very close to what you need.

But we also understood that a lot of the images are developed in a series for example, the process of expressing breast milk and cut feeding. If you are looking for one of those images, you are probably looking for all of them. So those images are linked to each other and adaptations of images are also linked to each other so that if you are looking for example, a complimentary feeding image for a South Asian context and you find one that is for Sub-Saharan Africa, you can go ahead and click on that image and hopefully find something that translates the context, to find the closest image to what you need and then adapt from there. So we are going to look at how we might navigate this. It is really meant to look like Flickr, that is sort of the model we were going through for image navigation. This is the image bank screenshot where I have searched the term “father” and luckily all of the images here do show a father in the picture. So we are going to go ahead and click on this image that we saw earlier in my presentation. When we click on it, we can see the image itself and a lot of different metadata which I will go through very quickly. Over here on the left, we can see all of the coding information of the image which starts with organization which is important so that people who are downloading this image can then properly accredit the last organization that made this adaptation in their documents. But it also has the context of what country this was made for, what the practice was. So this image was intended to show family support for breastfeeding. It is important to know this even if we are developing an adaptation that might have a different idea, it is important to see what the intention of each image is. Of course, you can also find the links in this blue box of how to download the image. The link at the top that we can see is 34 megabytes, is the larger, more detailed higher resolution, fully featured image. This is the link that you might find those layers. So if you are looking to adapt an image, this is the link that you would use.

We know that some people work in settings where there is lower internet connectivity and some of these downloads are difficult, but also if you are just downloading an image that you are putting into a presentation, if you are recreating a layout and you don't need to adapt, you could just download the flat images. These would be much harder to adapt and change because all those paper dolls get flattened into one file but it's still available and we wanted to make sure both those options are there for you to choose from. Over here on the right

is my favorite part of the image bank which is the sort of visual search. This is where series of images come through. This is where you can see adaptations of images. If you are finding an image that is close to what you want, you can go ahead and click on it and then hopefully use this visual navigation to do the last mile identification of the image that is closest to what you really need. So over here, we can see at the top two different adaptations of the image that we had clicked on. So we can go ahead and see that this one is the one for Niger that we had seen before and which is also linked to the image for Senegal. So again, you can just go through and then hopefully find an image that is closer to what you want and then start adapting from there. Here, I just have a few examples. This is a search for child, for food, mother, hand washing, feeding generally and breastfeeding. So you can see for your searches, you have a lot of options, positioning, but again for each one of these, the technical information I think comes through clearly. The image bank has grown, we have over 20 contacts and over 1000 images available on the image bank, all coded, all searchable and we are looking to grow.

In terms of next steps for the image bank, we have a few plans for how to make this even more useful to IYCF and SPC programmers and the first is reflecting the reality of IYCF programming which includes ways that IYCF related concepts are being integrated into programming. So for example, here we have some images from UNICEF Rwanda that include some nurturing care, responsive care and early learning concepts. And also from the images, you can see one of those from earlier on adolescent health. We can see that programs are moving in and including more of this content and Aashima is going to speak a little bit about some analysis on what programs are doing. We want the image bank to reflect the reality of what programs are doing so that people have as many resources as possible for high quality images. We are also today launching a survey for users of the image bank to tell us what is missing, whether that is in terms of content, in features. We want to understand what sort of images you are looking for, how you are searching and what products you are making so that we can hopefully build out new features of the image bank that really serve your needs. So we are going to put a link to the survey in just a minute so you can go ahead and click on it. If you have downloaded images, if you have adapted images, please take a few minutes to

fill out that survey and you can help the image bank grow in new ways. And of course, contributions are really what make the image bank grow and we welcome contributions from any program working in IYCF and we are looking for new images as well as any adaptations that you are doing.

