

Links to Nutritional Counseling

**Making It Matter
Making It Happen**

Mary S Lung'aho

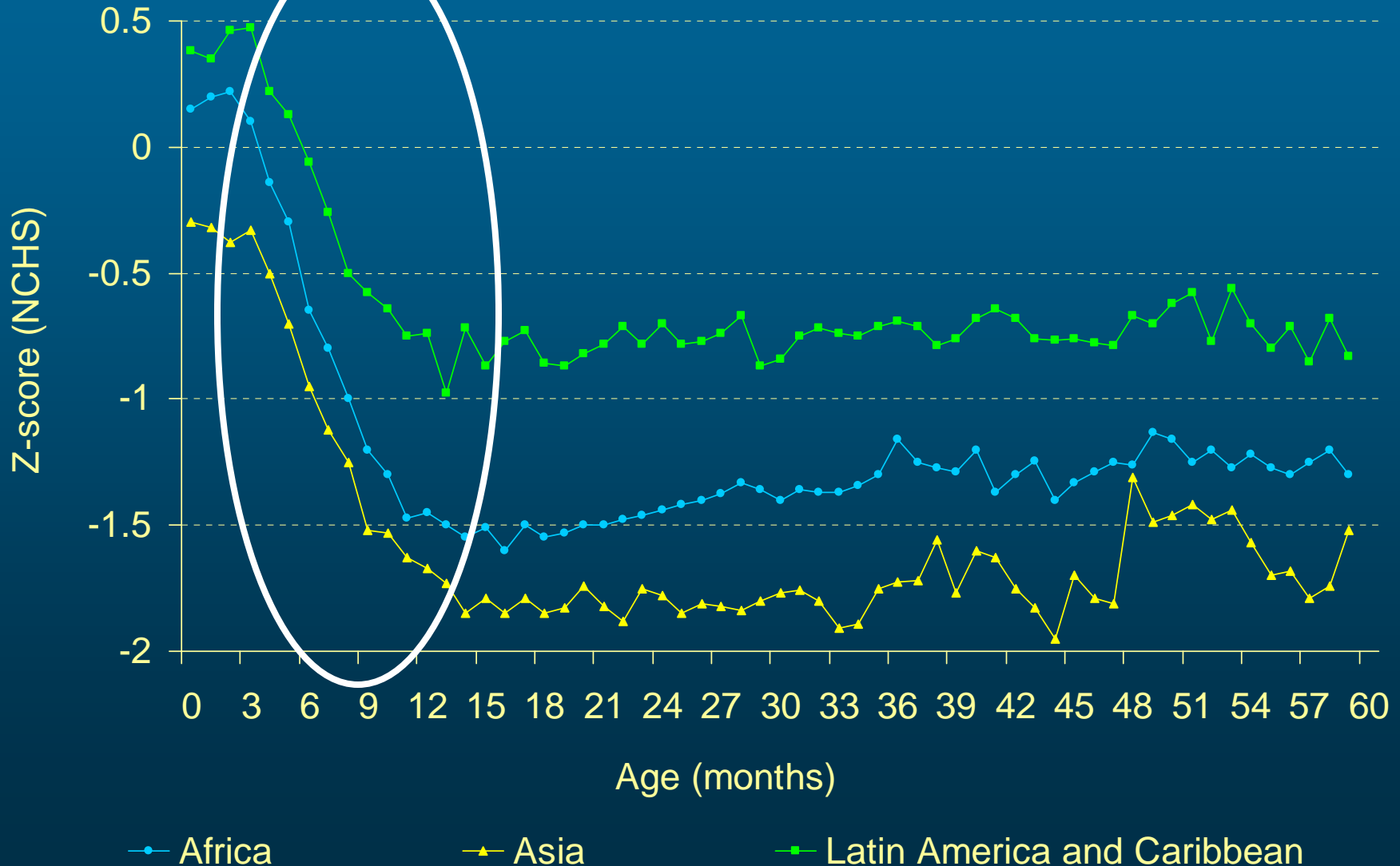
Maryanne Stone-Jiménez

Outline

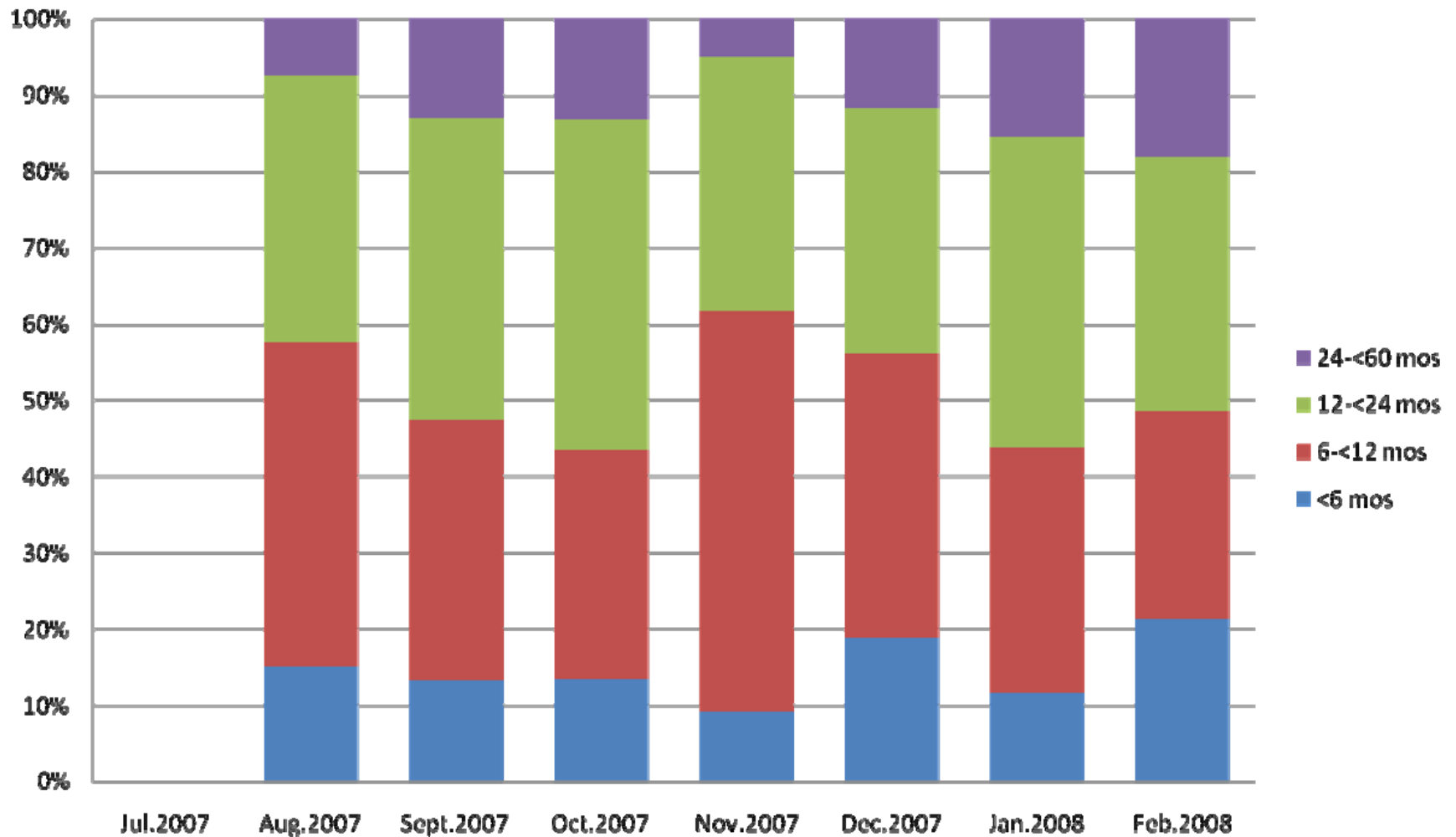
1. Making it matter: What is the evidence that improved IYCF practices impact the nutritional status of children under 24 months?
2. Promising approaches to improve IYCF practices
3. Making it happen: **HOW TO** integrate IYCF into CMAM/CTC activities

