

Breastfeeding & Complementary Feeding



As a strategy to reduce Child Deaths

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Mother Support & Training Coordinator

BPNI Maharashtra

bpnimaharashtra.org

Shishuposhan App on Android



Maharashtra State Branch



Breastfeeding is Natural

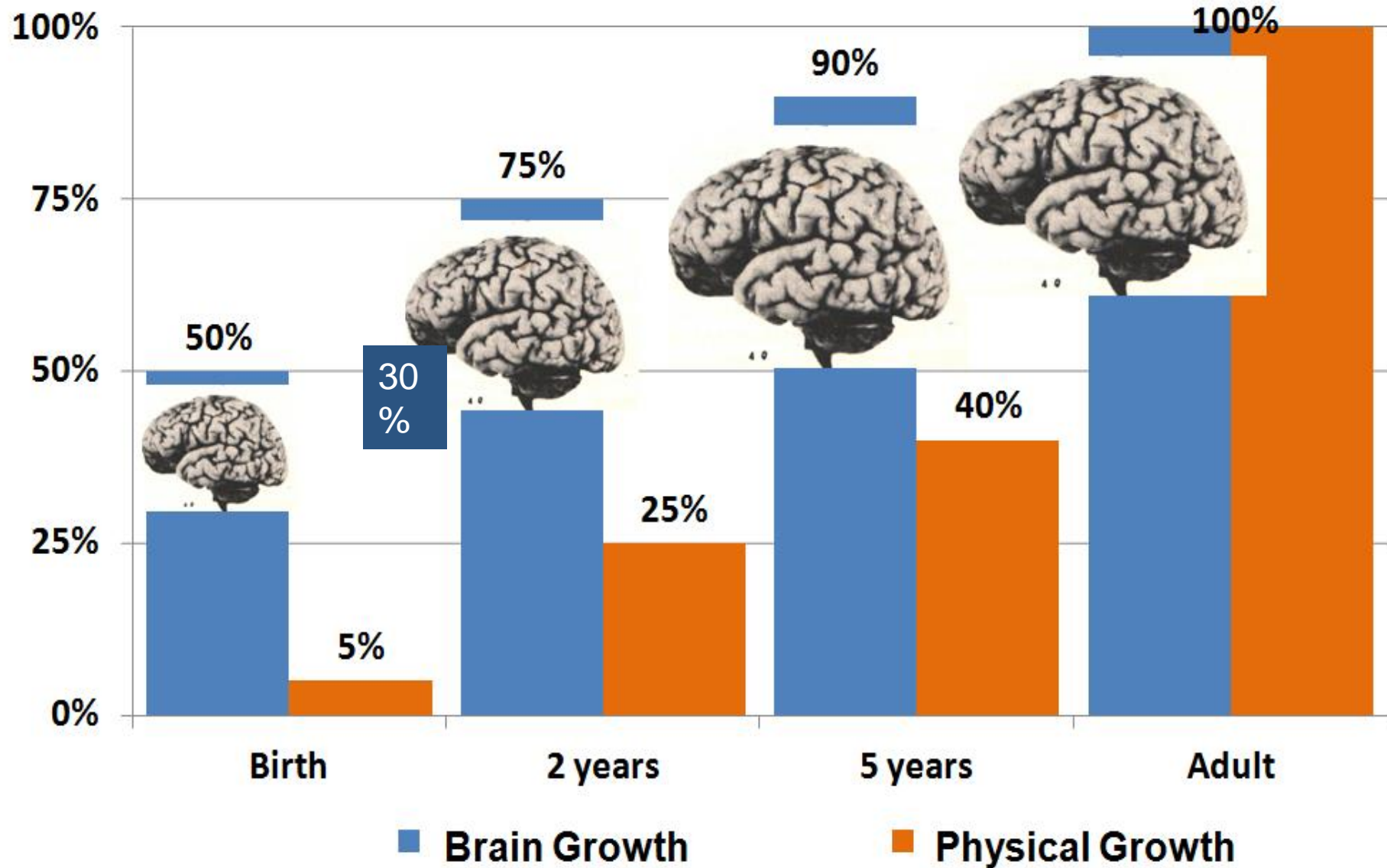


IYCN: Definition

Nutrition in the First 1000 Days

- ❖ Nutrition of Pregnant & Lactating Mother
- ❖ Breastfeeding
- ❖ Complementary Feeding

Brain growth vs. Physical growth



How Hirkani's Story is relevant to Modern Mothers

Modern mothers also need to scale mountains of different myths and incorrect traditional practices in order to feed as per the recommendations. It is responsibility of all Health Care Providers to give information, help, guidance, encouragement and support to every mother to scale these mountains and become incarnations of Hirkani. This training module has been designed for the ambitious Hirkani IYCN Initiative to empower Governmental and Non-Governmental Health Care Providers at all levels to fulfill this responsibility.



Inspiring Story of Hirkani



Hirkani was a milkmaid who lived at the base of Raigad fort during the times of the great king Shivaji. Hence her story dates back to the middle of 17th century i.e. about 350 years back. Tales of her courage and love for her baby are often told in the state of Maharashtra. Historians debate whether Hirkani was real or legend. However her mothering instinct is real and universal.

Hirkani was a working mother who had to leave her baby behind to go up to Raigad to deliver the milk on the occasion of full moon night of 'Kojagiri'. Unfortunately she got delayed and could not leave the fort before sunset when the fort doors were closed for the night. An official permission to open the gates would have taken away many valuable hours. Her baby was already awaiting her return for quite some time. She stood frustrated at the top of a vertical cliff looking down at the dim lights of her village more than a thousand feet below in the dark valley. Soon the mother's love and determination took over against all odds and she climbed down the cliff to embrace and breastfeed her baby.