If you have made a really tiny adaptation and you think it is not relevant to us, please don't think that. If you have made a change to an image that you feel is more appropriate for your program, I would say odds are that another program might make that same change. So any adaptation that you have done, we would like to see it and we would like to put it on the image bank. Images are shared under a creative commons style licensing where we ask people who download and use images from the image bank to use them for only non-profit purposes, that they accredit the organization that contributed them. So for example, these images are from the Suhara I project in Nepal and that any adaptations that are made from these images are also then shared with the same level of openness which ideally means that they are brought back to the image bank so that other people can continue adapting. It is our ethos that we all have a common goal of improving IYCF outcomes around the world and it only makes sense that we continue to share these common resources. I will end just with a small note about SBC communication and the artist. USAID Advancing Nutrition and UNICEF really share this ethos that an image has to be technically accurate, culturally acceptable and attractive, which is a three-part goal and so you need a three-part team which includes a subject expert, both technically and culturally, an expert in social behavior change communication and the artist themselves that really works to make images attractive, that help people enjoy the images, have some affinity and also look kindly on the behaviors that we are trying to adopt. So the artist is a real expert that adds a lot and we need to foster those relationships.

To that end, I would like to invite artists who are on the webinar now, and I am sure there are many of you, to add your contact information. If you are looking for this kind of work, you are looking for someone who knows the image bank, then you should look in this chat and I am sure artists are ready and willing to share their information and begin collaborating

because there is a lot of great artists who know this process, who know the image bank. We like to connect you to SPC and IYCF programmers. Thank you very much. We invite you to go to the image bank which is live now. If you have contributions for us, you can email info@advancingnutrition.org and you can also find a link to the survey that will be in our chat soon, if not now. Okay, well I am done. Thank you very much. Now over to you Aashima.

Aashima Garg

Thank you, thank you so much Andrew and hello colleagues. I will start by saying before I start talking about the community IYCF counselling package that the journey to these excellent images which Andrew just took us through started almost a decade ago with the development of community IYCF counselling package and so many of you whom I know are amongst the audience or listening have been part of this journey to make this worthwhile and so useful. So thank you for that. Since the time of its launch in 2010 until today, the use of our IYCF counselling package has grown quite a lot with an effort across the globe by everyone to make it useful and closer to what the community needs. And this data from UNICEF NutriDash which is an internal monitoring system shows that in 2019, 90 countries used the community IYCF counselling package in some form and 53 countries adapted or used them as an entire package like the full package. With respect to a specific component which we are trying to use more and more, we also analyzed that out of these 90 countries using the package, 81 countries integrated guidance on stimulation and responsive feeding which has been a growing number for us over the years.

Next please!

So one of the intention or effort over the past decade has been “how can we make or continue to improve the images in these counseling package so that it caters to the reality or the growing programming needs?” So since the launched, the package was updated once in 2012 and we are in the process of thinking through how best and which images need to be updated and with that objective, we did a review of community. I have a CF counselling

package, this review was undertaken in collaboration with expert consultants from Yale University and I know Rafael is here, so Rafael and his colleague Amber led this amazing and informative piece of work, and I am only going to share a slice of this rich assessment which was done last year and for other details I will direct you to Raphael for that. So the two broad things or specific areas where I would like to highlight is the assessment looked at identifying the gaps within the generic IYCF counseling package with a focus on also assessing how well the integration of nurturing care elements have been done. For this 11 countries were studied in depth. And also we tried to identify the best practices and lessons learned from country adaptation again with the focus on integration or how well nurturing care elements have been integrated. And for this five countries were kind of zoomed in and the names of the countries are there below. So if people would want, they will have the presentation.

Next please!

What I will do is, I will just highlight the key gaps and best practices. The first key gap from the assessment was “nurturing care” was not found to be linked with nutrition. There was a lack in framing of healthy child growth and development. However, from the countries, it says the best practices examples were found for Kenya and Rwanda.

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The second gap was around lack of integration of intergenerational family perspective. That is the life course approach. In general, the package is not very clearly defined. However, we had great examples from Rwanda and Philippines cards which showed that this is possible and that we can build on those.

Next please!

