

NNM  
Logo



# Ensuring Exclusive Breastfeeding



Ministry of Women & Child Development  
Government of India, 2018

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# Discussion: What are the prevalent practices in our area?



**Display the card.**

**Ask the participants to read the questions one by one, and let there be a discussion on each.**

**Use the information on the right to facilitate the discussion.**

Are any of the following given to children younger than six months age, in addition to breastfeeding?

- Plain water
- Boiled water
- Tea
- Juice
- Animal milk
- Formula milk (powdered milk/tinned milk).
- Any other liquid
- Biscuits
- Anything to eat

Are there mothers who can not breastfeed at all and the child is given some other milk? How many such cases have we come across during the last one year? Out of how many live births?



10 Minute

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Ensuring Exclusive Breastfeeding

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# Discussion: What are the prevalent practices in our area?



1. How many mothers in our communities continue breastfeeding until the child is 1 year old? How many mothers continue till the baby is two years old?
2. How many children are given only breastfeeding until six months?
3. What else, other than breastmilk is given during the first six months?
4. How many children are given bottle feeding?





# Discussion: Why is exclusive breastfeeding important till 6 months?



Display the card.

Ask the participants to read the question, and let there be a discussion on each of them.

Use the list on the right to facilitate the discussion.

**Harmful effects of giving a child anything other than breast milk during the first six months:**

- Giving the child anything other than breastmilk can cause diarrhea and other such illnesses in the child.
- Some children die in the first few months from infections such as diarrhea. Such deaths occur less often if the child is exclusively breastfed.
- A child who is given liquids other than breast milk may breastfeed less often, and this can lead to reduction in the amount of breast milk produced.
- Mothers are less likely to menstruate or become pregnant again as long as they practice exclusive breastfeeding. If they start giving other liquids, they are more likely to start menstruating or become pregnant again.

**Following are the main benefits of exclusive breastfeeding until the age of six months:**

- Breast milk has sufficient nutrients to meet the child's needs for growth and activity until the child is about six months old.
- There is sufficient water in breast milk to meet the baby's needs. Breast milk has nine parts water out of ten. If a child is thirsty, it is better to give extra breastmilk instead of water as it is cleaner and hence safer than the water at home.



10 Minute

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Ensuring Exclusive Breastfeeding

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# Discussion: Why is exclusive breastfeeding important till 6 months?



1. What is the harm in giving anything other than breast milk during the first six months?
2. Is breast milk alone sufficient for the baby until six months?
3. Is it ok to give water if the child is thirsty during summer?





# How do we persuade and prepare mothers to exclusively breastfeed?



Explain that we will now do a small role play. Ask for two volunteers.



Use the instructions on the right to facilitate the role play.

At the end of the role play, let the audience make suggestions.

## Instructions for role play:

- Ask a volunteer to play the role of a mother of 4 month-old baby who is giving the baby animal milk in a feeding bottle along with breastfeeding.
- Ask another volunteer to play the role of an AWW/ASHA.
- The scene is the home of the mother. The AWW/ASHA is on a home visit. The AWW/ASHA should try and persuade the mother to give exclusive breastfeeding.
- The rest of the participants will observe the conversation, and after it is over, they can make suggestions, if any, about how the AWW/ASHA could have convinced the mother more effectively.