Recommendations by WHO-UNICEF

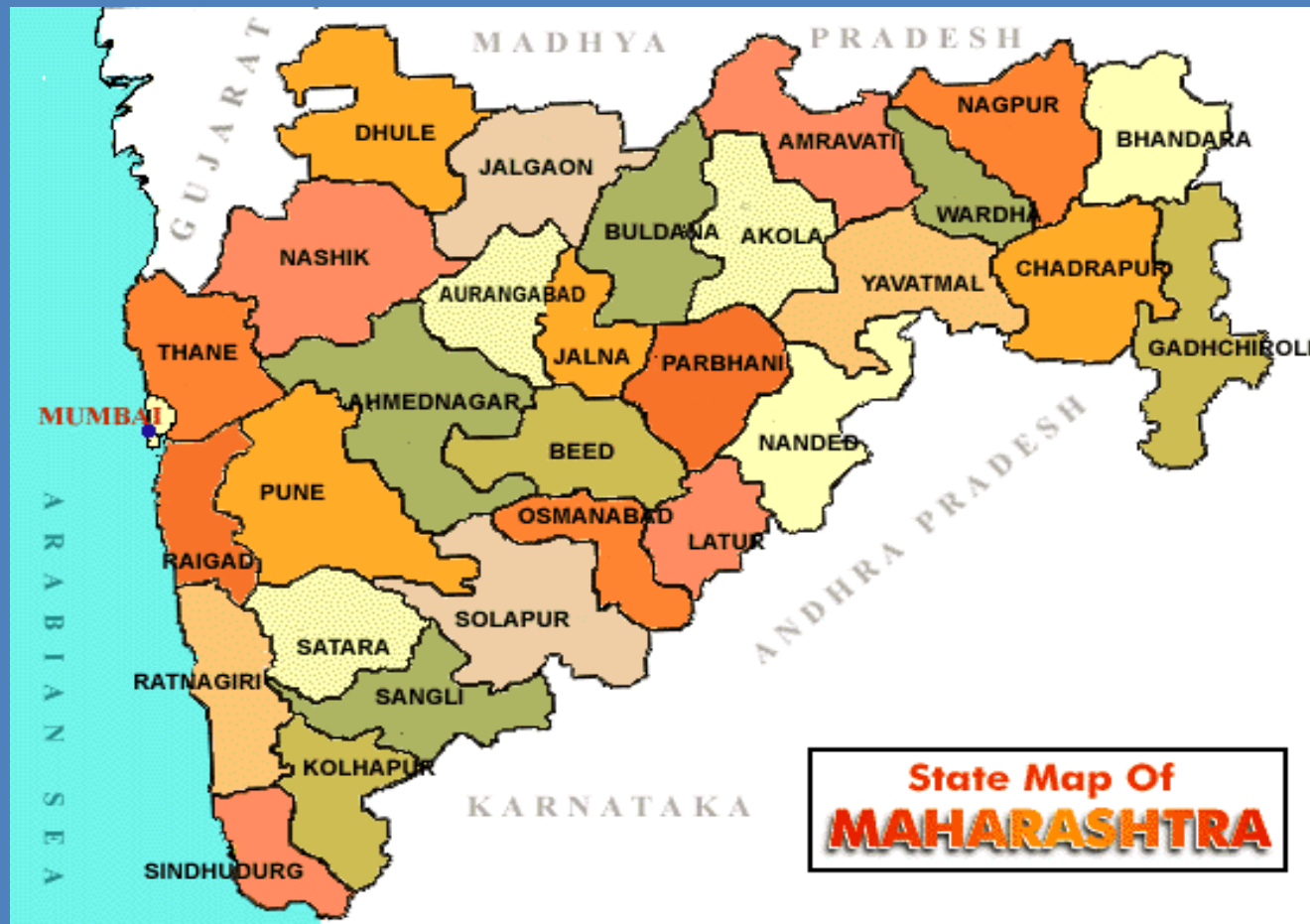
- ❖ Give mother to hold the baby in close skin to skin contact within 5 minutes of birth in order to initiate breastfeeding in the first hour of life
- ❖ Exclusive breastfeeding from birth till the completion of six months (nothing else except mother's milk- not even water, multivitamins, mineral supplements, balkadu, guti, griewater, traditional medicines).

