



USAID

FROM THE AMERICAN PEOPLE

Not Just Mom's Job

USAID Invests in Breastfeeding Around the World

VIRTUAL WORLD BREASTFEEDING WEEK EVENT

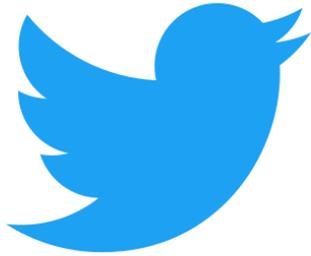
August 5, 2021

8:00-9:30 a.m. EDT (UTC -4)

Online



Live Tweet with Us On Twitter



@NutritionforDev

#WBW2021



Elaine Gray

Nutrition Advisor, Nutrition and
Environmental Health Division,
USAID Bureau for Global Health



Kellie Stewart

Chief of the Nutrition and
Environmental Health Division,
USAID Bureau for Global Health

Breastfeeding Knowledge Check

- **What positive impacts does breastfeeding have for nursing women?**
 - improves birth spacing
 - reduces the risk of certain types of cancers
 - reduces the risk of chronic diseases (e.g., type 2 diabetes and heart disease)
 - all of the above
- **Every dollar invested in breastfeeding interventions is estimated to generate how much in economic benefits.**
 - \$17
 - \$3
 - \$22
 - \$35

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Community Support Panelists



Esther Joanita Naluguza

Nutrition Technical Lead,
USAID Integrated Community Agriculture and
Nutrition Activity



Gulnora Razykova

Deputy Chief of Party,
USAID Healthy Mother Healthy Baby Activity



Beatrice Kawana

Nutrition and Child Health Expert,
USAID Scaling Up Nutrition
Technical Assistance (SUN TA) Project



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Health Systems Lightning Round



Hamid Mandali

Country Program Lead,
mothers2mothers Lesotho



Sa'adatu Ringim

Integrated Primary Health Care Services
Advisor,
USAID Integrated Health Program Nigeria



Kazi Faisal Mahmud

Chief of Party,
USAID's Ujjiban SBCC Project,
Bangladesh

mothers2mothers



Raising
the future.®



"Breastfeeding Support to Health Systems in Lesotho"

Hamid Mandali, M.D.
August 2021



mothers2mothers



Raising
the future.®



- m2m plays a major role in identifying pregnant women, at facility, community and households levels
- m2m offers and links pregnant women to ANC services including comprehensive PMTCT services



Health Systems Strengthening

mothers2mothers



Raising
the future.®



-m2m supports enrolled pregnant women until they deliver, and continues to support them post-natal (mother-baby-pair)

-This is done through community support groups, households visits, one-on-one interactions (face-to-face, peer-via





-Cadres responsible in supporting and education breastfeeding women include Mentor Mothers and MCH Nurses, who work collaboratively across all levels, together with the Ministry of Health and implementing partner staff.



- Mentor Mothers offer daily support to the post-natal women through health education and psychosocial support.
- Mentor Mothers educate and support breastfeeding women on the importance of breastfeeding and provides demonstrations on how to hold the baby during breastfeeding.
- They also encourage male partners of breastfeeding women to support their female partners during the breast-feeding period.





-m2m supports training of healthcare workers, data management, reporting and results dissemination for breastfeeding and better nutrition practices together with their impact towards elimination of Mother To Child Transmission (eMTCT) of HIV and syphilis, in Lesotho.

Thank you!





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IHP USAID INTEGRATED HEALTH PROGRAM
Bauchi

BFHI experience Nigeria

Integrated Health Program (IHP) scales
Breastfeeding Counseling and Clinical Skills
Building through Primary Healthcare
Structures

5TH August 2021



PROGRAM DESCRIPTION: USAID Integrated Health Program (IHP) Nigeria

GOALS



To contribute to state-level **reductions in child and maternal morbidity and mortality** and to **increase the capacity of health systems** (public and private) to **sustainably** support **quality PHC services in Bauchi, Kebbi, Sokoto, Ebonyi and FCT.**

