Effectively scaling up/universalizing exclusive breastfeeding
Creating Distt level Model
First year is critical!

- Malnutrition strikes in infancy from 11% at 0-6 months reaches its peak by 23 months, then flat.
- 36 million under three/ nearly 60 million U-5 are underweight and undernourished thus underdeveloped
- 2.4 million children die and 2/3rd in first year

Brain development

Underweight (-2sd) NFHS-2
Over 60 million

Child deaths U-5 (Lancet 2003
16 Lacs during first year and 8 lacs during next 4 years

Years of life
What happens with infants?

- 2.4 million U-5 deaths in India (10.9 M global deaths)
- 2/3rd during 1st year alone, according to the WHO, these are related to inappropriate infant and young child feeding.
- Only 40% EX BF for the first 6 months, 33% adequately CF 6-9 months.
- Brain development is dependent on level of interaction with the child.
Under-5 deaths preventable through universal coverage with individual interventions (2000)

**India**

- Breastfeeding*: Exclusive for first 6 months and continued for 6 to 12 months
- Complementary feeding
- Clean delivery
- Hib vaccine
- Clean water, sanitation, hygiene
- Zinc
- Vitamin A
- Antenatal steroids
- Newborn temperature management
- Tetanus toxoid
- Antibiotics for PRM
- Measles vaccine
- Nivirapine and replacement feeding
- Insecticide-treated materials
- Antimalarial IPT in pregnancy

*Breastfeeding: Exclusive for first 6 months and continued for 6 to 12 months

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

- We are a breastfeeding nation
- We are “drop outs” in EX BF
- Only 90% EX BF can achieve benefits described in Lancet

Brain development

Exclusive BF 0-6 months (NFHS-2)

Breastfeeding status (NFHS-2)
Exclusive breastfeeding falls rapidly from first month onwards (NFHS-2-1999)
Optimal infant and young child feeding Our commitments

- Major intervention in RCH II and ICDS
- National Guidelines on Infant and Young Child Feeding
- IMS Act 1992 and 2003
- 10th plan goals of exclusive breastfeeding and complementary feeding
10th Five-Year Plan

GOALS

Government of India

Initiation of breastfeeding within one hour: 15.8%
Exclusive breastfeeding (0-6 months): 41.2%
Complementary feeding (6-9 months): 33.5%

NFHS-2 vs Tenth Plan Goal

Note: NFHS 2 data for exclusive breastfeeding is the Simple average of 0-3 & 4-6 months period.
Our response

- ASHA’s job: Counseling on IYCF
- AWW: health and Nutrition education includes breastfeeding
- NNP-NPAN: Ensure exclusive breastfeeding for first 6 months through high quality training of health workers in lactation management and breastfeeding
- RCH II: National breastfeeding (How?) partnership
- IMNCI: To reach only 125 districts, breastfeeding component needs a clear preventive approach

These are not reaching universally
Why Distt. Level models

- Focus is on district level planning
- Policy makers have raised questions is it doable/feasible?
What it takes?

- Log frame approach/Goal oriented project planning exercises demonstrate that we need to address several areas altogether.

**ACTIVITY: RESULTS: OBJECTIVE: GOAL**

- Recent analysis of policy and programme of IYCF in India revealed that gaps are there in all areas of action and need to be plugged
Why we are here today?

- Guidance
- Feasibility
- How to go forward?
- Collaboration formally
- Core group: expanding partners
- How to do it: to get started, development of project and proposals, strategies, funding etc.
- What we can offer to the project?
- What mechanisms?
- What next? 6-12 months