



Ministry of Health and Family Welfare,
Government of India

MAA

Mothers' Absolute Affection

एक संकल्प

Infant and Young Child Feeding

Towards Complete Development of a Child

Counselling Guide





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Infant and Young Child Feeding: Towards (Complete) Development of Child

Dear Frontline Worker

You may know that in our country, every year, lakhs of children fall prey to 'malnutrition' in their first year itself. A hard working person like you must be worried about this. This severely affects the development of children.

Now the question is how can we change this situation. Scientific knowledge that has become available during the past 10-15 years can help improve this situation to a large extent. The most important is feeding and care of infants and young children especially during the first two years of life. If the infant is given mother's milk at birth and is exclusively breastfed for first six months; and after six months the baby is given appropriate foods along with mother's milk, then malnutrition can be prevented. The mother and the family should be made aware of the importance of infant and young child feeding i.e. importance of breastfeeding and appropriate complementary feeding. This will be the first step towards development of infants and young children.

Promotion of breastfeeding and the appropriate complementary feeding is an important and challenging effort. This guide will help you in advising families and fulfilling your responsibility, provided you make full use of it and use it again and again.

And yes, one more thing, your efforts could help many babies in your area to begin healthy and productive lives, as well as save their lives. Only you will be the sole receiver of all the blessings from their parents. Yes only you.

This guide is made to help you give necessary advice on breastfeeding and complementary feeding to a mother, and her family. It also helps, you to prepare the mother to follow easy but important rules of feeding and caring the child. This will help in the following:

- ◊ Mothers, fathers and the rest of the family will know about infants' diet and development.
- ◊ Importance of initiating breastfeeding within one hour of delivery.
- ◊ Exclusive breastfeeding its importance and duration.
- ◊ When and which complementary foods should be started.
- ◊ How much and how many times should complementary food be given.
- ◊ Till when should mother's milk be continued.
- ◊ Early stimulation and child care.

Information which everybody should know



During pregnancy every woman should get sufficient food and rest. She should get information about care during pregnancy, and initiation of breastfeeding. This will help her take these decisions well in time, it will be useful for her and the child. For the first six months, the baby needs only mother's milk and it gives him/her all the nutrients which are essential for its physical and mental development. After six months, the child should be given complementary foods such as mashed fruit, vegetables, cereals, etc. in addition to mother's milk. The child should be given food prepared at home alongwith mother's milk till two years or beyond.

- 1 Complete healthcare, food and rest during pregnancy.**
- 2 Exclusive breastfeeding from birth to six months.**
- 3 After 6 months complementary feeding along with breastfeeding for at least two years.**

How to use this guide ?

Who can use this?

1. This guide will prove to be extremely useful for you while talking to a mother and other family members. While counselling you must talk to mothers, fathers, mother-in-laws and older children too.
2. You can also use this guide during mothers' meetings.
3. This aims at informing people correctly and establishing continuous association with them so that all of them can be partners with you and are willing to bring about a change.

When to use this?

1. This should be used for counselling pregnant women, mother's of infants and children upto two years.
2. This can be used at every step, like when infant has reached the age of six months talk to the mother regarding complementary feeding only. The mother should be reminded about what all you told her last time.

When to talk what?

1. During pregnancy and immediately after the birth of a child, the mother should be given information about exclusive breastfeeding, early initiation and correct attachment at the breast.

2. When the child is about five months then the mother should be counselled about starting complementary feeding after six months.

Also talk about the use of the guide

- ◊ Make the women sit in a semicircle and you sit on a slightly higher platform.
- ◊ Use pen or pencil while showing the pictures.
- ◊ You can show this guide also by lifting it up in your hand.
- ◊ Also remember that the picture faces the group and written text is towards you.
- ◊ While using this guide, ensure that the picture is clear to the women.
- ◊ Written on the back of the picture is how to organize the meeting, what to ask mothers and what to tell them.
- ◊ To show the use of this guide, three colours have been used, its importance is as follows:
 - » This is to be asked by you
 - » What you have to do
 - » The information you have to impart to family or mothers

How to use this guide ?