FOCUS



Technical assistance, capacity and systems building, Integrated primary health care for reproductive health, maternal, newborn, child and adolescent health plus nutrition and malaria, Scale up of high impact interventions, Innovations, Gender and social inclusion, Country ownership and Sustainability

TARGET BENEFICIARIES



Women of reproductive age and children under 5, along with federal, state, and local government counterparts, and community health workers in public and private health facilities

OBJECTIVES



1. Strengthen systems supporting primary health care services
2. Improve access to primary health care services
3. Increase quality of PHC services



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IHP USAID INTEGRATED HEALTH PROGRAM
Bauchi

BFHI in Nigeria

Nigeria launched her Baby Friendly Hospital Initiatives (BFHI) in 1991 in response to the 1990 *Innocenti* declaration

Over a thousand hospitals out of the then 25,000 hospitals were designated baby Friendly Hospital between 1991 and 2006

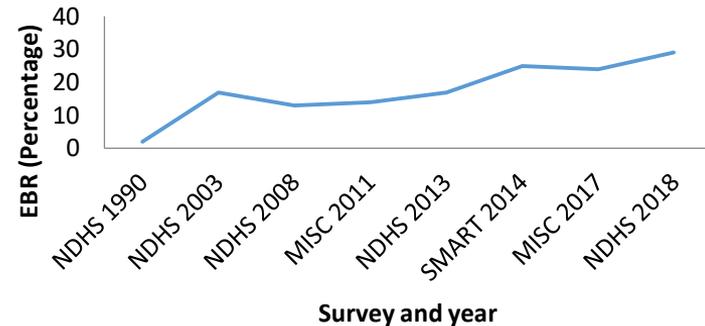
Revised Baby Friendly Initiative implementation involves

- Identification of health facilities that offer maternity and newborn services, skilled birth delivery
- Establishment of community-IYCF support groups linked to PHC facilities; and
- Maternity entitlement policy in workplaces to ensure the goal of protection, promotion and support for optimal IYCF practices is achieved.

National surveys revealed

improvement in exclusive breastfeeding rates from 2% in 1990 to about 14% when the comprehensive package IYCF was introduced in 2011, which further contributed to steady increase to the current rate of 29%.

Trend in Exclusive Breastfeeding Rate (EBR) in Nigeria



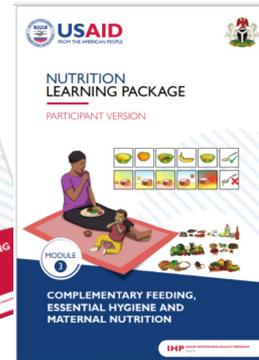
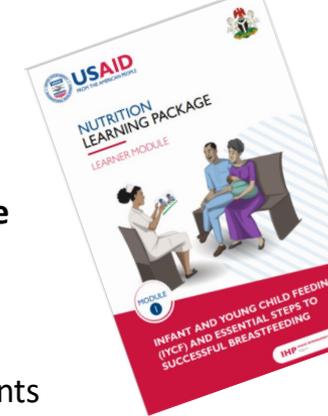
IHP-Nutrition intervention

- **Capacity building of Health Workers**

- Adapted the National IMCI/IYCF training package into modular package for onsite training
- Developed a cadre of local Trainers to improve optimal breastfeeding at the primary healthcare level.
- Trained **4902** Health Workers in Bauchi, Kebbi and Sokoto
- Mentoring and supportive supervision of Health Workers is ongoing to sustain improved skills, integrate services along the continuum of care optimizing opportunities.

- **World Breastfeeding week celebration, to sensitize communities/create awareness on Breast Feeding**

- Media live discussions, Community level nutrition activities
- State, LGA and Health facility level flag off events for the commemoration