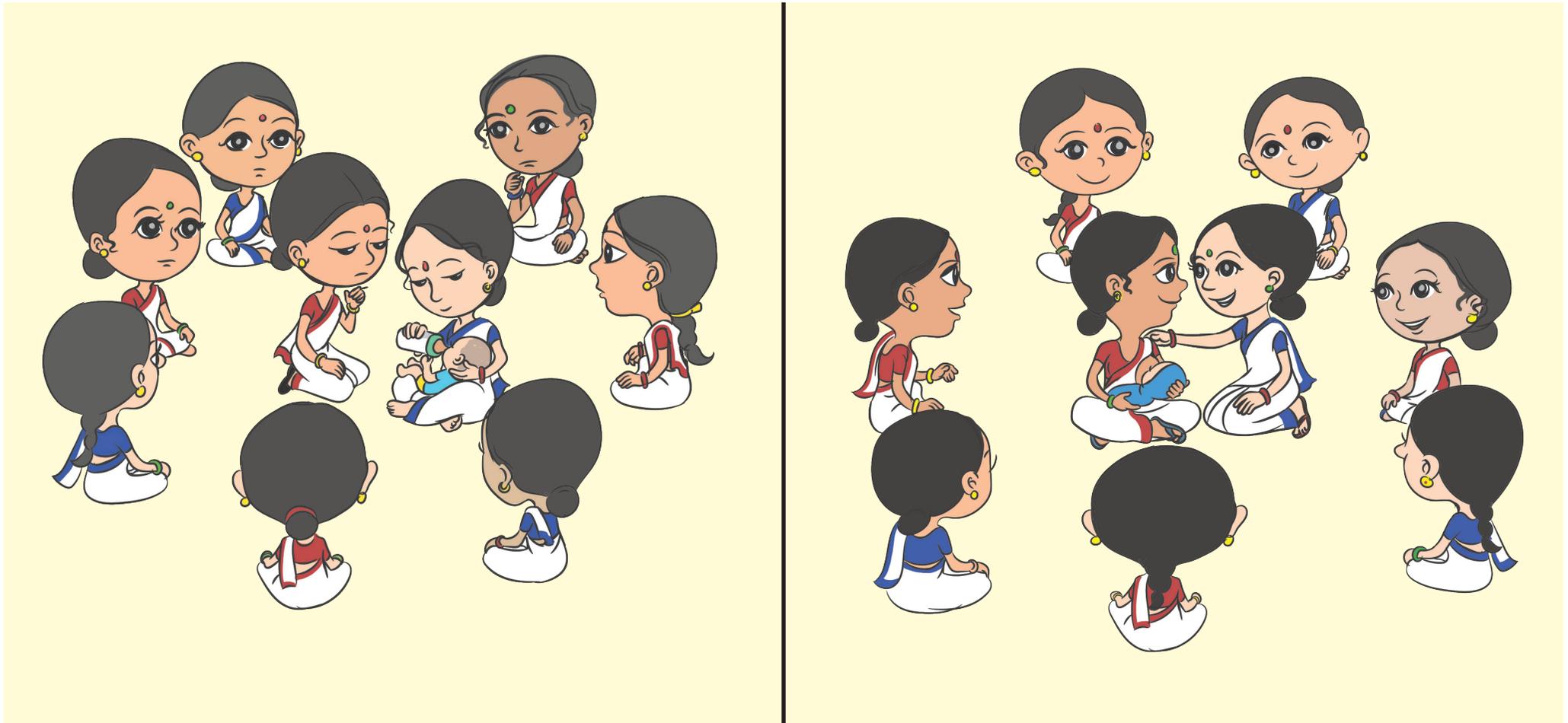
15 Minute

M10

Ensuring Exclusive Breastfeeding

F3

# How do we persuade and prepare mothers to exclusively breastfeed?





# Discussion: Why several mothers do not exclusively breastfeed their baby?



**Display the card.**

**Ask the participant to read the questions and respond. Let there be a discussion.**



**Facilitate the discussion using the points given on the right side.**

Reasons Given	Correct Answers
The baby requires to drink water, because the weather is hot and she is thirsty	Breast milk is nine parts water. If your child is thirsty, breastfeed her more often. If you are feeling very hot, drink more water yourself, your baby will get the water she needs through your milk.
My milk is not sufficient for my baby (baby less than 1-2 months old)	Please breastfeed your baby, I would like to observe. (Provide support to correct any problems with position or attachment. If there are no such problems, reassure the mother as below and encourage her to continue exclusive breastfeeding)
My milk is not sufficient for my baby (baby older than 1-2 months)	Are you sure this is true? If your baby is contented after feeding, passes urine several times a day, is gaining weight and is active and playful, she is probably getting all the milk she needs.  If you still feel you are not getting milk, don't start animal milk or powder milk on your own because once you start giving any milk other than your own milk, the amount of milk produced by your breasts will actually come down.
I do not have time to breastfeed during the day, since I go to work	Try and take your baby with you to work. Your employer cannot prevent you from breastfeeding your baby from time to time.  If you cannot take your baby to your workplace, express milk in a large cup and whoever takes care of the baby at home can feed your baby with a spoon while you are away.  Always make sure you breastfeed frequently at night, this will ensure that your breasts produce enough milk.



# Discussion: Why several mothers do not exclusively breastfeed their baby?



- Why do many mothers give water in addition to breast milk?
- Why do some mothers give animal milk in addition to breast milk?
- How should we support such mothers to continue exclusive breastfeeding?





# How can we help mothers ensure exclusive breastfeeding?



**Display the card.**

**Ask the participants to read the question, and points below the question, one by one. Let there be a discussion.**

**Use the points on the right to facilitate a discussion on each point.**

## **Emphasize**

**Exclusive breastfeeding has to be practiced every single day during the first six months. By making use of each opportunity to talk to the mother about exclusive breastfeeding, one can help the mother ensure this.**

There are many important opportunities available that ASHA/AWW should use.