Third was a very specific gap related to the feeding in the context of disabilities. That is, how to feed and meet your child's need while providing a nurturing environment. And we did have some example from Philippines but it was not clearly related to the feeding context. So we need to do more work in this area.

Next please!

Some additional gaps which were identified as part of this assessment was certainly the need to update the HIV and infant feeding recommendation in the context of prevention of overweight and obesity, the ultra-processed foods, and the use of unhealthy foods is not addressed adequately, and we need to do better. There is limited content on food system and food security though we did have some good examples from Rwanda and Kenya which we can build on. But there is more to do to address these gaps.

So finally, last slide please!

As a next step, what we plan to do is to address these gaps and other recommendations from this review. We do plan to update the generic IYCF counseling package this year and next year and for that we will be collaborating with partners and the country colleagues, and the experts as we move forward. Over to you. Thanks.

Peggy Koniz-Booher

Thank you so much Aashima, that was fantastic. Good morning everyone, bonjour, buenos dias, bonjier. I am just thrilled to have the opportunity to share our experience in rapidly developing a package of IYCF counseling resources last year in response to the COVID-19 pandemic. In this presentation, I will explain how we were able to leverage existing images and how you can easily access these and other resources now. This generic package is called “Infant and Young Child Feeding Recommendations when COVID-19 is suspected or confirmed” and it consists of a set of counseling cards and recommended practices booklet. This package is based on the global guidance issued by WHO and UNICEF in March of 2020

and basically translates the guidance into simple, clear and user-friendly messages and illustrations. You can easily find the web page that houses these materials and other relevant resources on the USAID Advancing Nutrition website. And I wanted to give a big shout out to our knowledge management team for developing this IYCF COVID webpage which has been accessed by more than 3200 people from around the world since July of last year. In the following slides, I will be explaining some of what you will find if you go to the site and while I am doing that, perhaps Yaritza or someone can add the direct link in the chat.

First of all, I would like to emphasize that the majority of images found throughout this set of materials were created using the photo-to-illustration process that Andrew described earlier and are therefore primed for rapid adaptation. This slide gives you an idea of how we adapted existing images from the UNICEF package and more than 90 percent of the images found on the COVID counseling package were pulled from or adapted from images found in the IYCF image bank. And all of the images we created for the COVID tools have now been added to the bank that we are launching today. So the graphic team comprised of our senior graphic artist and illustrator and graphic trainer Victor Nolasco who is based in the Dominican Republic and our senior graphic layout artist Sydney Nukono who is based in Kigali Rwanda and me drafted the covers for the counseling cards and recommended booklet, and developed the images and layouts for the 10 counseling cards all in about five days. Five very, very long days. The technical expert team comprised of UNICEF, USAID Advancing Nutrition and several members of the Infant Feeding and Emergencies Core Group developed, reviewed and helped refine both the images and the layouts. The titles and the messages in the recommended practices booklet were reviewed by these technical experts and the counseling cards were field tested through multiple UNICEF country and regional offices and through several field programs supported by save the children.

The final graphic files have been organized on the USAID Advancing web page that I showed earlier in pdf, word and jpeg formats. Check it out when you have a minute. A simple adaptation guide and field testing guide for the IYCF and Covid-19 materials were also developed and links to these resources are shared on the webpage as well. A link to the

graphic design files, the final set of InDesign and Photoshop files, can also be found on the Advancing Nutrition webpage which is actually quite an unusual open source graphic contribution, but we knew it would facilitate the adaptations of some implementing partners in various country settings. In addition to the English language files, we have developed and shared the word format layouts for four other languages. The French, Spanish and Portuguese versions were all supported by UNICEF offices in Latin America, West Africa and Mozambique, and the Russian version was supported by the Advancing Nutrition program in the Kyrgyz republic. Translation and matrix tools are also included for these languages and for the other languages as well.

Finally, as copies of adaptations have been shared with us, we continue to add them to the webpage. If you or any of your colleagues have made adaptations to this COVID-19 package or have created additional materials using elements of the package, please consider sharing them and your experience with us. So, thanks for listening and please feel free to reach out to us in the future. And please put any questions that you have in the Q&A. I will now turn it over to my colleague Cat Kirk. Over to you Cat.