Recommendations by WHO-UNICEF

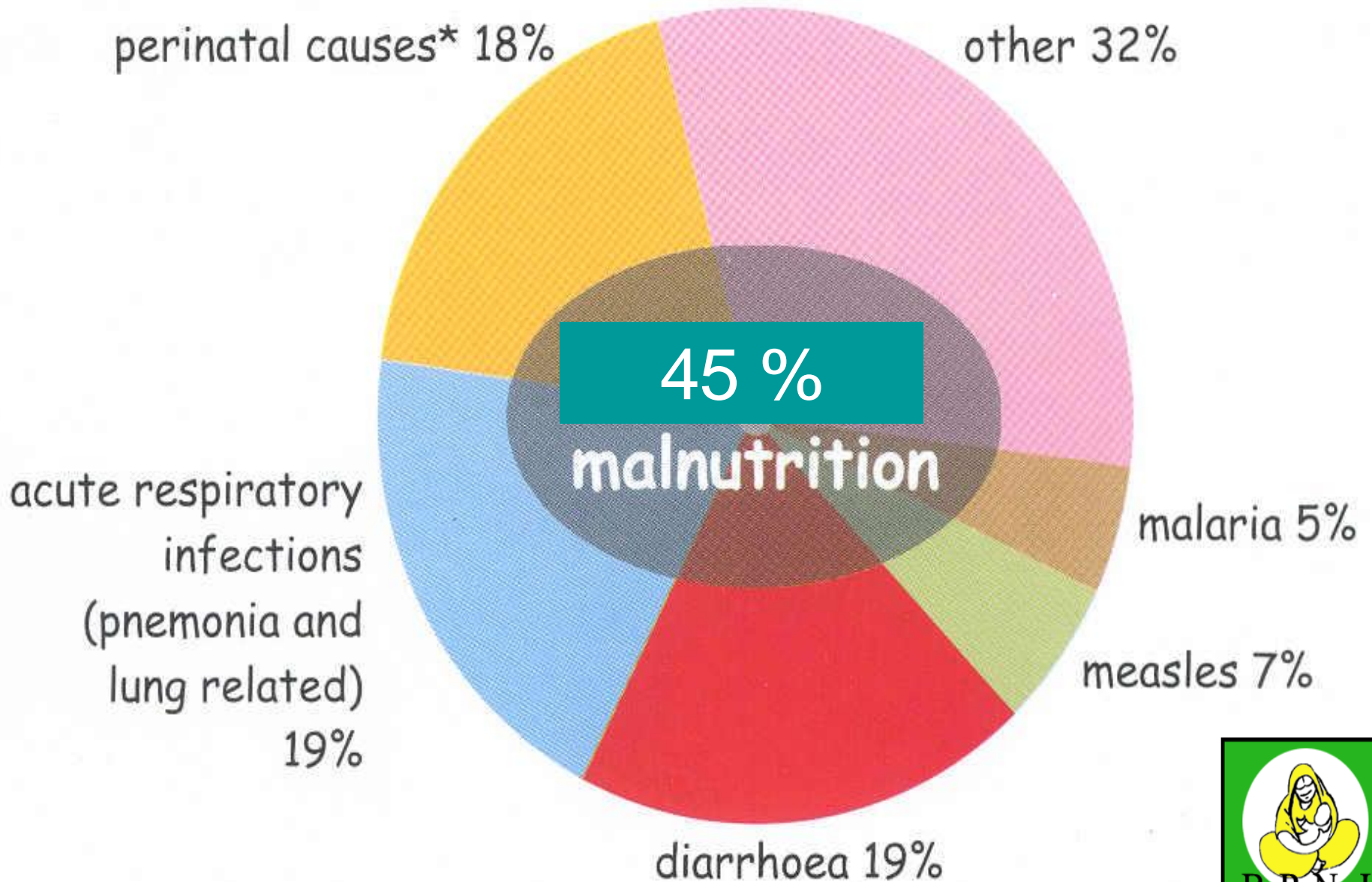
- ❖ Introduce appropriate, fresh, hygienically prepared, homemade, mashed and soft complementary foods at the end of six months (do not give watery items like rice water, dal water, soups, fruit juices etc.) and continue breastfeeding at least till second birthday
- ❖ Converse and communicate while feeding (Interactive Feeding) in order to stimulate mental and emotional development

In Maharashtra

- Out of every 1000 live births, 23.2 (17) die before the 1st birthday
 - Out of every 1000 live births, 28 (21) die before the 5th birthday
- NFHS-5 Data(In Bracket: SRS 2019 Data)