1. At the time of birth: This is important because families that practice giving liquids other than breast milk in the first few days are also likely to continue the practice later.
  - a. If the baby was born in the hospital:
    - Hospital staff can ensure early and exclusive breastfeeding before discharge from the hospital.
    - The first home visit by the AWW/ASHA after birth should be made within a day of the mother returning home from the hospital.
  - b. If the baby was born at home:
    - The AWW/ASHA should try to remain present at birth, or should visit the home as soon as possible after birth.
2. At every immunization visit during first six months: At the time of each vaccine, ask the mother or caregiver about exclusive breastfeeding. Anyone among ANM/AWW/ASHA should ensure that this enquiry is made.
3. During home visits, particularly around the age of 3 months: This is the time when mothers are most likely to introduce animal milk or water.
4. As soon as you come to know that the mother or child have fallen ill in the first six months: At such times, mothers may either stop breast feeding or start giving water or other liquids.



10 Minute

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Ensuring Exclusive Breastfeeding

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# How can we help mothers ensure exclusive breastfeeding?



What opportunities do we have in the first six months to counsel the mother?





# How should we talk to mothers about exclusive breastfeeding?



**Display the card. Read the title.**

**Ask one of the participants to read the points one by one and let there be discussion.**



**Explain:**

It is important to enquire about different kinds of liquids that the baby might have been fed. Just asking 'have you exclusively breastfed your baby?' is not sufficient.



**Ask:**

'If a mother is giving something other than exclusive breastfeeding, how will you advise her?'



**Use the points on the right to facilitate discussion.**

**Explain:**

In some cases, it may be difficult to convince the mother at first, but by persistence and adequate support, most mothers will stop giving other liquids and start exclusively breastfeeding.

- A. Ask the questions as shown to find out if anything other than breast milk is being given.
- B. Find out what else is being fed to the baby other than breastmilk and why.
- C. Find out if someone has advised her to do so.
- D. Explain the benefits of giving only breast milk.
- E. Explain the harm in giving something else before the baby is six months old.
- F. Ask her to avoid feeding the baby anything other than breastmilk, to continue with exclusive breastfeeding and then see the results.
- G. Follow up to see if the mother is following your advice or not.
- H. Explain that after the baby is six months old, it is good for the baby to be given other foods, but not before completion of six months.



10 Minute

M10

Ensuring Exclusive Breastfeeding

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# How should we talk to mothers about exclusive breastfeeding?

