

Action Guide on Implementation of the Global Strategy for Infant and Young Child Feeding

Pick Your Action! The following are suggestions for actions for different actors/sectors related to the 10 areas for action for the Implementation of the Global Strategy for Infant and Young Child Feeding. Depending on your professional situation, and whom you may have access to, to ask, you could discuss and plan further actions on these issues. Also please refer to the Action Resources section in the WBW 2012 Action Folder for places to get further information.

| Areas/ target group | Government and national policy makers | Health professionals | NGOs | Community/ Mothers Groups |
|------------------------------------|---|--|---|---|
| National policy | <ol style="list-style-type: none"> 1. Review your policy and consider updating it if needed. 2. Check the status of the policy in all areas highlighted in the WBW 2012 Action Folder. Does it cover all the ten areas of action? 3 Advocate with responsible policy makers on the areas that may need to be strengthened. 4. Advocate for the appointment of a fulltime Breastfeeding /YCF Co-ordinator and a Committee to co-ordinate planning and implementation. 5. Advocate for funding to support all programme areas. | <ol style="list-style-type: none"> 1. Check what your national policy says 2. Check the status of the implementation of the policy in your facility. 3. Discuss with Hospital or other Health Service Managers how implementation of the policy can be strengthened | <ol style="list-style-type: none"> 1. Check what your national policy says. Does it cover all 10 areas of WBTi? 2. Learn as much as you can about how well the policy is implemented in your locality. 3. Talk to your political and community leaders about the status of the policy. 4. Advocate with local authorities for improvement of the policy, and for strengthening of its implementation. | <p>Areas for discussion with mothers, and action planning, to be lead by community leaders/ health workers with knowledge of the issue:</p> <ol style="list-style-type: none"> 1. Talk to the mothers to know what support they receive regarding infant feeding and maternal health. Ask mothers what support they would like to have. 2. After collecting this information, discuss with the community health leader and plan possible action. |
| BFHI | <ol style="list-style-type: none"> 1. Find out how many hospitals in your country or district are Baby Friendly. 2. Advocate for national policy that requires all hospitals to work towards becoming Baby-friendly. 3. Advocate for formation of a team to help hospitals plan to become baby-friendly and to train their staff. 4. Advocate for formation of a team trained to assess and monitor hospitals wishing to be baby-friendly. | <ol style="list-style-type: none"> 1. Do a self assessment of baby-friendly practices in your health facility. See WHO Publication: BFHI Section 4: Hospital self-appraisal and monitoring – refer to the Action Resources Section. 2. Discuss with your supervisor and colleagues how you might be able to improve practices. 3. Tell your colleagues about the BFHI, and try to find allies and form a group to advocate for the BFHI. | <ol style="list-style-type: none"> 1. Find out if your local maternity facility is accredited as baby-friendly. 2. Ask mothers who have delivered there what help they received, with breastfeeding and which of the “Ten Steps” are practised. 3. Ask to meet senior health staff in the maternity or the local authority and discuss your findings. 4. Find out how much they know about the BFHI, and give them additional information. Advocate for making the facility more baby-friendly. | <p>Areas for discussion with mothers, and action planning, to be lead by community leaders/ health workers with knowledge of the issue:</p> <ol style="list-style-type: none"> 1. Did you have support to have early contact with your baby and to breastfeed after delivery? 2. Did you face any problems when breastfeeding your baby for the first time? 3. Did you receive any support to deal with your problem? |