You have to ask

**You have to do
it yourself**

**Information to
be provided**

When you are Counselling members of the family remember, 'Yellow' shows the question you need to ask. 'Blue' shows what you have to do and 'Pink' shows the knowledge you have to impart.

Do remember the following points in order to make the meeting successful

1. Continue asking questions during the meeting; in fact by question-answers people start participating in the meeting in the real sense. Apart from this, they understand the message, which we want to deliver and they remember it. You also get to know what they think about the problems and what is their opinion.
2. It is possible that some good things done by the mother may come across during the meeting. In that case always appreciate the mother. It results in building confidence of the mother.
3. Convey your message in easy and simple words.
4. Do ask questions in between the meeting so that you come to know to what extent they understand you.
5. While talking to the mother, It is not necessary to tell the mother only what is printed in this guide, but you can use your experience, and knowledge with the local dialect and phrases keeping in mind that the right messages of this guide reach the people.
6. Tell people to ask questions in between or at the end of the meeting. It is necessary that you have good knowledge of the subject to answer their queries.
7. While explaining the contents of this guide, talk to them in friendly manner and also keep in mind that:
 - » The complete message goes to the people.
 - » Main messages should be repeated.
 - » They are clear about their myths and misconceptions.

INDEX



Sr. No.	Subject	Page
1	Diet and rest during pregnancy	10
2	Start breastfeeding the baby immediately after birth	12
3	Benefits of mother's milk	14
4	Exclusive breastfeeding	16
5	How milk is produced in the breast and how it can be increased	18
6	Correct method of breastfeeding the child	20
7	Not enough milk	22
8	Method of expressing breastmilk manually	24
9	What food is to be given after six months	26
10	Complementary feeding along with breastfeeding upto two years	28
11	Complementary feeding, how much and how many times	30
12	If the mother or baby is sick, even then mother should continue breastfeeding	32
13	Growth Chart: Mother and Child Protection Card	34
14	Main messages	36

Diet and rest during pregnancy

Ask the women during the meeting or separately



Q. Are you pregnant?

Talk to pregnant women for 5-10 minutes. Listen to what they say and praise the one who gives right answer.

Your Diet

- ▶ On an average, the weight of pregnant woman increases by 10-12 kg which includes the weight of child.
- ▶ During pregnancy, women should eat one meal more than their normal diet.
- ▶ Pregnant women should have meals which includes cereals, pulses, oil, fruits, vegetables, milk and milk products.
- ▶ Pregnant women should take seasonal green leafy vegetables in their daily diet.
- ▶ Seasonal fruits should also be part of their diet.
- ▶ During pregnancy, she should have regular medical check ups and take tetanus injections.
- ▶ Pregnant women must regularly take calcium, and iron and folic acid tablets during pregnancy.
- ▶ She should take rest for at least two hours a day.
- ▶ She should not do heavy physical work.

Diet and rest during pregnancy



Start breastfeeding the baby immediately after birth



Q. What do you see in this picture?

Let them answer, then you tell them that the mother who has just delivered a baby is breastfeeding her baby. Nurse or midwife is also there.

Q. What do you give before starting mother's milk?

Ask them and learn from them. Then tell them that nothing should be given to the baby as it can be harmful.

Q. Do you know the benefits your child will get if you breastfeed your baby within one hour of his birth?

Listen to them and then tell them

- Start breastfeeding your child within one hour after birth.
 - This way breastmilk will come soon. Then feed the child whenever she/he demands.
 - You will have a loving relationship with your child.
 - The placenta will soon come out and the mother's bleeding will be less.
-
- ⦿ This way the flow of your milk will improve and quantity of milk will increase.
 - ⦿ Your child will get first milk (which is called colostrums or "khees") and it
 - » Cleans the baby's stomach and intestine;
 - » Is full of nutrients;
 - » Saves your child from many diseases;
 - » Is full of Vitamin A, which is good for the child's eyes; and
 - » Before starting breastfeeding, don't give anything like ghuti, gur, homey, sweet water, etc. as these can be a source of infection.

Start breastfeeding the baby immediately after birth



Benefits of mother's milk

Ask the mother in the meeting or individually



- Q. How many of you have children younger than six months?
- Q. What do you give them to drink/eat?
- Q. By giving your own milk what benefits does your child, you and your family get?