Malnutrition happens early

Weight for age by region



Ages of Children in Therapeutic Feeding Dadaab Camps

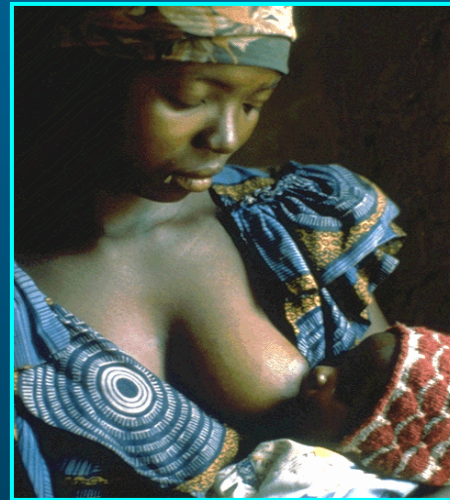


Improved infant feeding practices can reduce malnutrition and save lives

- Breastfeeding could prevent 13%.....
- Optimal complementary feeding practices could prevent 6%.....

of all under-5 deaths

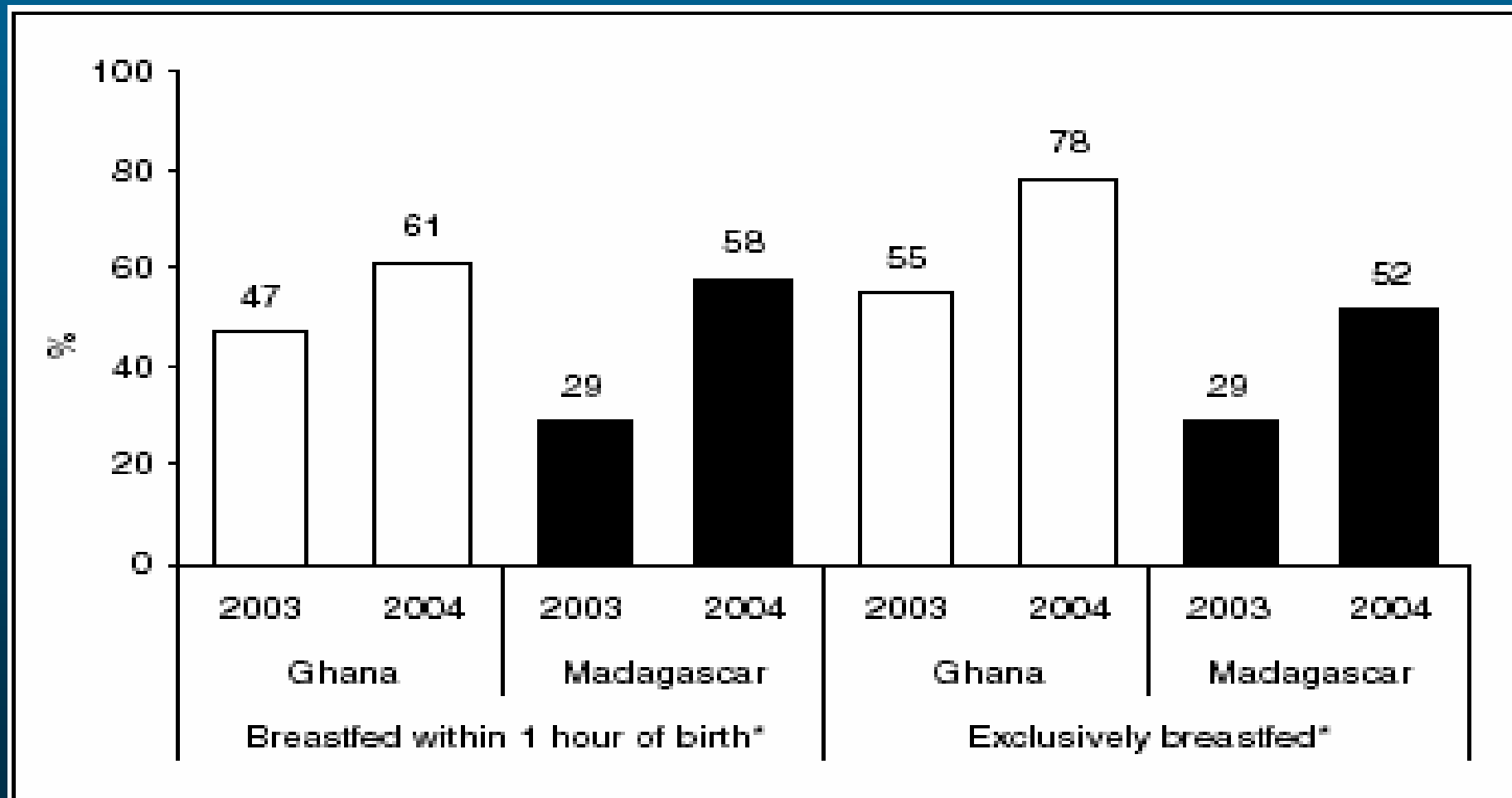
Lancet 2003



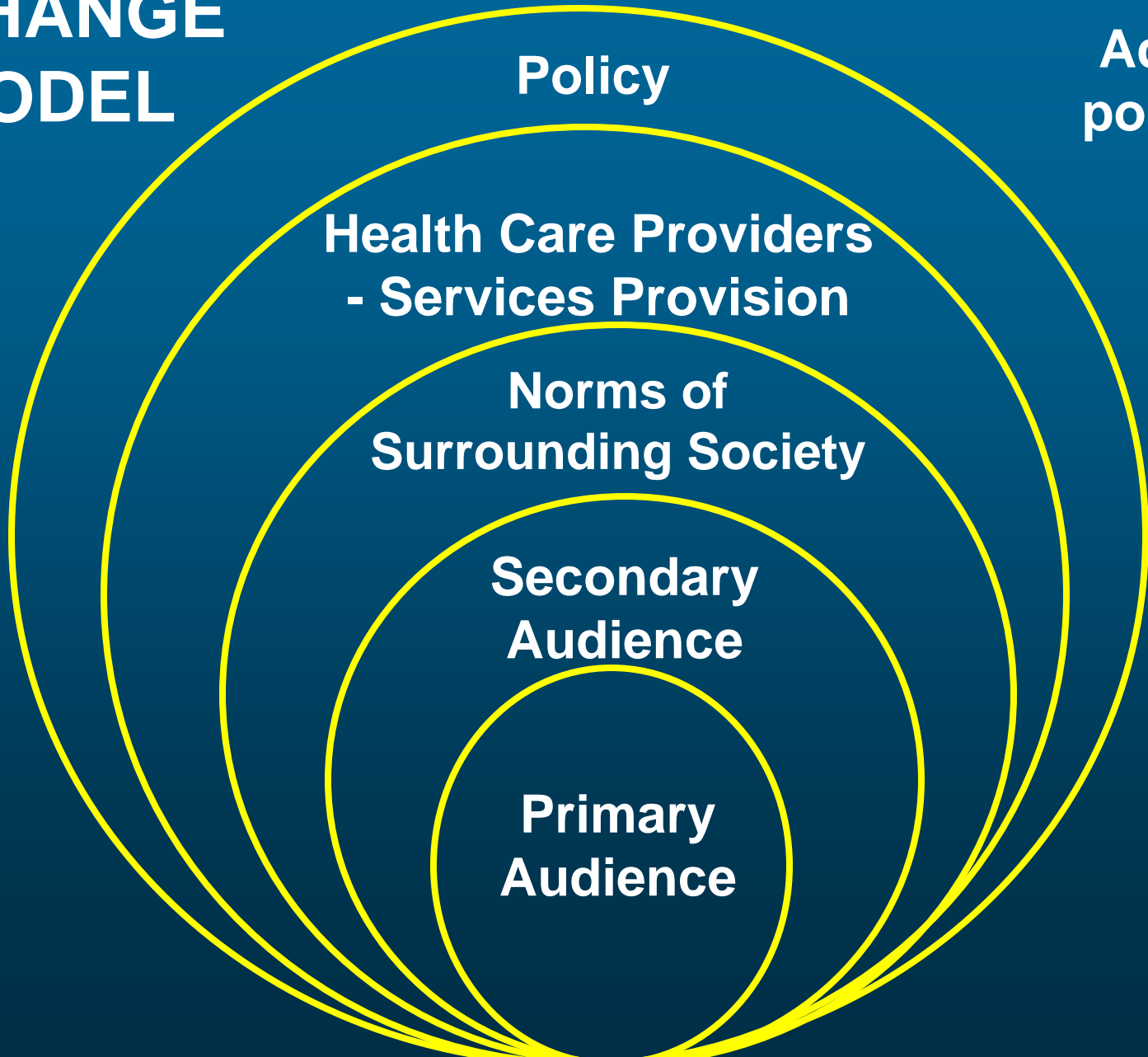
**Promising Approaches
to Improve IYCF
Practices:
Behavior Change**