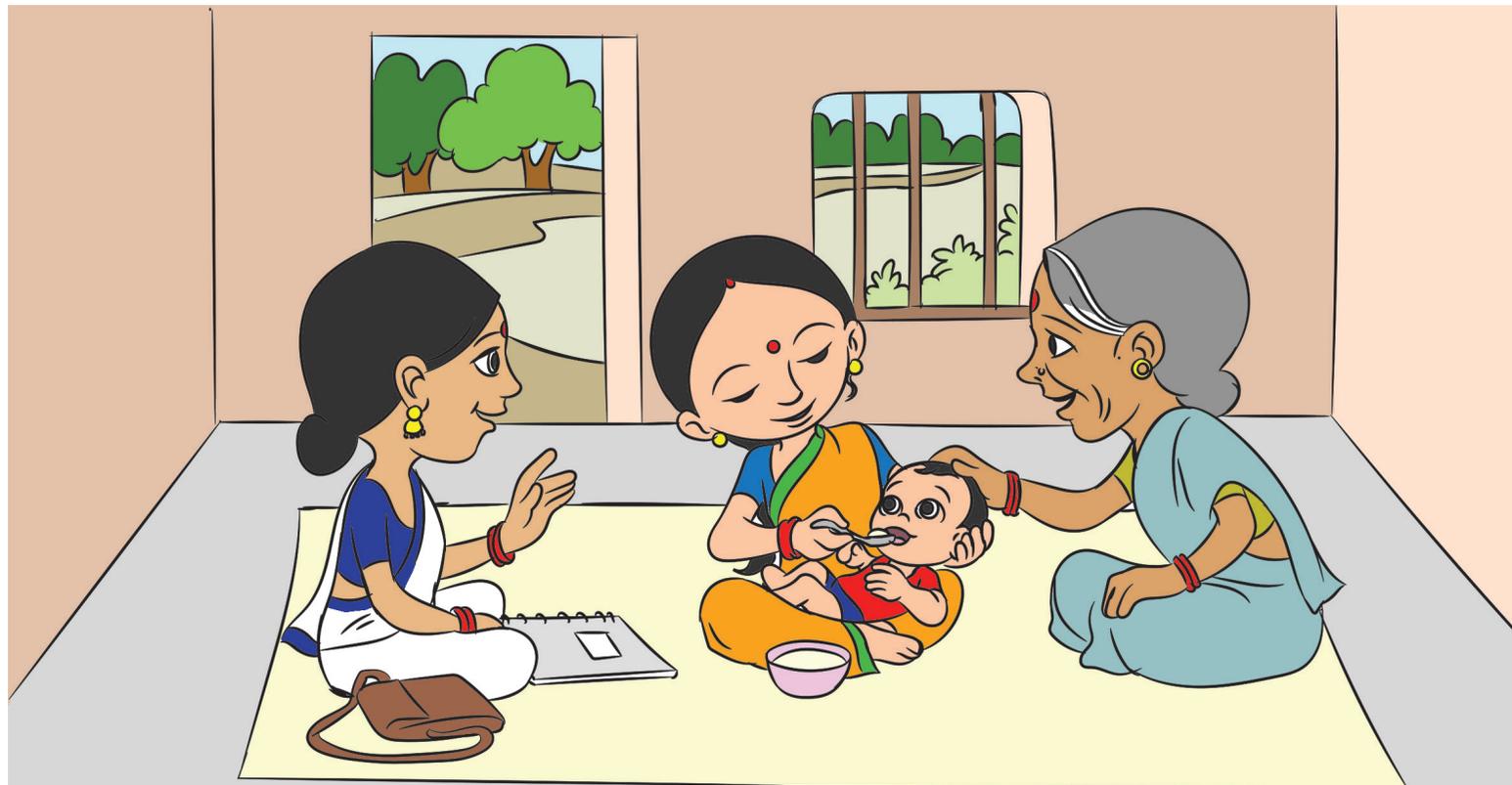


How do we find out if the mother is exclusively breastfeeding or not?

Ask the mother –

Since yesterday, have you given your baby anything other than breastmilk?

- Plain water?
- Boiled water?
- Tea or coffee?
- Juice?
- Animal milk? Curd?
- Formula, Powdered / Tinned milk?
- Anything to eat?





# What if the baby is being given bottle feeding?



Display the card.

Ask the participants to read the questions and respond.

Recall the discussion at the beginning of the session, and discuss this in detail especially if bottle feeding is common in your area.

Refer to the points on the right to facilitate a discussion.

Emphasize strongly that, particularly among the poor, bottle feeding is big killer of babies, and it must be stopped immediately.

The dangers of bottle feeding:

- Bottles and its nipples are very difficult to clean thoroughly; small bits of milk will remain stayed in such corners of the bottle that are extremely difficult to clean.
- Germs that can cause disease can easily breed in these corners and get into the baby's tummy.
- Babies can fall badly sick with illnesses like diarrhea and fever.
- Such illnesses can kill the baby.
- Thousands of babies die in our country because of such illnesses from unclean feeding bottles.

What do we do if the bottle feeding has been going on for a long time:

- Stop bottle feeding immediately
- Stop use of formula (powder milk) immediately
- If the baby is less than six months old, switch to cup feeding of animal milk, such as buffalo or cow milk (if breastfeeding has been stopped or very much reduced since long).
- If the breastfeeding has been stopped all together and the child is more than six months of age, then initiate complementary feeding, and continue feeding a small amount of animal milk with cup.