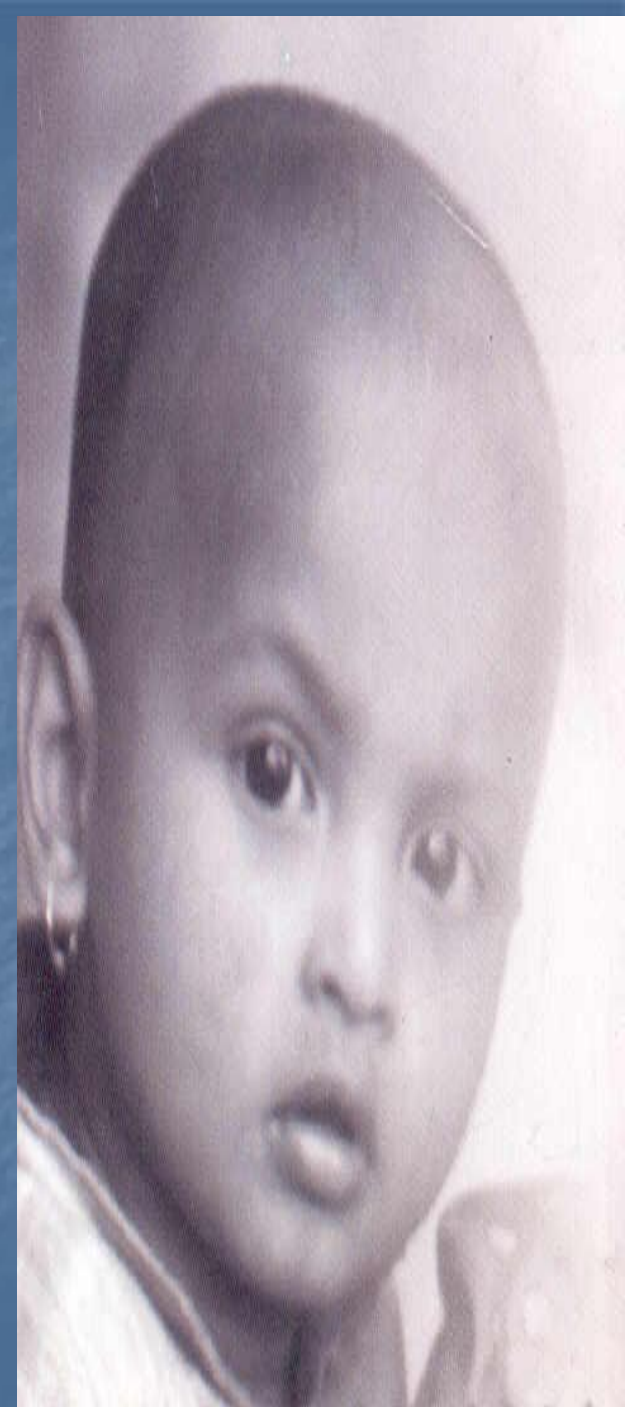


Under Five Mortality –Causes

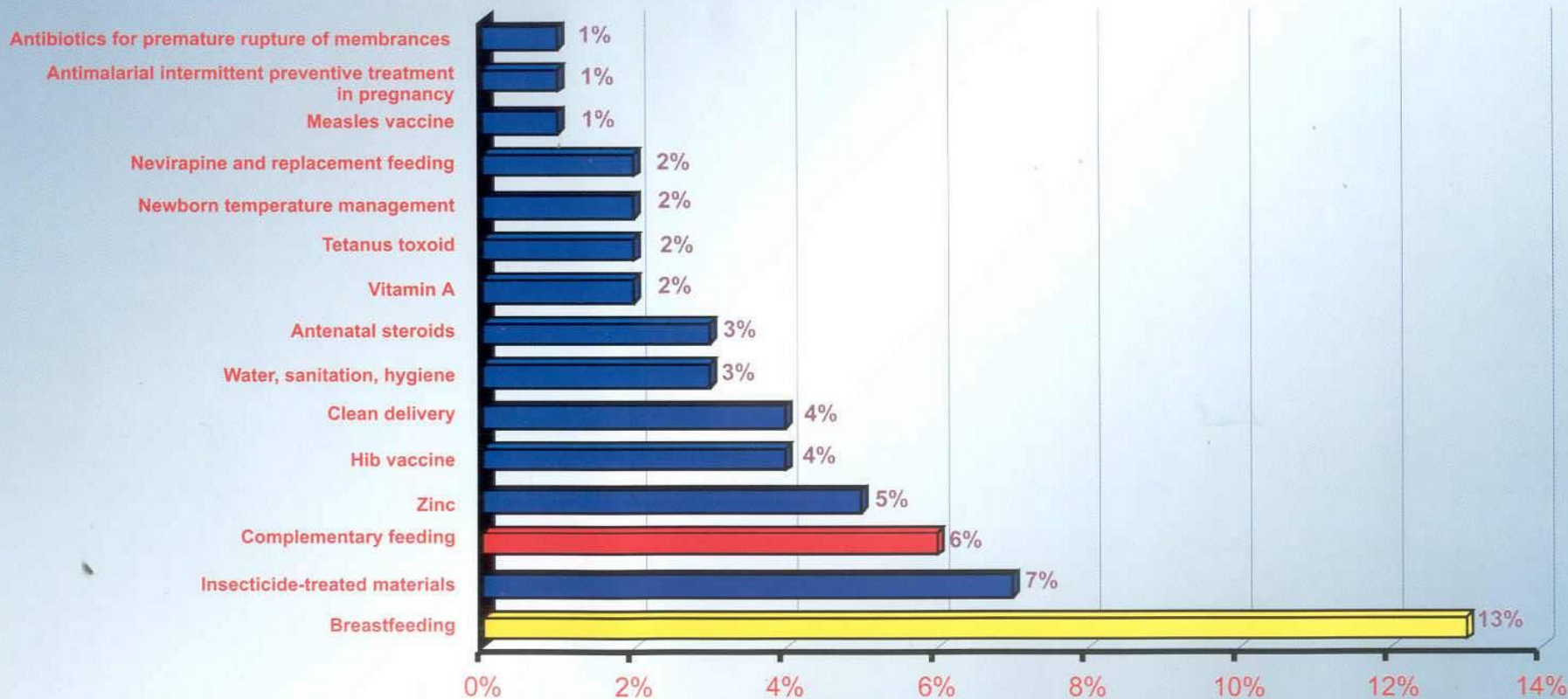


If not fed as per the recommendations in first 1000 days

- ❖ Malnutrition, mortality & morbidity
- ❖ individuals and societies prevented from reaching highest levels of physical, cognitive and reproductive development and human potential.
- ❖ Poor Overall health
- ❖ Malnourished mother gives birth to malnourished baby



U-5 child deaths (%) saved with preventive interventions



Breastfeeding is defined as exclusive breastfeeding for first 6 months and continued breastfeeding during 6-11 months