Community level behavior change programs do work

LINKAGES Quinn 2005 J Human Lact 21 (3)



BEHAVIOR CHANGE MODEL



Advocacy for
policy change

Training

Groups to
change
community
norms

**Groups to
create
support**

Mother/
caregiver
behaviors

Behavioral analysis matrix

Formative research identifies:

- Optimal IYCF practices
- Current IYCF practices and their determinants (motivators and barriers)

In order to:

- Focus on 2-3 priority behaviors that can make a difference (small doable actions)
- Develop simple focused messages
- Address real problems

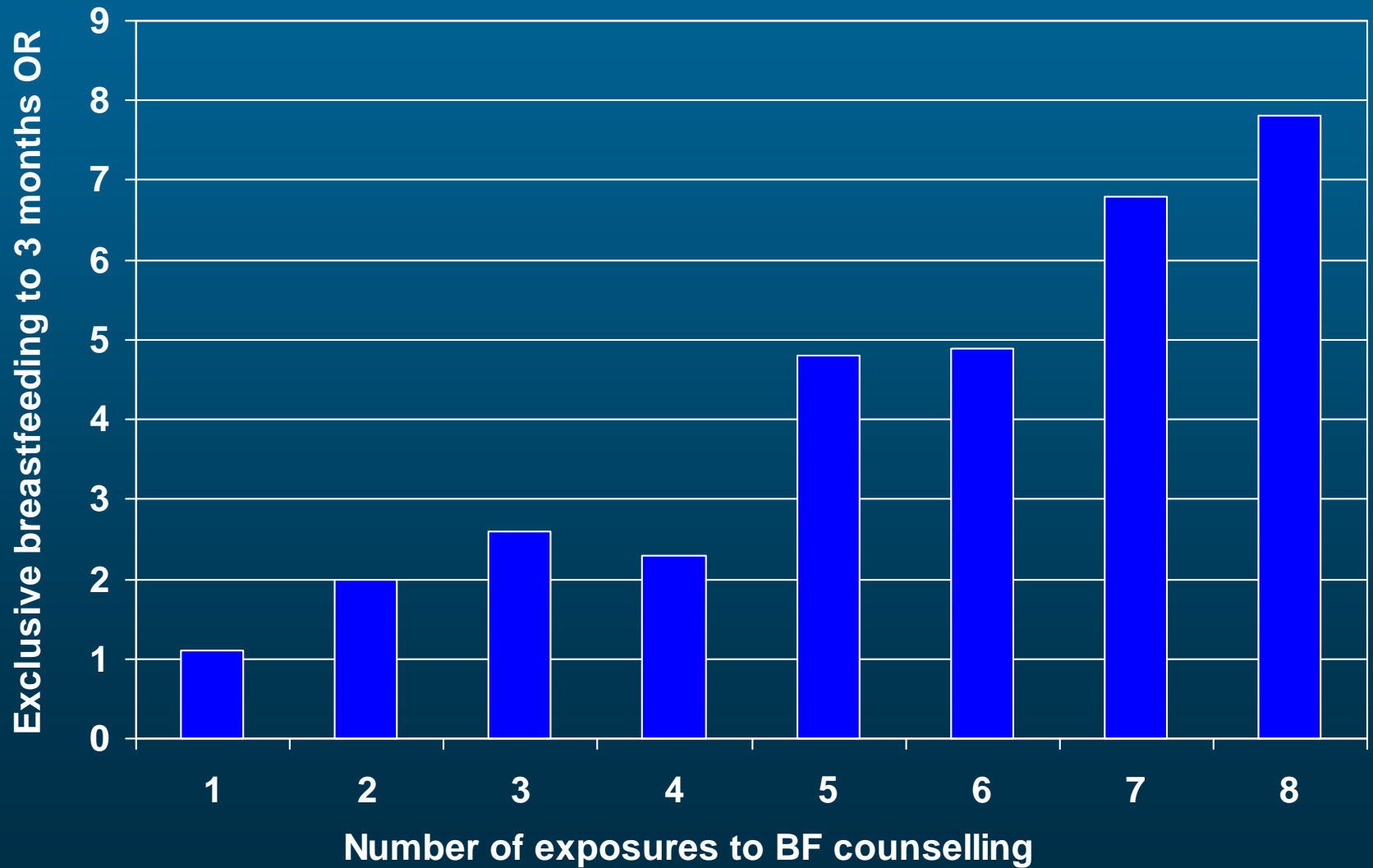
Behavior change components

- Identify key actions: feasible, “doable”
- Provide “Just-in-time” information
- Move toward long-term goals in small doable steps: asking a mother to try and not give water to her baby for 2 days rather than asking her to exclusively breastfeed for 6 months