15 Minute

M10

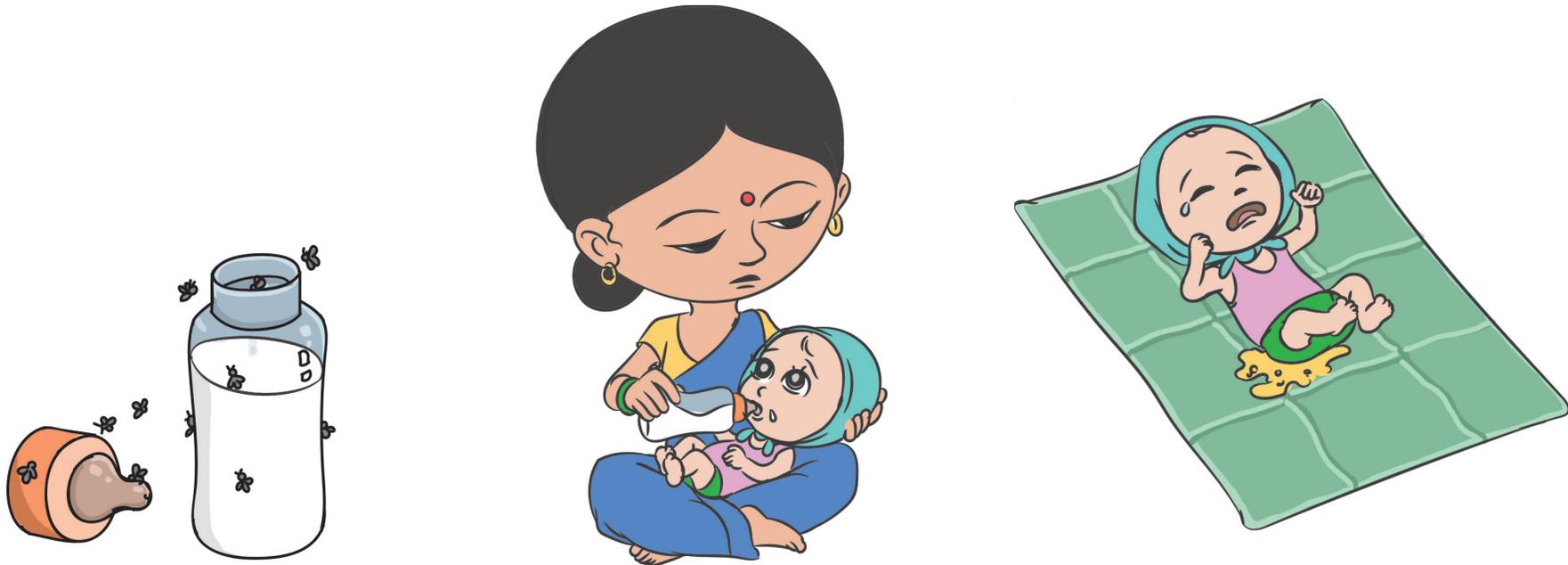
Ensuring Exclusive Breastfeeding

F7

# What if the baby is being given bottle feeding?



1. What is the harm in bottle feeding?
2. What do we do if the baby has been receiving animal or powder milk with a bottle since a long time?





# Action Points



Display the card.

Explain that we have come to the end of the session, and that we will now summarize.

Ask participants to read the points one after another. Pause after each point and ask if they agree.

Explain that we have been doing some of this for long, but from now on, we will ensure that we follow these steps with every child.

Explain that you (the supervisor) will follow up with individual workers for next few months and see if these steps are being followed.



10 Minute

M10

Ensuring Exclusive Breastfeeding

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# Action Points



1. We will use every opportunity in the first six months to enquire about exclusive breastfeeding.
  - a. Immediately after birth, during the first home visit.
  - b. At every immunization visit.
  - c. During home visits particularly after the third month.
  - d. During first six months whenever the mother or child fall sick.
2. We will find out what else is being given, and why, and then will advise the mother to stop it.
3. We will also enquire about bottle feeding and ensure that it is stopped.
4. We will follow up to make sure our advice has been followed.



- 1 *Why this Monthly Meeting ?*
- 2 *Making or updating Home Visit Planner & Initiating Home Visits*
- 3 *Planning and Organizing Community Based Events at AWC*
- 4 *Observing Breastfeeding in Newborn Babies - Why and How*
- 5 *Identification and Care of a Weak Newborn baby*
- 6 *Complementary Feeding: Diet Diversity*
- 7 *Preventing Anemia in Women*
- 8 *Assessment of Growth in Children*
- 9 *Ensuring that Complementary Feeding improves over time*
- 10 **Ensuring Exclusive Breastfeeding****
- 11 *Care of the Weak Newborn Baby - How many weak babies are we missing?*
- 12 *How to ensure timely initiation of Complementary Feeding*
- 13 *Identifying and preventing Severe Acute Malnutrition*
- 14 *Feeding During Illness*
- 15 *Supporting mothers with issues in Breastfeeding*
- 16 *How to take care of weak newborn with the help of Kangaroo Mother Care*
- 17 *Identification & Referral of Sick Newborn*
- 18 *Preventing illnesses to avert Malnutrition and Death*
- 19 *Prevention of Anemia in girls and adolescents*
- 20 *Birth Preparedness- For Institutional and Home Delivery*
- 21 *Preparation During Pregnancy: For NewBorn Care & Family Planning*