Developed by

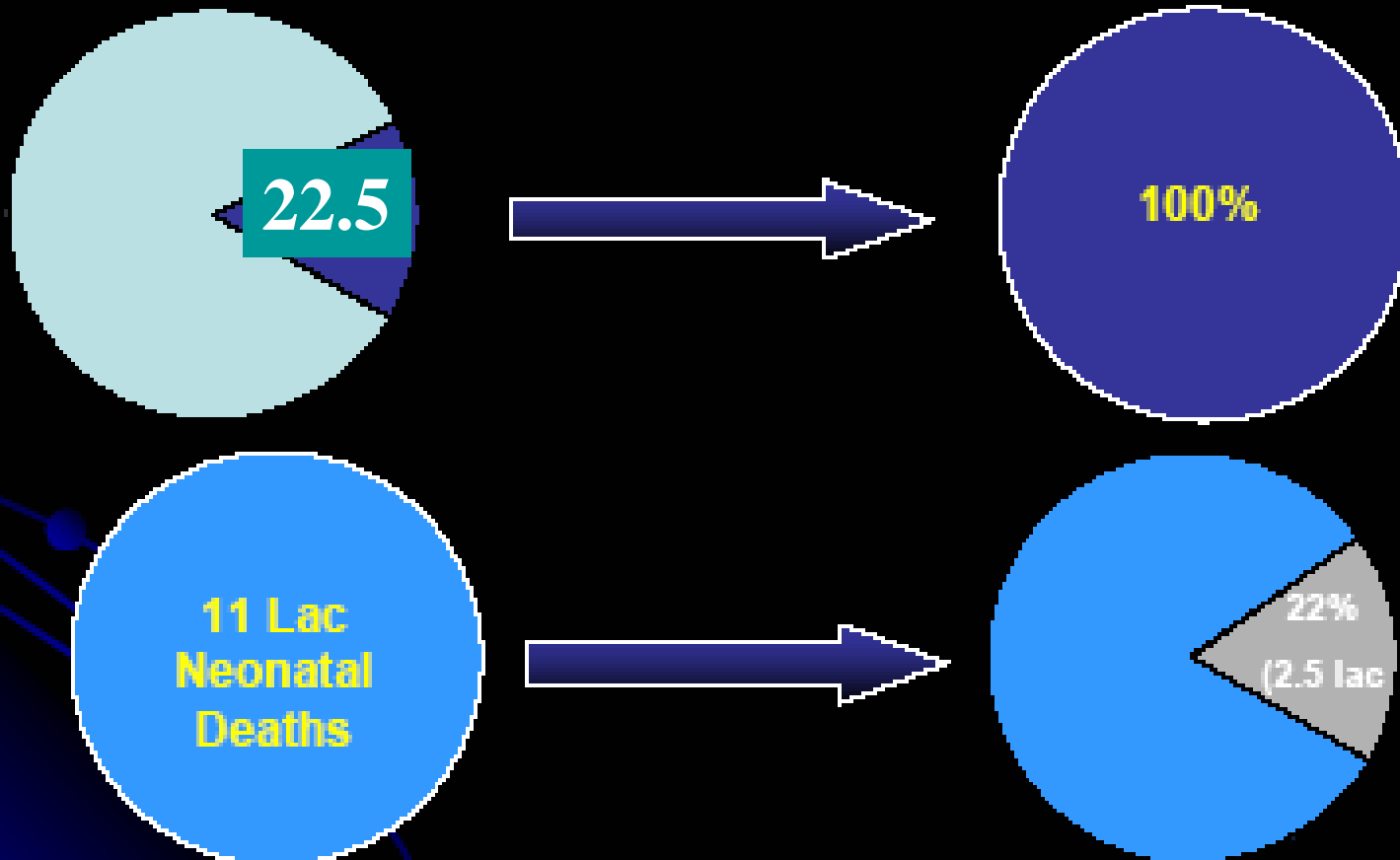
Breastfeeding Promotion Network of India (BPNI)
BP-35, Pitampura, Delhi-110088. Email: bpni@bpni.org

Source: Jones et al. LANCET 2003; 362:65-71

IYCN Situation in Maharashtra

Indicator	Maharashtra 2015:NFHS-4	Maharashtra 2020:NFHS-5	India 2020:NFHS-5
Initiation of BF <1 Hour	57.5 %	53.2 %	41.8 %
0- 6 months exclusive BF	56.6 % 4-5 months	71.0 % 0 – 5 months	63.7 % 0 -5 months
Appropriate CF at 6-9 mnths	43.3 %	52.7 %	45.9 %
Adequate Diet	6.5%	9.0%	11.3%
Malnutrition 0-3 years	Stunting 34.4 % Wasting 25.6 % UnderWt 36.0 %	35.2 % 25.6 % 36.1 %	35.5 % 19.3 % 32.1 %

1st hour initiation cuts 22% of all newborn deaths



Study from rural Ghana

Pediatrics 2006;117:380-386



Story of Lord Krishna

**What matters most?
Counselling vs Consumables**



Ten Components of MAA

Facility Based: saMsqaainahaya GaTk

- Four-D Immunization Clinic
- Baby Friendly Hospital Initiative(BFHI)
- Baby Welcome Room
- Breast Crawl
- Baby Friendly NICU

Ten Components of MAA

Community Based:

- **Hirkani Kaksha**
- **Mother Support Meetings**
- **Social Advocacy**
- **Follow up Discharge-42 Days**
- **Follow up 42 days – 2 Years**

Ten Components of MAA

For Future

- **Safe Havens for Under 3 and Adolescents**
- **Devoted Lactation Counsellors**

Baby Friendly Hospital Initiative (BFHI)

All Maternity Services (Government & Private) need to be Baby Friendly

Maternity Homes should be capable of implementing 10 Steps

BFHI: Main Action Points 1

- **IMS Code (Act)**
- **Indicators: Initiation & Excl BF**
- **Initiation of BF (Normal/LSCS)**
- **Excl BF: Normal/LSCS, Adequacy**
- **Frequency, Early Feeding Cues, How to wake up a sleepy Baby**
- **Breastfeeding Friendly Clothes**
- **Staff Theory/Hands on**





Strategies to wake the infant

- Remove any blankets
- Remove Clothes
- Change the infant's diaper
- Place the infant skin-to-skin
- Massage the infant's back, abdomen, arms & legs

From: *ILCA 2005: Clinical Guidelines for Establishment of Exclusive Breastfeeding*

Early Feeding cues

- Sucking movements
- Sucking sounds
- Hand-to-Mouth movements
- Rapid eye movements
- Soft cooing or sighing sounds
- Restlessness
- Crying is a late feeding cue and may interfere with effective breastfeeding.