- From the group select those mothers who exclusively breastfeed their babies less than six months old and then ask them the questions.
- Talk for five minutes, see what answers you get. Praise those who gave the right answers and then tell them.

- Benefits to the child by giving your milk:
 - » The child gets complete food for first six months.
 - » Saves your child from illnesses like asthma, diarrhoea and pneumonia.
 - » It helps brain development.
 - » It is easily digested.
 - » It builds a loving relationship between you your child.
- Benefits to you by breastfeeding your child.
 - » Stops bleeding after delivery.
 - » Saves you from anemia after delivery.
 - » Builds your confidence.
 - » Helps delay your next pregnancy.
 - » Saves you from risk of ovarian and breast cancer.
- Benefits to your family by breastfeeding.
 - » Saves your money spent in buying milk from outside for your baby.
 - » You don't need fuel and utensils to prepare it.

Benefits of mother's milk



Exclusive breastfeeding

For the first six months: Exclusive breastfeeding



Q. What is the mother doing in this picture. After getting the answer, explain.

Talk to family members and ask for their cooperation in encouraging the mother to breastfeed.

- ▶ Tell them to help the mother to start breastfeeding. Don't give anything like honey, ghutti or sugar water to the baby.
- ▶ Your milk is enough for the baby's complete development.
- ▶ When the baby sucks your breast again and again, more milk is produced. Frequent feeding increases the quantity of milk.
- ▶ How many times to breastfeed: In 24 hours feed at least 8-12 times. This will help to increase the milk quantity.
- ▶ Breastfeed also at night, this helps to increase the quantity of your milk.
- ▶ While breastfeeding, talk to the baby lovingly this will help the baby's brain development.
- ▶ Till six months the baby gets all the nutrients from mother's milk. It has food, water and all the nutrients to fight diseases and support child's growth. There is nothing better than your milk so till six months, exclusively breastfeed your baby.



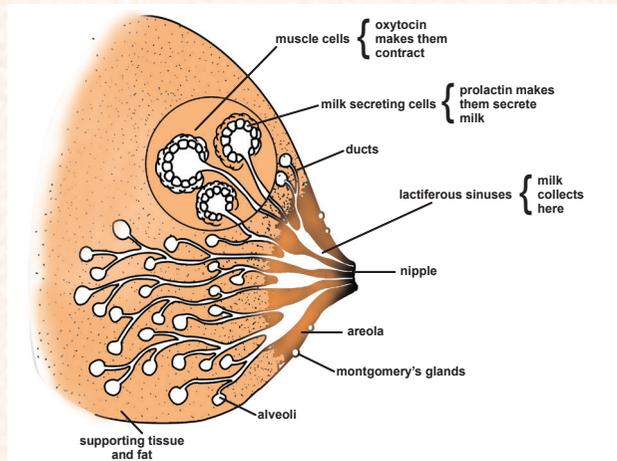
Remember

- ▶ Till six months do not give anything to your baby except your milk because your milk has all the nutrients including water. In summer also do not give water to the baby and do not give any ghutti, cow or buffalo milk, sugar or honey after birth. While feeding remember to breastfeed from one breast till your baby is satisfied and then offer the other side. This way the baby will get fully nutritious milk equally from both the breasts. As such, milk of one breast may be given at least for 15-20 minutes.
- ▶ If you bottle-feed the baby, the baby may be 'confused' and forget to suck your breast. He can easily catch any infection by bottle-feeding.

Exclusive breastfeeding



How milk is produced in the breast and how it can be increased



Q. Do you know how the milk is produced in the breast?

Milk is produced in the glands of breasts and comes out through a duct so that when the baby sucks it should go in the mouth.