Cat Kirk

Thanks Peggy. It is my pleasure to share with you some work we have been doing on developing a responsive care and early learning addendum for IYCF. So if you go to the next slide, this work really builds on what Aashima had talked about in terms of some of the gaps in the current IYCF package including holistic nurturing care as well as last year's WHO guidelines for improving ECD which recommended the integration of caregiving interventions, specifically, responsive care and early learning with nutrition programs to maximize benefits for young children. So what we did is we set out to develop a brief set of materials that link responsive care in early learning with IYCF and that focus on a few key components that we felt needed great emphasis such as care and feeding for children with indicated needs, specifically, developmental disabilities as well as promoting family engagement: so the role of mothers as well as fathers and the broader family.

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To develop these materials, we convened around this time last year an expert technical advisory group with experts from early childhood development, IYCF and social behavior change coming from different backgrounds, to agree on the minimum package of materials that would be essential for promoting these responsive care and early learning practices within IYCF. And what we agreed with this advisory group was on a final set of an additional seven counseling cards that cover responsive care, responsive feeding, early learning, broken down into play and communication, addressing feeding difficulties particularly among children who have developmental disabilities, promoting caregiver well-being and monitoring children's development. So, in the next slide, the full package will ultimately include guidance on how to use these materials within IYCF or how to integrate them in other child nutrition or health packages, training materials, to support counselors to counsel in group or individual settings on responsive care and early learning, and what I want to focus on today is those seven illustrated counseling cards which come with key messages and practical tips on how to put these messages into practice typically, broken down by age, for children from birth to age two.

The next slide!

The illustrations for this Addendum have been developed using resources that already exist from the image bank, as well as the photo-to-illustration process for new images. The images we developed will undergo pre-testing this year and ultimately all of the images will be made available through the IYCF image bank upon finalization of the Addendum so that they can be adapted and used in different contexts. I wanted to share with you a few examples of how we have leveraged existing images of the image bank. So here is an example of where we were trying to convey the importance of the support for caregivers of new young babies. And so we looked through the existing images and rather than creating a new one, we found an image that existed in a counseling session and a father providing water and converged it together in this image showing a mother with her friend and receiving support from her

husband, with just some simple rearranging of the images in Photoshop. So, we were able to create this without any additional time from a graphic artist. Here is another example where we on our card promoting caregiver well-being, we were looking for images showing father taking responsibility for caregiving to give the mother a break and we were able to identify three existing images: one of a mother preparing foods outside the home, a mother sleeping under a mosquito net and this image of a father caring for the young baby, and we merged these together into a new image to convey our message around the importance of taking a break and seeking support from other caregivers.

If you go to the next slide, another key concept you will probably recognize, this image around seeking care when there are concerns. Within the responsive care and early learning addendum, we are focusing on seeking support when you are concerned about your child's development. And so we took this existing image used to promote care seeking and tweaked it just a little bit to convey a slightly older child which would be more appropriate for the age by when you might identify potential milestone delays and want to seek support. And so, if you click you see we added just a simple leg to convey the image of a slightly larger and more physically developed child.

Next slide!

We also mixed existing images with new content when we wanted to convey something that wasn't fully contained in the image bank to exist. And so here is an example of where we tried to use existing images to create a scene and identified gaps to work with the artist to create new components. So one of the key messages within the RCAL Addendum is the importance of nurturing care for all children and particularly for young children with developmental disabilities. So we wanted to convey a play scene of a young child with Down syndrome along with their siblings and mother. And so we mixed these existing images of a mother and a young girl playing and worked with the artist to develop a new illustration of this young boy with Down syndrome and compiled these images together to create our scene.

Next slide!

