

## ***Recommendations to Strengthen IYCF***

Following recommendations were arrived at the meeting, which finalised after sharing the text with the key partners.

### ***Recommendations for Policy on IYCF:***

- *IYCF counselling* should be included as one of the “services” in the ICDS program.
- Evolve norms for standards of Baby Friendly Hospital Initiative and Community Initiative for certification from village level to health facility level and include these norms in the Indian Public Health Standards.
- Ensure adequate support for the working mothers by effective enforcement by effective enforcement of Maternity Benefit Act and provisions of supportive child care services.
- Advocate formulation of state action plans for implementation of national guidelines on IYCF of Maternity Benefit Act and provisions of supportive child care services.
- Allocate specific budget lines for IYCF in RCH and ICDS.
- Strengthen the role of National Breastfeeding Committee to coordinate and review half-yearly actions for achieving 10th Plan Goals for IYCF.
- Introduce three key indicators on IYCF in the Monthly Progress Reports (MPRs) as well as regular monitoring and evaluation process at block, district, state and national levels, both in the RCH and ICDS sectors.
- Incorporate topics on IYCF, consistent with PPTCT training modules both in the RCH II and ICDS, based on the 3 in 1 training course.
- Encourage states to adopt models of training currently in operation in three states (Bihar, Rajasthan and Madhya Pradesh) for training of trainers and frontline workers.

### ***Recommendations for Programmes on IYCF:***

To carry out assessment of training needs and training load for state specific interventions on IYCF. Develop an inventory of trainers’ resources at national and state levels for training in IYCF, using the *3 in 1* integrated course on IYCF counselling. To carry out training in monitoring effective implementation of IMS Act and ensure budgetary allocation for its’ enforcement mechanisms.

### ***Recommendations for IEC on IYCF:***

Formulate and implement a comprehensive national IEC strategy on IYCF and devise and implement a national IEC campaign to improve IYCF using media-mix approach with the help of experts and media professionals.

***Recommendations for Research on IYCF:***

Carry out operational research on feasibility of improving appropriate IYCF practices at district level and examine the impact of achieving the “10 steps to successful breastfeeding” in hospitals settings.

***Recommendations for Community outreach on IYCF:***

Encourage culturally and traditionally acceptable and appropriate quality foods and feeding behaviours, based on local formative research, and incorporate in the programme for improving IYCF practices.

A Report was distributed to all the participants. The report contains useful information regarding recommendations and various important topics covered during the meeting.