From: *ILCA 2005: Clinical Guidelines for Establishment of Exclusive Breastfeeding*

Feeding Cues



BSL Directly proportional to



Frequency of Breastfeeding



Inversely proportional to Bilirubin

BFHI: Main Action Points 2

- **Positioning & Expression**
- **BF Problems**
- **Antenatal**
- **Colostrum Collection**
- **Dedicated Counsellor/Nurse**
- **Post Discharge Follow up**
- **Milk Bank: Use & Misuse**

Lactation Counsellor : Pre-Delivery Counselling

1. स्तनपान की मुक्तक प्रवृत्ति के अन्तर्गत प्रोत्साहित किया जाये।
2. गर्भ के अन्तर्गत माँ के पालन ही सुचारु।
3. गर्भ की उत्पत्ति के अनुसार बिना कोई भी अर्थ का व्ययत स्तनपान कराईये।
4. स्तनपान के दौरान बच्चे को सही ढंग से पकड़िये।
5. माईप वॉटर, जलमधुरी, टॉन का टॉनिक, ज्युक्रेज-वॉटर बच्चे को सही दिजाईये।
6. छह महीने तक बच्चे को सिर्फे माँ का दूध दिजाईये।
7. माँ के दूध का दूध जल, टॉनिक का पानी नही देना।
8. ब्रेस्ट फीडिंग का इन्फेन्शन सही दिजाईये।
9. स्तनपान में माँ के दूध को सही ढंग से पकड़िये।
10. स्तनपान में माँ के दूध को सही ढंग से पकड़िये।



Colostrum Collection



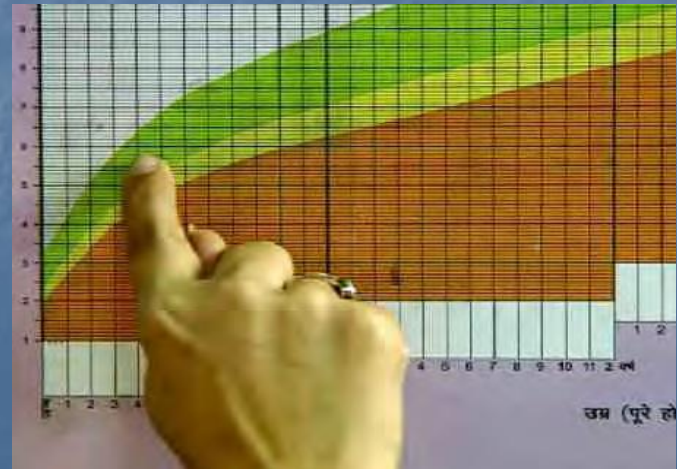
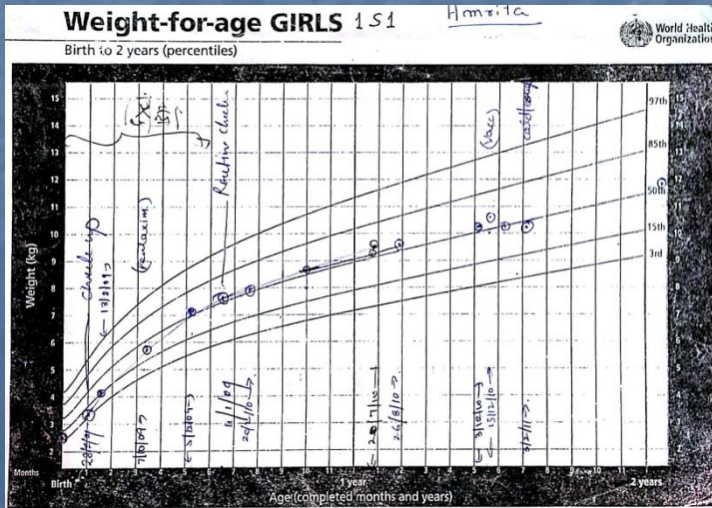
Four D's of 4-D Immunization Clinic