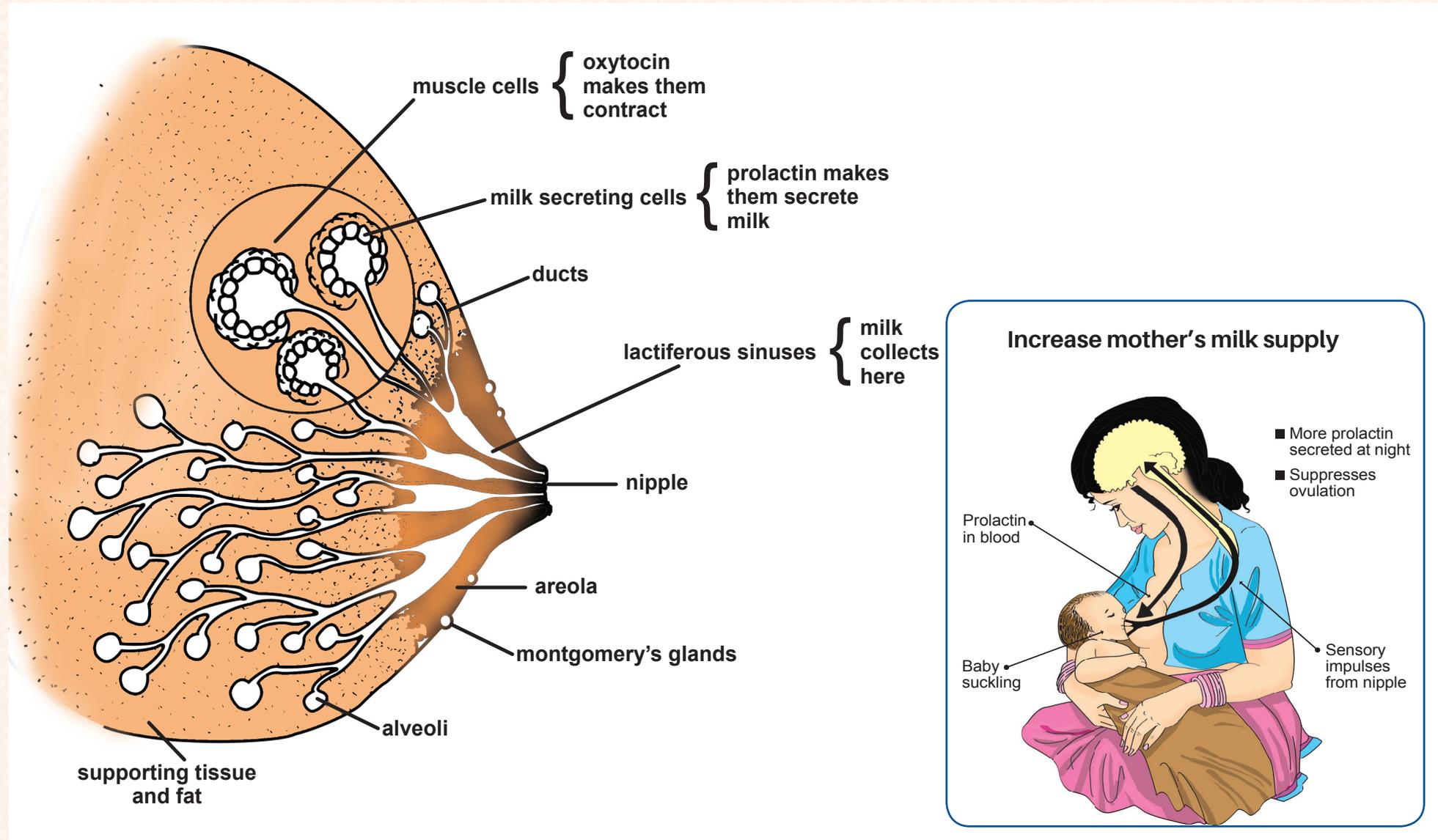
It's importance: Mother's milk is produced by baby suckling the breast