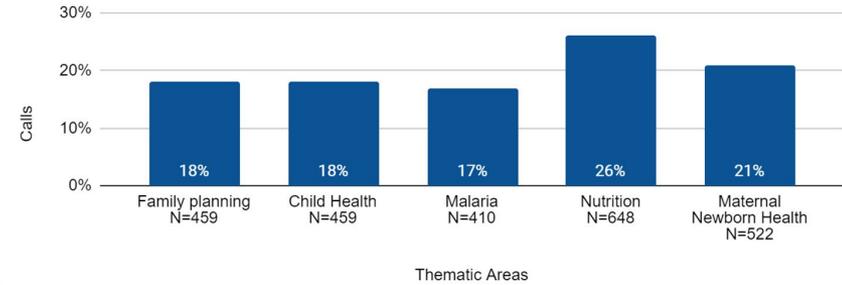
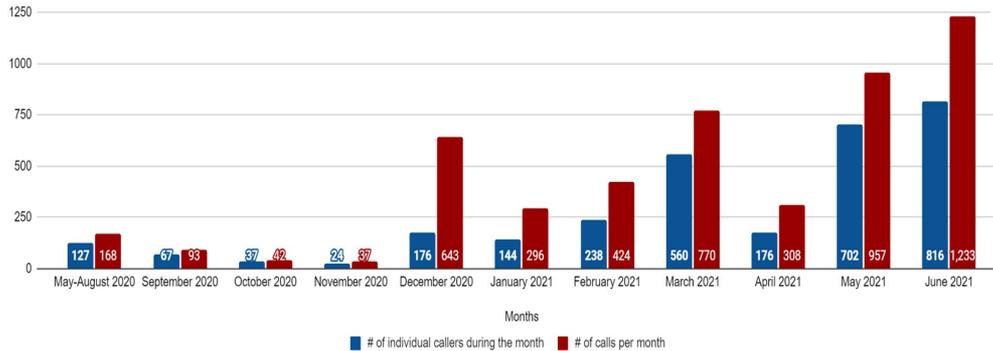
IHP USAID INTEGRATED HEALTH PROGRAM
Bauchi



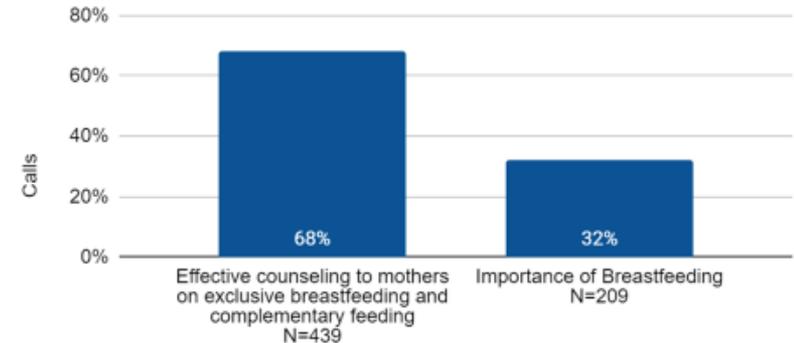
A trainee showing a clients good positioning and attachment during mentoring session while the trainer observed

Mobile application

- [Audio job aides](#) through the 3-2-1 interactive voice response is used to augment and reinforce the on-site clinical training.
- Providers can call into the toll-free number to hear practical ways to enhance their skills and knowledge about optimal breastfeeding and counseling.
- Topics covered include:
 - how to improve a mother's confidence in breastfeeding,
 - reasons why exclusive breastfeeding is sufficient until the first 6 months of life
 - benefits and composition of immediate breastfeeding (colostrum)
 - timely introduction of complementary foods



AJA Most Accessed Topic-Nutrition (Quarter 3, FY21)



Enablers for breastfeeding

Male Engagement in Promoting Breast Feeding: IHP Experience

- Promoting male involvement in support of breast feeding especially in gender learning labs by strengthening the capacity of health care providers on the importance of breast feeding during maternity visits
- Building on social, cultural beliefs of fathers as the most influential persons in terms of a mother's decision to initiate and continue breastfeeding to educate men who accompany their wives for delivery.
- Promoting positive father-inclusiveness in breastfeeding (by providing information)