And of course, in addition to making use of what was already in the image bank, we have also developed a number of new images that will ultimately be part of the image bank with those specific practices around early learning on the left, so you see play interactions with different caregivers including siblings and the father, and promoting early language from non-verbal to early literacy skills. And on the right side images related to responsive caregiving; so understanding and responding appropriately to children's cues.

Next slide!

One of the challenges we have been working on is how to develop these photos to illustrations in the time of COVID when it hasn't been possible for us to go out and gather reference images in the community. And so we worked with the graphic artists remotely and used images from multiple sources to compile images together in Photoshop. So here is an example of one of our play activities of a grandfather with a young child. We took images that we captured in different places as well as searched through on the internet and created this compilation in Photoshop and that graphic artist used this to create a compiled cohesive image illustration for our addendum.

The next slide!

I just want to lastly wrap up by sharing when these materials will be available. So we are in the process of finalizing the generic package in the next month or so. And then we will be doing testing of the images as well as the content of the full addendum in different contexts with the ultimate goal of having a generic package that is widely available. However, in the meantime, we are very interested in sharing these with anyone who would find them useful and would be interested in testing them in different contexts. So you can follow our website at advancingnutrition.org to stay up to date for when they will be available. And lastly, I just want to acknowledge that this work is a great effort by a team from USAID and USAID

Advancing Nutrition, and certainly our expert technical advisory group who helped take this from an idea to the development of a package that would be essential to combine with IYCF to improve young children's development. And with that, it is my pleasure to hand over to Simeon.

Simeon Nanama

Thank you Kate. Good day everyone. I am going to talk to you briefly about material and resources that have been developed in West and Central Africa as part of a regional initiative that is called “Stronger with Breast Milk Only” and which was a collaboration between UNICEF, Alive and Tribe and WHO. But first, I would like to start by giving you the rationale and a bit of background about the “Stronger with Breast Milk Only” initiative. As you may all know, many countries in the Western Central Africa region are dealing with very low rate of exclusive breastfeeding and there is clearly an urgent need to go beyond business as usual if we are to help the countries reach the global target of exclusive breastfeeding. So, the three organizations then launched an evidence-based process to understand the situation and its determinant using both quantitative and qualitative data. An analysis of those data helped us to come to the conclusion that the common practice of giving babies water when they are aged less than six months is really the number one obstacle to improving exclusive breastfeeding in the region. Therefore, we launched the initiative which is again an evidence-based comprehensive advocacy and social and behavior change communication initiative to address that number one obstacle and to help countries move the needle in exclusive breastfeeding.

This initiative was developed and implemented in close collaboration as I said with Alive and Tribe and WHO. And in order to roll out the initiative, we analyzed the existing advocacy and social behavior change resources available including the community IYCF package. And then we agreed on a set of additional advocacy tools to be developed targeting that specific behavior of feeding infants water which was not specifically targeted in the existing tools and resources, and this included a set of counseling cards.

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So the result is a set of six counseling cards that have been designed by UNICEF to complement the existing IYCF material. And this package was finalized in September 2020. The new set of cards which were field tested in two countries, Burkina Faso and Sierra Leone, they respond to the evidence that the common practice of giving water to infants within the first six months was the number one obstacle to exclusive breastfeeding and it proposes a set of questions, and suggested activities and messages, to improve understanding, address misconceptions and other challenges, and inspire change around the themes that are illustrated on the six cards, which include early initiation of breastfeeding, which also include messages about breastfeeding containing enough micro nutrient and water to meet the needs of the baby. The risk associated with feeding water to the child and the aspect related to the baby suckling and the effect that that has on the production of more breast milk. And the last one which is related to everyone in the family and in the community, and the nation will benefit from increased rate of exclusive breastfeeding. In addition to emphasizing the “No Water” messages, the card incorporated dynamic activities to help people visualize abstract concepts such as the size of the baby’s stomach, the high water content of breast milk and other messages. The global IYCF image bank inspired the design of the process of the Stronger with Breast Milk feeding counselling cards. And you can see at the bottom of the slide the link where you can access these counseling cards.