Q. How can you increase the quantity of your milk? Listen to them and then tell them.

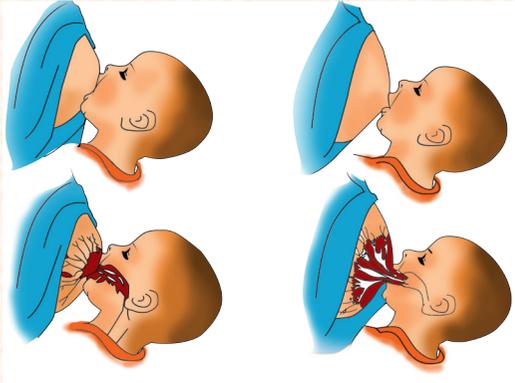
- Fast growing small babies demand milk frequently. If they suck frequently more milk will be produced. Therefore, It is not to be doubted that there is not enough milk for the baby.
- As I have already told you, the production and flow of milk depends upon suckling by the baby. If you want to increase the quantity of your milk, feed the baby frequently and also feed in the night. Breastfeed the baby as many times as the baby demands
- If you have any doubt or question please do ask for clarifications. This will help in enhancing flow of milk.
- The flow of milk also depends on your mental condition. Maintain your self-confidence.
- Inform others about this and get their co-operation.
- Wait for some time and then ask about this picture. What do they understand?
- When your baby starts suckling, the process of milk production is initiated.
- Inform the mother and family members that they should play, smile and talk to the child. This will help in his brain development.
- If the baby urinates 6-8 times in a day and her/his weight increases by 0.5 kg every month, it means your milk is sufficient for the baby.

- Start breastfeeding the baby immediately after birth and don't give gud/jaggery, ghutti, honey, etc.
- Do not bottle-feed the baby.

How milk is produced in the breast and how it can be increased



Correct method of breastfeeding the child



Q. Do you know what is the proper method of baby's suckling at the breast?

Talk to them and clear their doubts; inform them during the discussion.

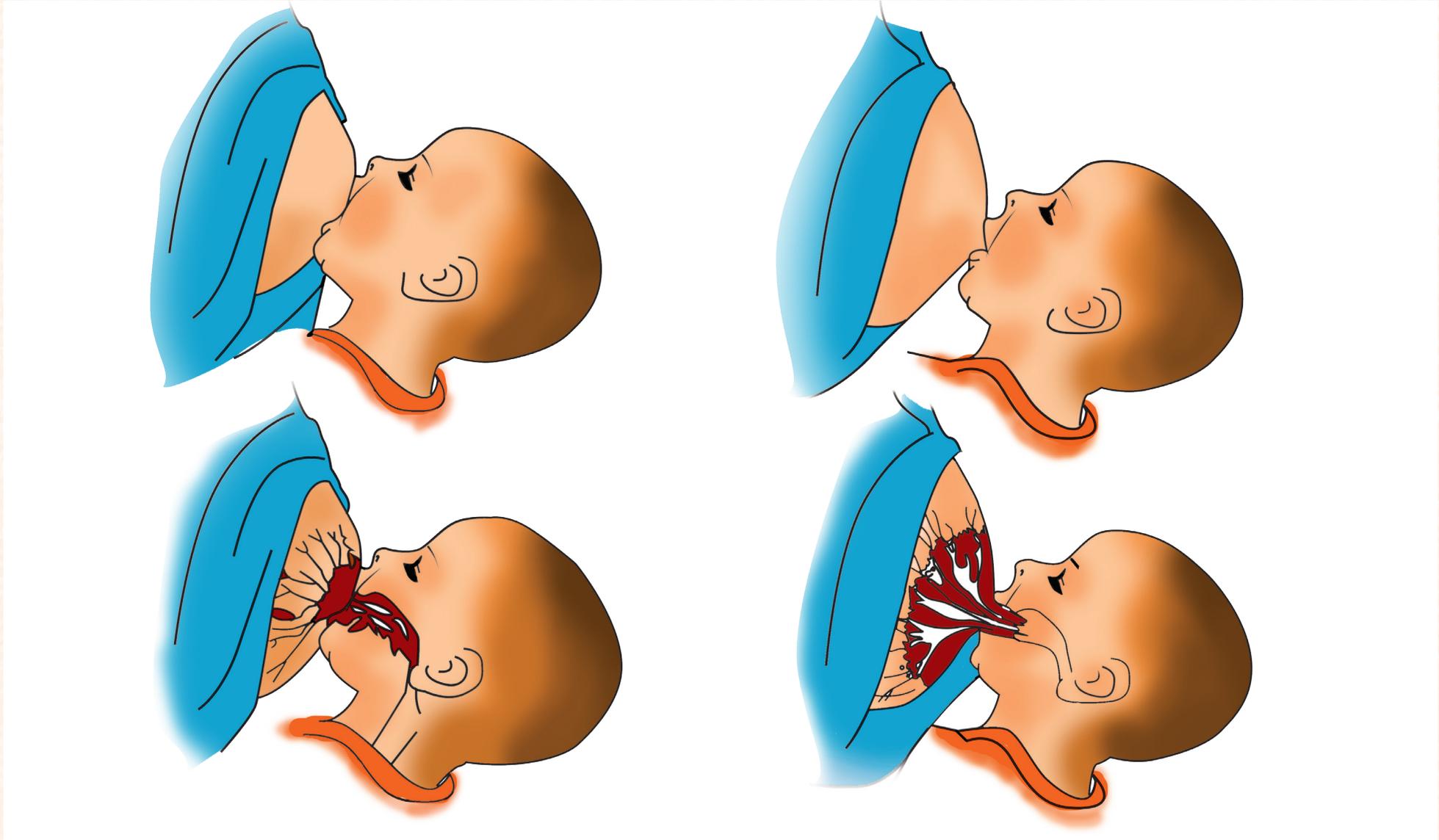
Correct method (Picture 1 and 3)