Addressing Human resource gaps

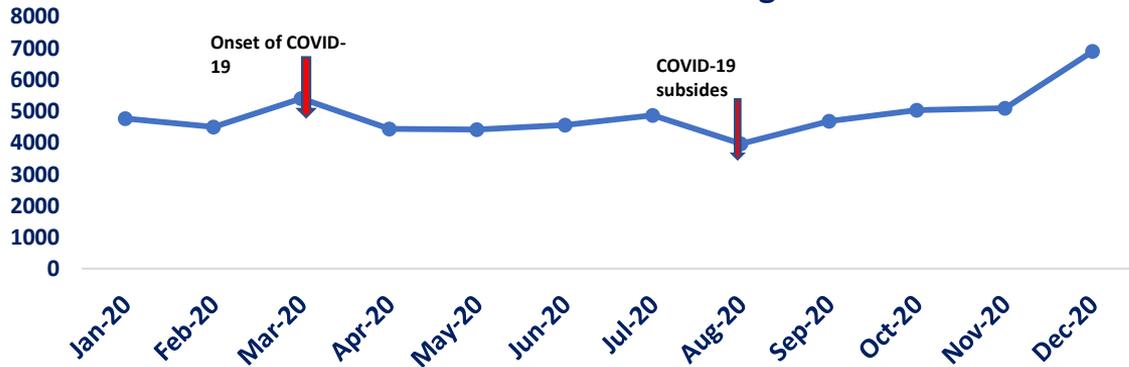
- **COMMUNITY HEALTH INFLUENCERS, PROMOTERS AND SERVICES (CHIPS)** improve access and equitable coverage to essential health services
- Task shifting / sharing policy review is ongoing to allow community Volunteers to be trained to provide essential RMNCH services such as IYCF Counseling



COVID-19 pandemic adjustments to promote breastfeeding at health facilities and communities

- There was some impact of COVID-19 on EBF, especially in August 2020.
- Risk communication for COVID-19 including session modification at PHCs were encouraged during routine mentoring and supportive supervision.
- IHP provided continuous onsite and virtual support to PHCs to maximize facility operations during and after the pandemic.

Children 0-6 months receiving EBF



Breastfeeding Mothers during the launch of Breastfeeding Week in Bauchi



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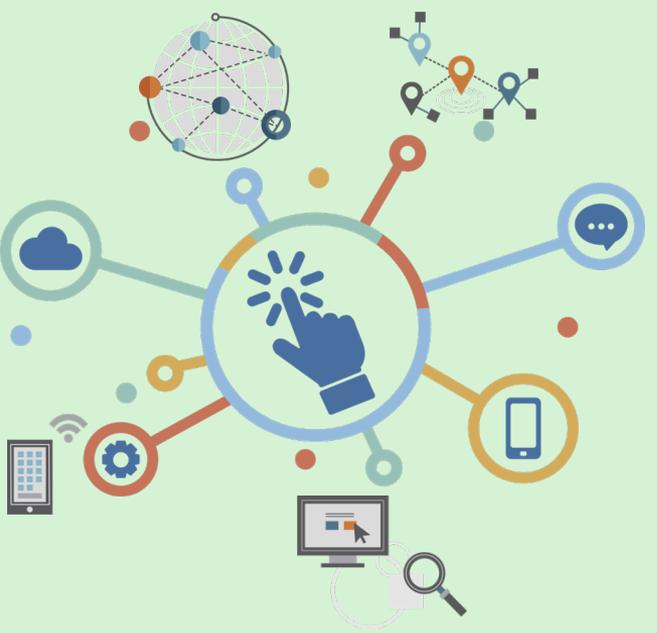
Thank you





USAID

আমেরিকার জনগণের পক্ষ থেকে



eToolkit: an effective tool for health workers to promote breastfeeding



USAID's Ujjiban project

Project Goal

To generate demand for and increase the use of high quality MNCAH, FP, nutrition and TB services and adoption of healthy behaviors in Bangladesh through the use of SBCC

IR 1: Exposure to high quality information on health behaviors, services and products increased