In terms of the implementation and the rollout in practice, we recognize that every single country is specific when it comes to the social and cultural context such as the dietary behavior that need to be considered in order to ensure that the cards are appropriate, engaging, relevant and useful, when they are used in the local context. In this regard, the local level and locally driven adaptation of the cards are essential. We are pleased to let you know that the cards have been already adapted in Burkina Faso, context with Alive and Tribe support. We would like to reinforce the need to use the counseling card as part of the comprehensive IYCF programming in addition to the existing materials such as the UNICEF Infant and Young Child Feeding counselling package and the recently released counseling package on Infant and Young Child Feeding Recommendation when in the context of COVID. We would like to highlight that we are looking forward to many more countries adaptation of the six cards. Now we have 17 countries that are engaged in the Stronger with Breast

Milk initiative and potentially that countries even beyond the region would get to use and adapt this material. And to do so, the editable files of the six counseling cards are being uploaded in the image bank for easy access and I would like to really thank USAID colleagues for the opportunity and for their proactivity and enthusiasm in making the Stronger with Breast Milk Only Cards available through the image bank. Thanks for the great collaboration and we are pleased to see that the card can be made available so quickly in the global image bank within a matter of days.

To end, we would like to encourage all countries to do the same and to contribute to this important global effort by visiting and using the global image bank, adapting and using the cards at the local context, and sharing the adaptation with USAID, and to be uploaded on the image bank. Thank you very much. And I will now hand over to Fatima for the Question and Answer session.

Fatmata Fatima

Great Simeon. Thank you colleagues for the great presentations. This is now a session for questions and answers, and thank you to everyone who has provided questions in the chat box, as well as in the Q&A box. We will be asking our panelists questions from all of you. We will try to answer most of your key questions today but we also plan to populate these questions as frequently as questions and answers which will be shared with you all. And it is great to also see that colleagues are also answering some of the questions live.

So for the questions we have so far, I am going to start with Andrew. Andrew, I have three questions here for you which you are definitely going to provide a response to all of us. First of all, the question is from Bindi. Bindi says “Do we have an opportunity to give feedback on images and if so are we able to contribute to the image bank?” Then the second question also relates to this “Do images that have to be adopted go through a clearance process before being shared in the website? If you receive adaptation of images, are these first checked for technical accuracy before being shared and how do we prevent misuse of these

images and to track and keep data that images are used for? Thank you.” Andrew, these are your three questions, if you can go over them quickly.

Andrew Cunningham

Yes, I can. So, as far as providing feedback, we definitely welcome any feedback on images. So if you are navigating the bank and you see an image that you think is inappropriate or needs to be changed or some of the tagging needs to be changed then we welcome that feedback. We also welcome feedback in the form of an adaptation of an image and an improvement that we could just then either add to the bank or as necessary maybe replace what is there. I don't think that has happened as of yet but we are certainly open to having those discussions. And contributions are welcome from everyone. We are not limiting this to UNICEF or USAID organizations or projects. Really, anybody who has developed something that is relevant to IYCF can contribute.

In terms of clearance process, the coding process of the images really makes sure that the content is relevant and appropriate for the concepts that are available on the image bank. I would say it is a little bit tricky because there are some images on the image bank that specifically aim to show something that is not technically accurate as it were. So for example, the images that were just uploaded from the “Stronger with Breast Milk” they show images of mothers for example giving water to their baby. And the way that we try to couch the practice or the way that image is named speaks to the negative consequences that are shown in other images of the series so that we are not displaying something like give water to your baby under six months. But giving water to your baby under six months increases the risk of malnutrition or something like that. So it is not to say ... but they are vetted through this rigorous coding process. But again, if there is any feedback that something should not be on the bank or needs to be improved, then we welcome those discussions.