- ▶ Maximum part of your nipple and areola (the dark skin around the nipple) should go in to your child's mouth.
- ▶ The child's chin is touching the breast.
- ▶ Your child should have skin-to-skin contact with your body.
- ▶ In this position, more milk will be produced and the child will get adequate milk.
- ▶ You won't feel pain around the nipple.

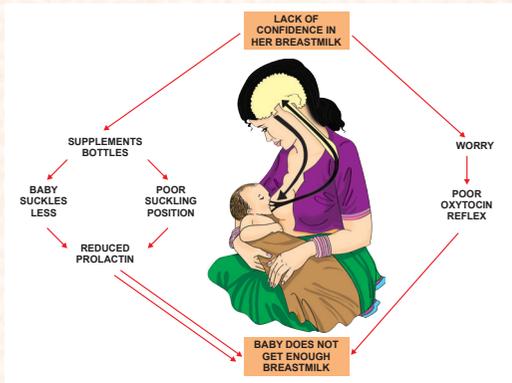
Incorrect method (Picture 2 and 4)

- ▶ The black part around your nipple is out of the child's mouth and if the child is sucking only the nipple then this is not proper positioning.
- ▶ Your child is not close to you (no skin-to-skin contact)
- ▶ In this position your breastmilk will not reach your child and you may feel pain around the nipple.

Correct method of breastfeeding the child



Not enough milk



Q. What do you see in this picture?

Let them answer, then tell them that in this picture those things have been explained which compels the mother to think that her milk is not enough for the child.

Q. Generally what is the reason of child crying?

Let them answer, then tell them that excessive crying of the child makes the mother to lose confidence of having sufficient milk, whereas normally the child is not able to suckle the breast properly and hence weeps. Mother starts complementary food (normally bottle-feeding) under compulsion from family members. Because of this, child reduces breastfeeding and this becomes the reason for less milk.

Q. How can you help increase the confidence of mother?

Listen to them and tell them the symptoms which indicate that the child is getting sufficient milk or not.

This will clarify whether the child is getting sufficient milk or not. If weight of child is increasing normally and he is passing urine in the proper quantity then mother is to be told that her milk is sufficient for the child.