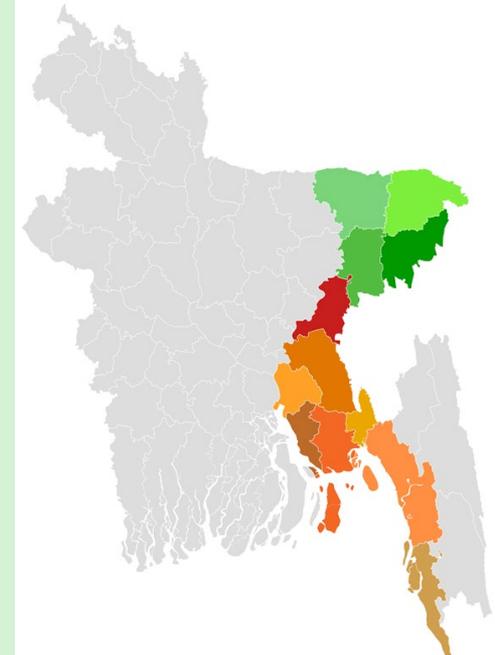
IR 1.1: Quality and number of community-based and IPC SBCC activities increased

IR 1.2: Quality and number of mass, electronic and social media campaigns increased

IR 2: MoHFW capacity to plan, design and implement SBCC programs strengthened

IR 2.1: MoHFW technical capacity to plan, design, implement, monitor and evaluate coordinated SBCC programs and campaigns strengthened

IR 2.2: MoHFW SBCC leadership and governance strengthened



eToolkit

A **digital library** comprising health, population and nutrition materials for:

- improving **interpersonal communication/ counselling** by frontline workers
- ensuring clients receive accurate and up-to-date **information**



eToolkit

<http://etoolkits.dghs.gov.bd>

Health, Population, Nutrition eToolkit for Field Workers



মাঠকর্মীদের জন্য স্বাস্থ্য, জনসংখ্যা ও
পুষ্টি বিষয়ক ইটুলকিট

ইটুলকিট সম্পর্কিত তথ্য
Information about eToolkit

ইটুলকিট ব্যবহারবিধি
How to navigate eToolkit



স্বাস্থ্য

Health



পরিবার পরিকল্পনা

Family Planning



পুষ্টি

Nutrition

[Download the offline Toolkit installer](#)

[Download the Android App](#)



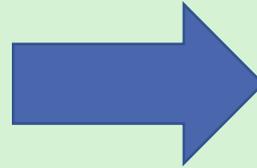
পরিবার পরিকল্পনা অবিভাগ



Increasing demand of eToolkit

2017

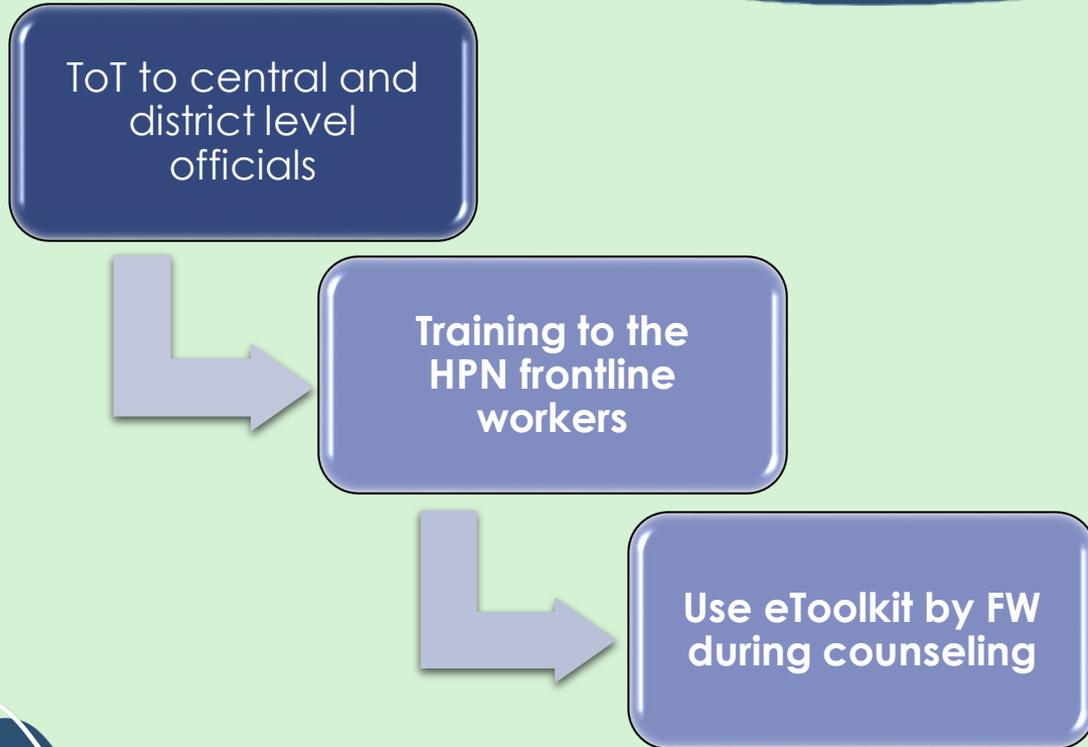
GOB requested to
Ujjiban for more
printing materials