To be effective, messages need to be adapted

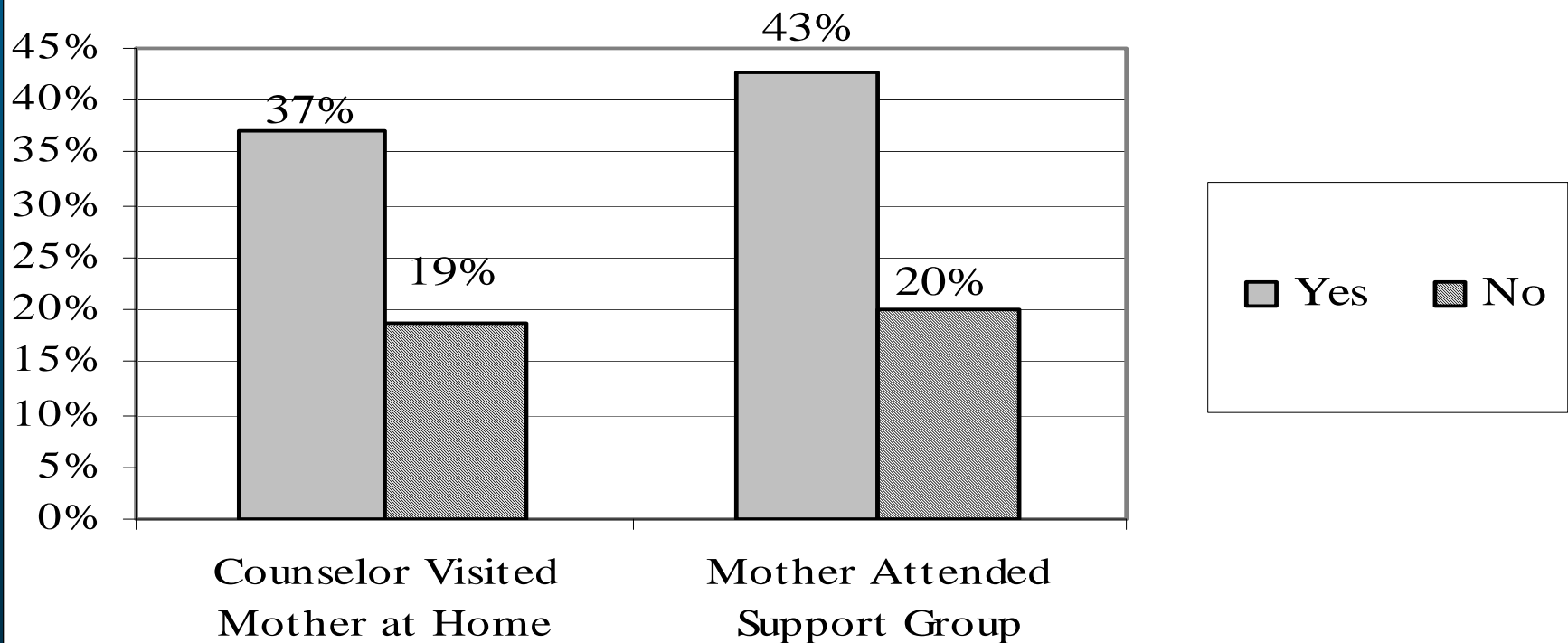
- “Baby camels and goats do not need water when they are born”
- “More suckling by the baby and not more food for the mother makes more breastmilk”
- “Mother, think about the thickness, number of times and amount of food you give your young child”