| | | | | |
|----------------------|---|--|--|--|
| Code | <ol style="list-style-type: none"> 1. Work to adopt the Code through the creation of National legislation. 2. Create effective mechanisms to address violations. 3. Train government personnel on the implementation of the National legislation. | <ol style="list-style-type: none"> 1. Learn more about the Code and your responsibilities as a health professional. 2. Draw attention to violations of the Code at your workplace. 3. Organise and participate in a Code monitoring exercise at your health facility. 4. Advocate for Code compliance at your health facility. 5. Set a good example by not accepting gifts or incentives from manufacturers or distributors of breastmilk substitutes. | <p>Learn about the Code:</p> <ol style="list-style-type: none"> 1. Set up Code-training sessions with colleagues and allies. Contact IBFAN for materials, information and advice. 2. Offer to provide Code awareness training sessions for your local health facilities. <p>Monitoring the Code</p> <ol style="list-style-type: none"> 1. Carry out a monitoring exercise in supermarkets and pharmacies. Check magazines and other print media, the web, TV and radio. If possible, look at your local health facilities (whether state or private). 2. Encourage students to do Code monitoring and related topics for their research projects. Support them with information and contact addresses. | <p>Areas for discussion and action planning to be lead by leaders/ health workers with knowledge of the Code:</p> <ol style="list-style-type: none"> 1. Go to the shop in your community and see if they are selling infant formula. 2. Check to see how they are advertising this formula. 3. Ask them what advice they give to mothers about using formula. 4. With this information discuss with your health leader and consider what action might be taken. |
| Maternity protection | <ol style="list-style-type: none"> 1. Advocate for legislation to provide all women with adequate paid maternity leave/ nursing breaks. 2. Advocate for all women to have access to safe childcare facilities managed by trained personnel at the workplace and/or in the community nearby. | <ol style="list-style-type: none"> 1. Find out what maternity benefits and rights are available in your country, for health workers, especially your colleagues, and for other women. 2. Support your co-workers when they return to work and wish to continue breastfeeding (be a good colleague!). 3. Advocate through your health professional association or union for educating women about their entitlements, and for improved maternity leave and breastfeeding breaks. 4. Be aware of the situation that your patients face, and support them to breastfeed optimally if they have to return to work (e.g. teaching them to express and store breastmilk effectively, or refer them to support groups | <ol style="list-style-type: none"> 1. Find out what maternity benefits and rights are available in your country and local employers. 2. Educate your group about maternity protection using WABA materials. See Action Resources section that follows. 3. Advocate with trade unions and employers for improvements. See Action Resources section that follows. 4. Advocate for, or help to set up, crèches near workplaces for mothers to use. 5. Arrange help for mothers to learn to express their milk to leave for babies when they are at work. | <p>To be discussed with professional in charge of the breastfeeding program and to take action as needed:</p> <p>Ask working mothers:</p> <ol style="list-style-type: none"> 1. What was your experience of getting maternity leave? 2. Do you know how much maternity leave you are entitled to? 3. Did you have support to help you breastfeed at work? E.g. a breastfeeding corner or room, crèche facilities, nursing breaks. 4. What difficulties did you experience, and how did you manage? |

| | | | | |
|---------------------------------------|---|--|---|--|
| | | for this help). | | |
| Health and nutrition care | <ol style="list-style-type: none"> 1. Advocate for all health and nutrition workers who care for mothers and babies in health facilities and in the community to be trained in breastfeeding and IYCF counselling to support mothers. 2. Include awareness of IYCF concerns in the training of administrators and other government personnel who may be responsible for managing the programmes. 3. Encourage public and community health services to include at least 7 contacts for breastfeeding counselling for all mothers during the antenatal and postnatal period. . | <ol style="list-style-type: none"> 1. Promote and support breastfeeding in all nutrition and care programs. 2. Inform your colleagues about the benefits of breastfeeding and the support that mothers need. 3. Hold workshops on supporting breastfeeding at your health facility (you may be able to invite expert local speakers). 4. Celebrate World Breastfeeding Week! | <ol style="list-style-type: none"> 1. Discuss with local health and nutrition workers how they could work with mother support groups. If appropriately trained, mothers from support groups can provide peer counselling for common breastfeeding difficulties. 2. If there are no mother support groups in the area, explore with local health workers how to start one, perhaps from a group of mothers attending an antenatal clinic. | <p>Areas for discussion with mothers, and planning actions, to be lead by community leaders/ health workers with knowledge of the issue:</p> <ol style="list-style-type: none"> 1. During your pre natal care what information were you given about breastfeeding? 2. What information did you feel you needed? 3. During postnatal care, did you receive help with breastfeeding your baby? 4. What help do you feel you needed? |
| Mother support & community | <ol style="list-style-type: none"> 1. Advocate for implementation of Step 10 of the BFHI 'Ten Steps' – which calls for working with community organisations to support mothers. 2. Check how the health system fosters and helps mother support organisations. | <ol style="list-style-type: none"> 1. Link your health facility with the local mother support groups in your area. 2. Advocate for peer counsellor training in your area. 3. Ensure regular communication between your health facility and community support groups. | <ol style="list-style-type: none"> 1. Find out if there are any mother support groups in your community. 2. Discuss with them how they can work with health workers to support mothers and if they would like to be trained to do so. 3. Arrange a meeting between the mothers' group and health workers trained as breastfeeding counsellors 4. Use community health outreach channels to raise awareness of breastfeeding benefits and the support that women need from their families, communities and health workers. | <p>Areas for discussion with mothers, and planning actions, to be lead by community leaders:</p> <ol style="list-style-type: none"> 1. In your community did you have a mother or community group that supports mothers to breastfeed? 2. What did you learn from them? Was it useful for you? 3. What information do you still need? |
| Information Support | <ol style="list-style-type: none"> 1. Adopt the recommendation from the WBTi: <i>provide</i> "Universal Access to Women for Accurate Information and Skilled Counselling on IYCF". | <ol style="list-style-type: none"> 1. Check the written information that is available for pregnant and breastfeeding mothers who attend your health facility. Make sure that it is appropriate and accurate, and not from | <ol style="list-style-type: none"> 1. Check the written information that is given to mothers at local health facilities. 2. If it is not appropriate and accurate, discuss it with the health workers using it, and ask them to | <p>Areas for discussion with mothers, and planning actions, to be lead by community leaders:</p> <ol style="list-style-type: none"> 1. What information material have you seen about breastfeeding your baby? What did it tell you? How did it |