1. Diet & Growth Monitoring
2. Development
3. Drugs
4. Dose

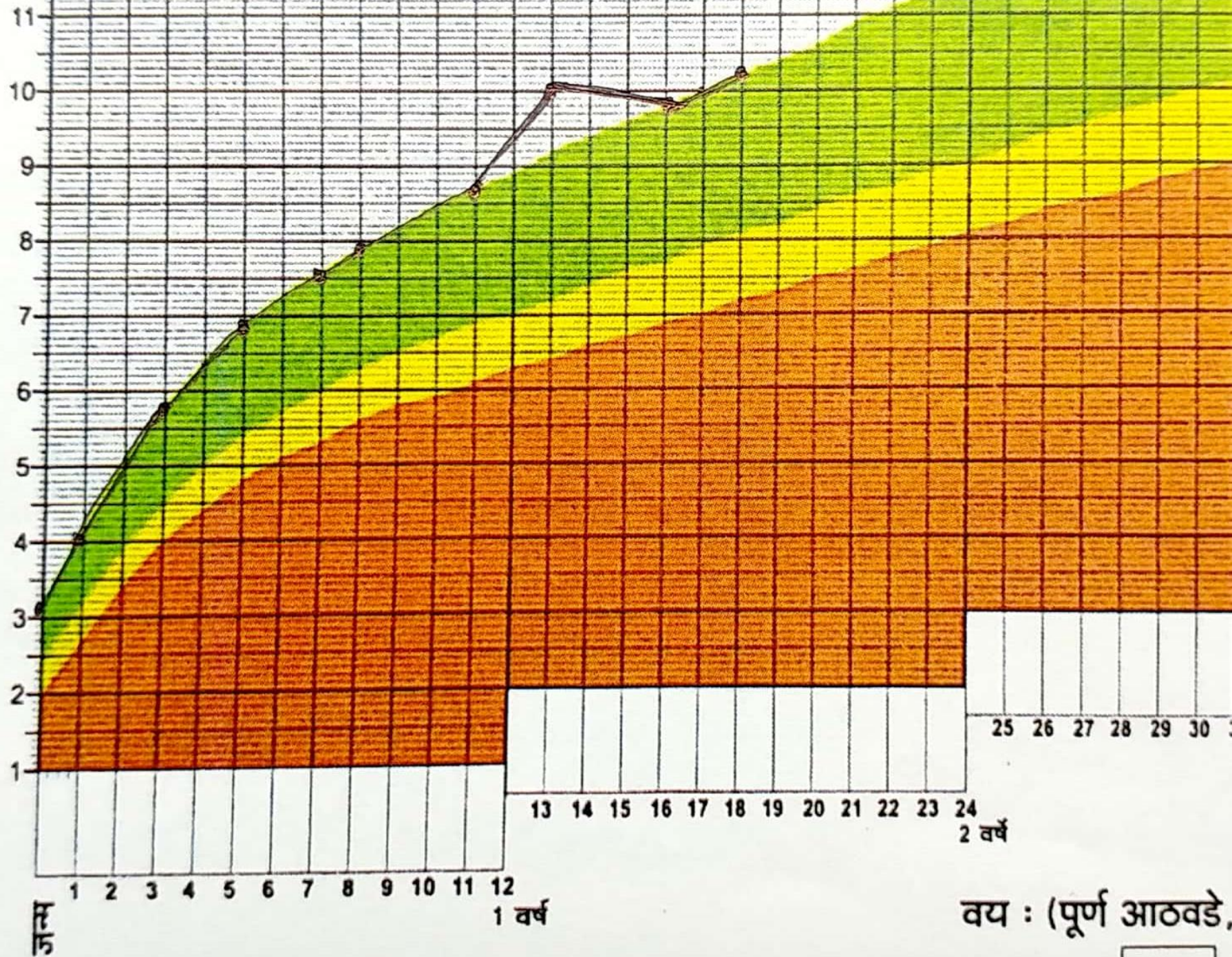
D 1

Diet and Growth Monitoring

baaLacaa pUrK Aahar, baaLacyaa
vaaZlcao t@to va
%yaaMcaa prspsaMbaMQa



वजन (किग्रा)



25 26 27 28 29 30

13 14 15 16 17 18 19 20 21 22 23 24

2 वर्ष

1 वर्ष

वय : (पूर्ण आठवडे)

D 2

Development

baaLacyaa
IVakasaacao TPpo



D 3

Drugs

baaLasaazi

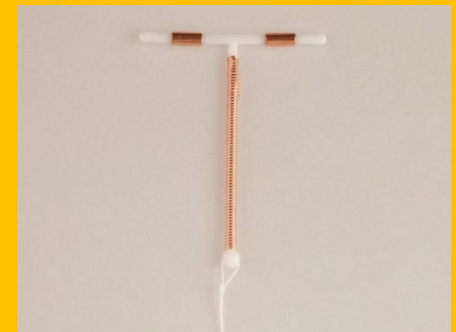
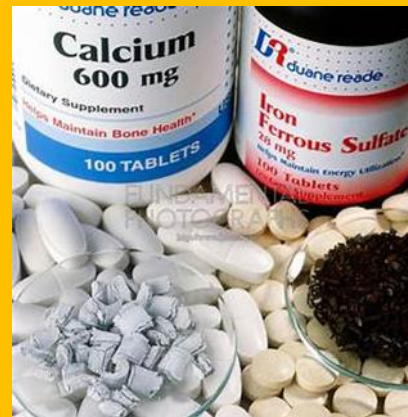
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ojana



©Mg.LittleMoppet



D 4

Dose

baaLalaa lasa doNao



P`a%yaok baalaraogat& Aqavaa vaOVklya AiQakarI yaaMnal
baaLalaa lasa doNyaapUval- pihlyaa tlna DI cal Aa[-Sal cacaa- krNao
AavaSyak Aaho.

Minimum Dietary Diversity\

Cereals &
Tubers

Pulses, Nuts &
Legumes

Vit A: Veg &
Fruits

Vegetables &
Fruits

Milk & Milk
Products

Egg

Meat Products

Vit C

Iron

Sunlight

Immunization `



Anganwadi



Home Visits



- “Every newborn, when placed on the mother’s abdomen soon after birth, has the ability to find her mother’s breast all on her own and to decide when to take the first breastfeed”
- This is known as the **Breast Crawl**



*Described in 1987 at
Karolinska Institute, Sweden
(Widstrom et al, 1987)*



Hirkani's Room

Facility:
Workplace / Public Place

Express and Store breastmilk
or
Breastfeed

This is Stage I.