2021

Request for more
and more eToolkit
devices

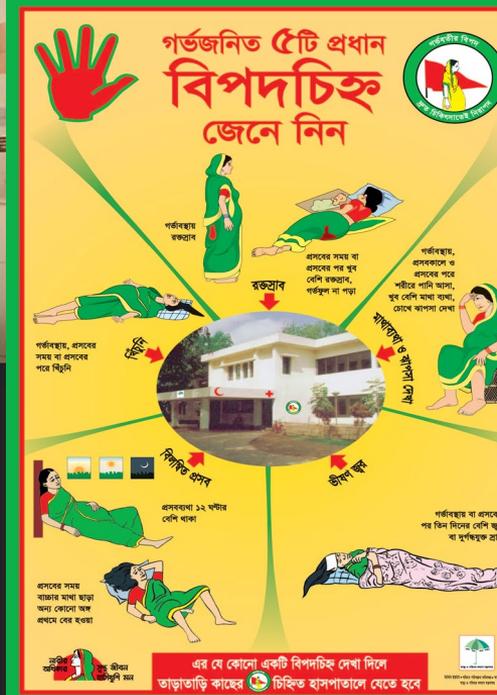
Implementation mechanism



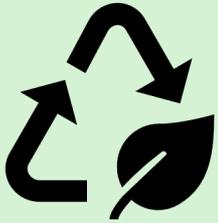
eToolkit is update annually with IEC Technical committee approved HPN SBCC materials after vetted by field workers

Major contents in eToolkit

- Public service announcements
- Instructional videos
- Flipcharts
- Brochures
- Posters
- Songs
- Job aids



Sustainability Plan



- Hosted in **DGHS-MIS server** and **Google Play store**
- Developed **resource pool** at Unit level.
- **Allocated funds to conduct eToolkit** training at the field level
- Developed a **Distance Based Training course** on using eToolkit
- Incorporated in Government **field training module**.

Success story

Twenty-two-year-old **Tumpa** was counselled by a family welfare assistant, Rupna Das, when she was pregnant with her first child.

Rupna walked her through the do's and don'ts of newborn feeding, early and exclusive breastfeeding and positioning using the **audio-visual materials in the eToolkit** that were developed and provided by the **USAID-funded Ujjiban project**.



Success story

“I am breastfeeding my daughter regularly and if I have any questions or need any help, I reach out to Rupna apa for guidance.”

-Tumpa, a resident of Gazir Dail village in Kurushkul union, Cox's Bazar.

Tumpa also shares her learnings with the pregnant women and new mothers in her community and encourages them to join the Rupna's sessions.





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Breastfeeding Knowledge Check

- **Breastfeeding reduces the risk of which two deadly diseases for children under five?**
 - pneumonia and measles
 - diarrhea and pneumonia
 - malaria and diarrhea
 - diarrhea and measles
- **What percentage of infants under 6 months of age are exclusively breastfed globally?**
 - 18%
 - 29%
 - 41%
 - 54%

Breastfeeding Knowledge Check

- During emergencies, USAID supports families to continue breastfeeding whenever possible by:
 - pneumonia and measles
 - diarrhea and pneumonia
 - malaria and diarrhea
 - diarrhea and measles
- What percentage of infants under 6 months of age are exclusively breastfed?
 - 18%
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 - 41%
 - 54%

Emergency Settings Panelists



Anley Haile

Head of Integrated Programs,
GOAL Ethiopia



Sabreen Ahmed Saif

Nutritional Manager,
FHI360



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