| | | | | |
|-------------------|--|--|--|--|
| | <p>2. Ask the national and local Breastfeeding/ IYCF committees to screen all IEC materials for consistency, and if necessary to advocate for their improvement or replacement..</p> | <p>formula companies.</p> <p>2. If there is no information or if what there is, is not suitable, get it replaced by good information, even if it is simple duplicated material.</p> <p>3. Make sure that the health staff know about the good information, and that they make sure all mothers receive it.</p> | <p>replace it. Offer to help them do so if you can.</p> <p>3. Go with mothers you know to clinics and ask if you can watch any videos or other health education sessions with them. Discuss with health staff if they are accurate, and ask if you can help them to get better materials.</p> | <p>help you?</p> <p>2. Where did you find this information?</p> <p>3. Do you feel that you and the other mothers need material that is more helpful and supportive?</p> |
| IFE | <p>1. Integrate IYCF into National Emergency Preparedness Plans.</p> <p>2. Ensure that breastmilk substitutes are among the emergency supplies that are regulated by the government in accordance with the Code.</p> <p>3. Train relief workers about infant and young child feeding, especially for counselling mothers, and relaxation.</p> <p>4. Set up a register of skilled lactation experts who may be willing to guide relief workers in an emergency situation.</p> | <p>1. Discuss emergency preparedness with staff of your health facility.</p> <p>2. Identify any lactation experts who would be willing to go to an emergency site and help aid workers with breastfeeding mothers. Make sure that Emergency Relief agencies know about them.</p> <p>3. Offer to help train aid workers about breastfeeding.</p> <p>4. Make sure that your health facility has a clear policy on the control of formula distribution in local emergencies.</p> <p>5. Discuss and agree on the criteria for use of infant formula in an emergency. Refer to the IFE Operational Guidance. See Action Resources section that follows.</p> | <p>1. Discuss IFE with your group. Make sure they are aware of the Operational Guidance and what it contains. See Action Resources section that follows.</p> <p>2. Discuss what your groups might be able to contribute in an emergency situation.</p> <p>3. Inform the body responsible for National Emergency preparedness of your willingness to work with them.</p> <p>4. If there is no such body responsible, advocate for the formation of one.</p> | <p>Areas for discussion with mothers, and planning actions, to be lead by community leaders/ health workers with knowledge of the issue:</p> <p>1. What do you know regarding the care of children during difficult situations, such as an emergency?</p> <p>2. When you experienced the last emergency situation what was the advice you received about caring for your child?</p> |
| IF and HIV | <p>1. Consider how to integrate infant feeding and HIV in national infant and young child feeding policies and plans of action.</p> <p>2. Ensure that there are national guidelines on HIV and Infant feeding, and endeavour to harmonize them with current global recommendations.</p> | <p>1. Ensure that your colleagues are informed about the latest WHO guidance on HIV and Infant feeding.</p> <p>2. Ensure that you and your colleagues are informed about the national policy for managing HIV and infant feeding issues in your work situation.</p> <p>3. Ensure that your local authority and health facility have policies on implementation of</p> | <p>1. Ensure that your organisation is informed about HIV and infant feeding, and about WHO policies and national policies on HIV and infant feeding. See Action Resources section that follows.</p> <p>2. Think of ways to help educate families about the issue, and to support families who are affected by the issue.</p> | <p>Areas for discussion with mothers, and planning actions, to be lead by community leaders/ health workers with knowledge of the issue:</p> <p>1. Have you ever received any information about how mothers who have HIV should feed their babies?</p> <p>2. Do you know anybody who has had this problem, and what they decided to do?</p> |

| | | | | |
|---|---|---|---|--|
| | | <p>PMTCT.</p> <p>4. Find out how families are educated about this issue, and how affected mothers are counselled about HIV and infant feeding. Advocate for improved education and counselling if necessary.</p> | | |
| <p>Monitoring and Evaluation</p> | <p>1. Advocate for breastfeeding to be included regularly in national health data collection.</p> <p>2. Promote and support regular monitoring of the status of BFHI hospitals.</p> <p>3. Establish a recording and reporting system for breastfeeding counselling contacts of mothers with skilled health or community staff.</p> <p>4. Ensure that there are systems in place to monitor prevention of mother to child transmission (PMTCT) programmes.</p> | <p>1. Advocate for a recording and reporting system (alongside immunization and growth monitoring) to follow exclusive and continued breastfeeding rates among the mothers attending your health facility.</p> <p>2. At meetings with staff, include reporting on observations of breastfeeding rates, and any changes noted and discuss how to improve the situation.</p> <p>3. Participate in any WBTi assessment that is being carried out in your local or national area.</p> | <p>1. Consider conducting an informal audit of mothers and babies in the community, to find out how many are breastfeeding exclusively, and what the mothers' experiences have been.</p> <p>2. Offer to help local health services to monitor breastfeeding among mothers in the community.</p> <p>3. Conduct Code monitoring in local shops and supermarkets to observe violations by formula companies. Notice if this changes over time.</p> | |