And about misuse, the images are ... like ... we don't have, I suppose, the manpower to rigorously enforce any use. We prohibit the use of ... like commercial use, if a company were trying to for example use the images to sell a product. That is not allowed from the

image bank but it is not something that we have the actual ability to rigorously enforce. But we have not been made aware of any case of that happening. There are trade-offs from making these images available for people to use. The alternative would be I suppose like making a club of SBC programmers and artists who have specific access to these images and that level of sort of protection around this is something that I think is too much of a barrier. So we have aired on the side of cautioning against misuse of this but we are not really able to absolutely prevent it, and that is a consideration that programs need to make if they are considering contributions. That if there were misuse of some of their images, in effect, the organization that might need to follow up with the misuse of an image and try and correct that.

Fatmata Fatima

Great, thank you very much Andrew for that eloquent response. Andrew, I am going to stick with you for a moment because I think you have a lot more questions in the chat box, but those questions are grouped together. They are around responsive feeding so I am going to follow up with that before I go to other panelists. The questions are “Is there responsive feeding specific session?” and also wondering “if responsive feeding is a research agenda especially for our practice and fathers, and whether ‘nurturing care’ is a searchable keyword”?

Andrew Cunningham

Yes, these are good questions. As of yet we are really just starting to upload images that are maybe developed with broader responsive care ideas in mind. We have not received responsive feeding images that exist on the image bank, you might see them and think they are more breastfeeding and complementary feeding images. So when you think about what is on the image bank, even if an image was not specifically made in mind with a key message on responsive feeding, you might look at it and decide that there are enough elements of responsive feeding, of science, of responsibility, that you can highlight to then use for such a purpose or to adapt, to improve that.

As Cat, just speaking toward the RCEL Addendum that USAID Advancing Nutrition is working on, we are creating more images that speak to more aspects of responsive feeding than just a nice model of breastfeeding or complementary feeding, including a few images about hunger or satiety cues, about motor control for manipulating spoons and finger feeding. But those are not available on the image bank yet but in terms of researching, responsive eating practice among fathers, there are a few images of fathers doing complementary feeding and cut feeding. So they might be a way to start to see if they are useful to you for your program or a good starting point to begin adaptations. And then 'nurturing care' is a searchable keyword? It may be as a keyword, I am not sure. Thinking about nurturing care and the five components in essence every ... just about everything in IYCF is part of nurturing care. So in terms of our organization of topics, we have the nutrition topics and we are building out more specific terms related to the components of nurturing care. So we do or will soon have responsive care or early learning or learning through play and early communication as nutrition topics. Nurturing care in general might be a rather large word that would encompass probably most of the images on the image bank, but we might use that as shorthand for some of these non-nutrition nurturing care components and something we may be adding soon for some of those images that will be coming up for inclusion on the bank soon.

Fatmata Fatima

Great. Thank you very much. So I am going to move over to Simeon quickly because you have one quick, perhaps short answer question from the chat. The question is "Who is the target for the images that you have just shared?"

Simeon Nanama

Yes. Thank you for that question. As you have seen, we have six counseling cards addressing each of them different aspects related to water feeding. So based on that, I think it primarily addresses mothers of infants aged less than six months. But it goes beyond mothers and include I think everyone in the family who could have an influence on child feeding and specifically breastfeeding. As you may have seen, the last counseling card is much broader

because it is kind of an advocacy counseling card which allude to the benefit of exclusive breastfeeding which goes beyond the baby and the mother to also reach the community and the entire nation. So I would say, primarily the mothers but it goes beyond the community and the people within the community who are influencing child feeding.

Fatmata Fatima

Great, thank you Simeon. So I am going to move over to Aashima quickly and pose two questions that came from the chat box. The first question is from Linda, she is wondering if there are plans to include provisions for the emergency contacts and the second question also “is it possible to share the link of the Afghan mission guideline mentioned before and is there an underlying assumption that education is the primary concern and people have the financial for other means to make the adoption better for nutrition, and there are no other concerns like affordability of improved nutrition? Aashima, these are three big questions for you.