More contact results in improved feeding practices



Peer support results in improved feeding practices

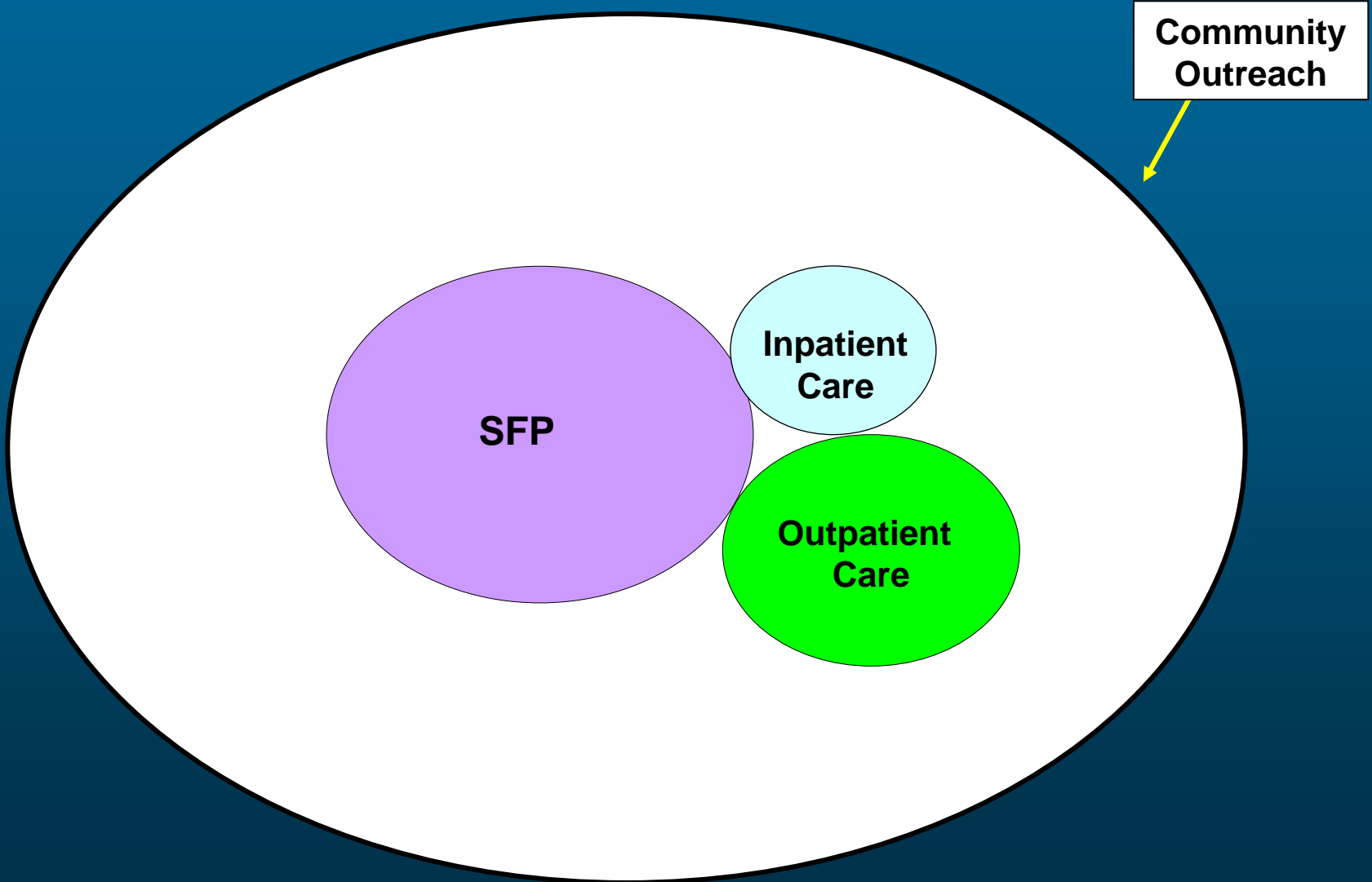
Figure 4. Percent Exclusively Breastfeeding by Exposure to LLLG Activities



Making It Happen

***HOW TO* link IYCF
Counseling with CMAM/CTC
Approach and Activities**

How to Link YCF support with CMAM/CTC



Possible contact points (1)

- **Community Outreach** - include simple rapid assessment (SRA) of IYCF
- Possible questions:
 1. How old is the baby?
 2. Are you breastfeeding him/her?
 3. Are you having any breastfeeding difficulties?
 4. Is the baby getting anything else to eat or drink?

Possible contact points (2)

- Admission

- effective group education/peer support
- medical assessment - individual counseling for IYCF including observation of a breastfeed, details on other foods and drinks given to child, and mother's own situation

Possible contact points (3)

- **Treatment**
 - reestablish and maintain good IYCF practices
- **Discharge**
 - assess achievement of IYCF treatment objectives
- **Follow-up**
 - ongoing and periodic monitoring

Training: community- and skills-based

- Grounded in local culture
- Interface with appropriate health authorities
- Develop interpersonal skills
- Focus on counseling and negotiation
- Use visuals for illiterate populations
- Emphasize frequent post-partum contacts
- Conduct on-going refreshers/updates

Training: community- and skills-based

- 2-day **practical training** on counseling and negotiation, communication skills, and simple key IYCF messages
- **On-the-job training** during community outreach, admission, treatment, discharge, and follow-up

Making the obvious (linking IYCF and CMAM) possible

- Start with community outreach
- Community- and skills-based training in IYCF
- Focus on counseling and negotiation skills
- Discharge with age-appropriate feeding practices
- At follow-up: monitor maintenance of age-appropriate feeding practices
- Implement a behavior change approach:
 - Simple focused messages
 - Small doable actions

How Can We Go for the Green