HIRKANI'S ROOM



Quilt
by Dr.
Alka
Kuthe
at
WABA
Conf

DR. ALKA KUTHE (I.P.P., B.P.N.I. MAN), DIVYANGEE, SUP,
ADHVARYU, SAM



Hirkani's Daughters



Women Who Scale
Modern Mountains
to Combine
**Breastfeeding
and Working**



Compiled and edited
by Jennifer Hicks



What made
us think
about
Hirkani's
room



Hirkani's Room at a Rural hospital in Tribal Area



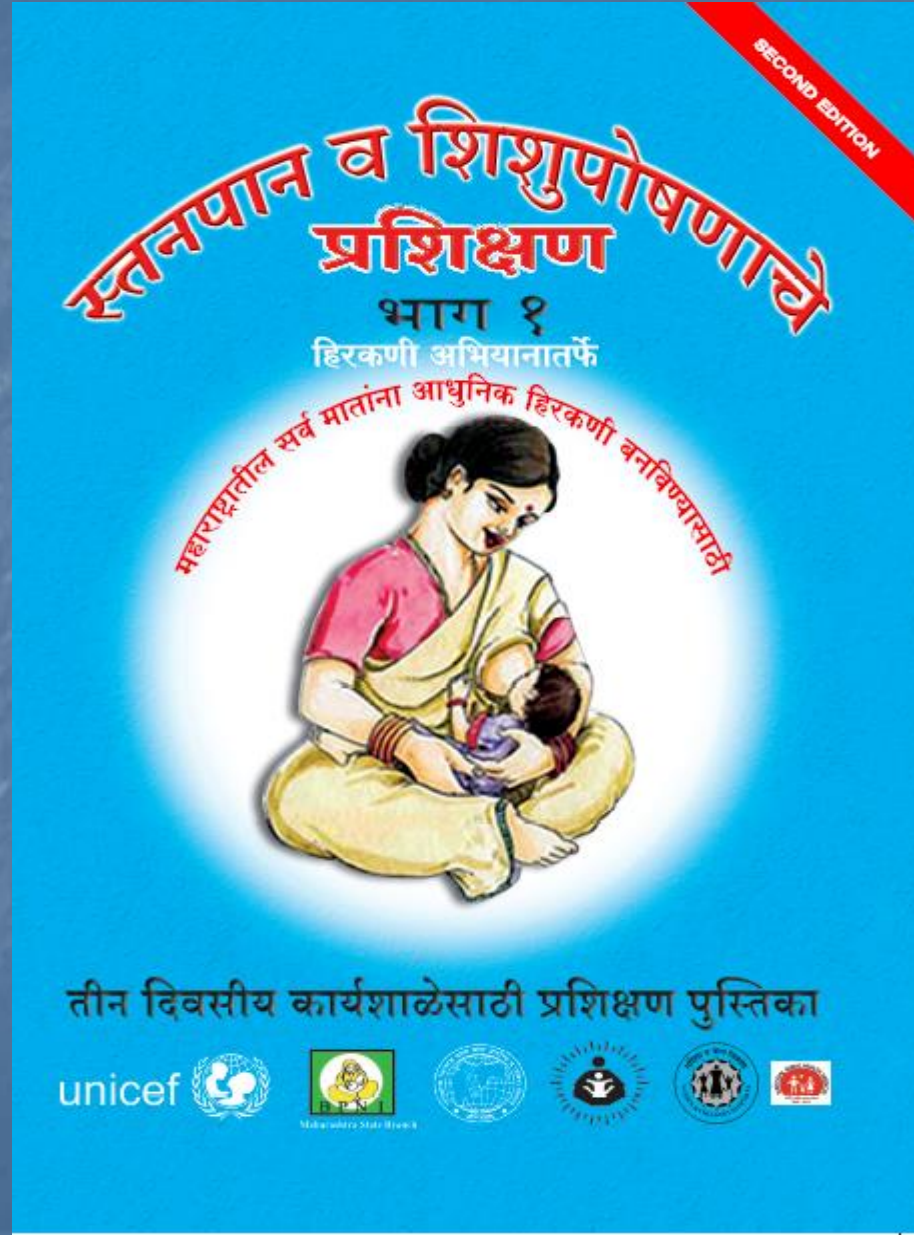
Self Help Groups



Senior Citizens



Marathi Module



District Programme

District Sensitization of Senior ICDS & Health Functionaries (to select delegates for TOT) and Advocacy Dinner Meeting

3 days First TOT by BPNI Trainers For selected 24 Health & 24 ICDS functionaries

Exam

Select 12-18 prospective District Trainers

Capacity Building & Demo Sensitization

Taluka Level Sensitization of all ICDS & Health Functionaries by Prospective District Trainers

Final TOT: 3 days by District Trainers 24 Health & 24 ICDS: BPNI Trainers as Observers

Certified District Trainers

3 Days TOT of all Senior district Health & ICDS functionaries by Certified District Trainers

Advanced Programme Marked yellow

IYCN Movement

BFHI

4-Dimensional Immun. Clinic

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YouTube Channel MAA Videos

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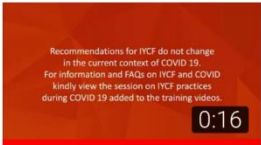
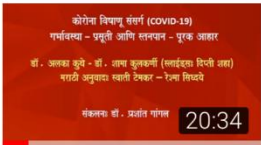


MAA Training Videos 🌐

UNICEF MAA

📁 ⬇️ ↶

▶ **PLAY** 🔁 **SHUFFLE**

14 videos

-  Disclaimer
UNICEF MAA
0:16
-  0_Covid and Pregnancy :
Breastfeeding
Complementary Feedi...
UNICEF MAA
20:34
-  00_Covid and
Pregnancy
Breastfeeding Comple...
UNICEF MAA
21:21
-  01_Nutrition in First
1000 Days
UNICEF MAA
16:10

🏠 Home 📺 Shorts ➕ Subscriptions 📖 Library

Slaaok

**xalrnalr inaiQasto | stu stnaya
sadOva sauBagaao baalaaoo**

**Let the storage of food & water in your
breast be sufficient to provide enough
milk for your baby who will then always
be lucky and will grow strong & powerful**

Slaaok

**pyaao | maRtsamaMma \ pl
dIGa-maayaUrvaapnaaotu**

**Oh Beautiful, by drinking your divine
nectar like milk, your baby will be blessed
with long life; just the way Gods achieved
it by consuming divine nectar**

①

रायगडाने दिला हिरकणीचा वसा
स्तनपानाचा महामंत्र खासा
माँ प्रकल्प राबवूया कसा ?
सशक्त महाराष्ट्र घडवेल असा

②

हिरकणीच्या हिमतीने घडवला इतिहास
बाळाच्या स्तनपानाचा मंत्र दिला खास
हिरकणीचा धडा चला पुन्हा गिरवूया
माँ प्रकल्पाने सशक्त महाराष्ट्र घडवूया

③

हिरकणीच्या लेकी तुम्ही
दया बाळाला अमृतपान (स्तनपान)
माँ प्रकल्प राबवून वाढवू
महाराष्ट्राची शान