Aashima Garg

So thank you Fatmata and I did answer all these three questions in the chat to save time so I will be very short. To answer Linda's question, Yes, as we have done in the COVID-specific IYCF counseling cards, the intent is to adjust the images or update the images and the messages. So yes Linda, we plan doing that with all context including the emergency context. The second one is on the Afghanistan guidelines, if I understand by guidelines correctly it is the images or the package. So the process which we follow generally is approval of the national government before we share it further for Afghanistan. And I think Peggy, if you could also confirm in the chat box that, I think we do have Afghanistan package on USAID Advancing Nutrition.

If I remember correctly. If not, we will have to take the government approval and lastly to the point, very valid point, that yes education alone in isolation will not lead to good nutrition. It is only one of the improving feeding practices, it is only one of the underlying drivers in addition to nutritious and affordable foods for improving the nutrition outcomes.

So yes, interventions for improving the feeding practices need to be complemented with interventions to improve the access to nutritious and affordable food. And I did share the link for UNICEF programming guidance on improving young children's diets which talks about how this can be done in a more comprehensive manner. Over, thanks Fatima.

Fatmata Fatima

Thank you Aashima. Brief and to the point, and thank you also for answering the questions online; great way to go. So I am going to circle back to Andrew. Cat, I will come to you but let me circle back to Andrew because he has a lot of questions to answer. Andrew, this is a question from the chat box. It is about the availability of the image bank offline and also potential to edit it offline in countries or areas where there is no access to internet. There is also a question about the sample acknowledgement. The question feels like it is an instruction and if there could be many or a better way to illustrate this using an actual example. And the last one is “if I could download an image, customize, modify into my context, how would I credit it?” “Could you please provide an example for this?”

Andrew Cunningham

Yes! So I will start with the offline image bank. This is an interesting idea. The struggle with being able, I assume you mean having a way to share the entire image bank in an offline format. The issue with that is that the illustrations themselves, especially ones that you are aiming to adapt are rather large. I would guess that the average size is at least 10 megabytes and they go up to 100. I think downloading all of the images, which there are a thousand, that would be several gigabytes of data and so it is not really feasible to be able to pass around the entire image bank in an offline format. In terms of editing, if you are in an area where you do have some access to internet and you are able to download the images, then editing is all done offline through a graphic design software like Photoshop, or Pixelmator, there are completely open source free ones. There is GIMP which is an open source free one that you can download from the internet. So in really low resource, no internet access settings, you would need to travel to an area where you would be able to download the

images that you need or maybe might need and then return to the area to complete your adaptations.

For the question about acknowledgement and giving credit, I answered them in the chat so I will be brief. I do think we can update some of this language to be a stronger sample but just similar to the way that I put these in the PowerPoint, if you are able with each image to give a credit of where that image was developed, that is great. I think in a lot of materials or something like counseling cards, it would be really distracting to have credit below every image. And so in those cases, I think a general acknowledgement like we acknowledge the following organizations from which images were adapted. So for each image, as you download, it is important to look and say that this is from UNICEF, this is from the SPRING project, this is from USAID Advancing Nutrition, this is from such and such. And then to give a blanket acknowledgement, the following organizations contributed their images to this product. They were accessed through the digital image bank. If you are making an adaptation, we still ask that you credit the organization that provided the latest adaptation from which you created one, and that attribution would continue. Say, if you created an adaptation uploaded to the image bank, it would have your organization or the way you would like it to be credited listed there. So if somebody else were to download that adaptation and further adapt it or use it, they would attribute your organization.

Fatmata Fatima

Thank you Andrew, thank you very much. I think that is all we have time for today and you will hear from us on the questions and answers that you have posed in the chat box. I would like to hand over to Peggy now to do the closing. Peggy over to you please.

Andrew Cunningham

Peggy, you are on mute

Peggy Koniz-Booher

Thanks. We just want to thank everyone for joining today. This has been a huge pleasure and it has just been very exciting to hear about this new resource IYCF image bank. We had over 1200 people registered for the webinar and we will be sending out the recording and the presentations. Please if you have any questions feel free to reach out to us. Please take this survey, visit the IYCF image bank and again, thank you so much for joining.



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