Symptoms which indicate that the child is not getting enough milk

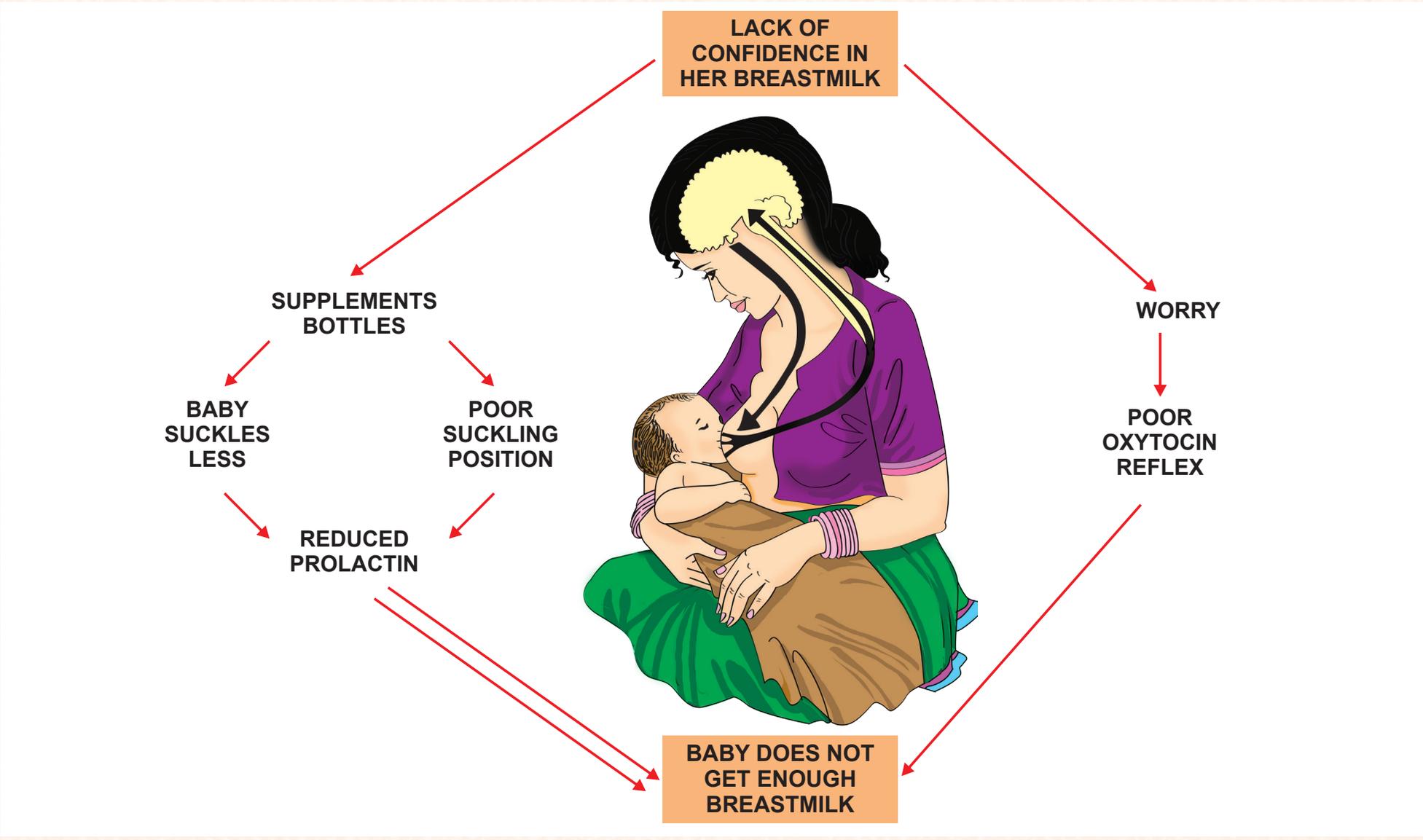
Less increase in weight

- 1) Less than 500 gm in a month
- 2) If after two weeks, weight is less than weight at birth

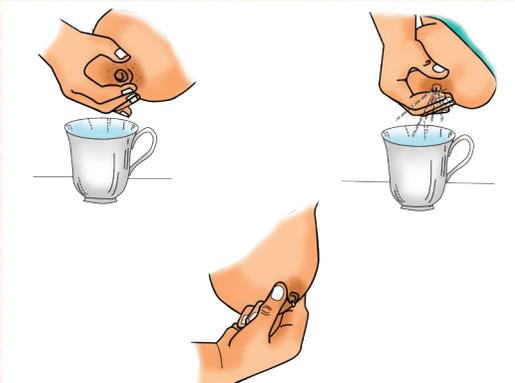
Thicker urine in less quantity

- 1) Less than six times in a day
- 2) Yellow and bad smell

Not enough milk



Method of expressing breastmilk manually



Q. Ask them whether they felt the need to express milk at any time?

Listen to their answers and then tell them about the following situations when they may need to express breastmilk.

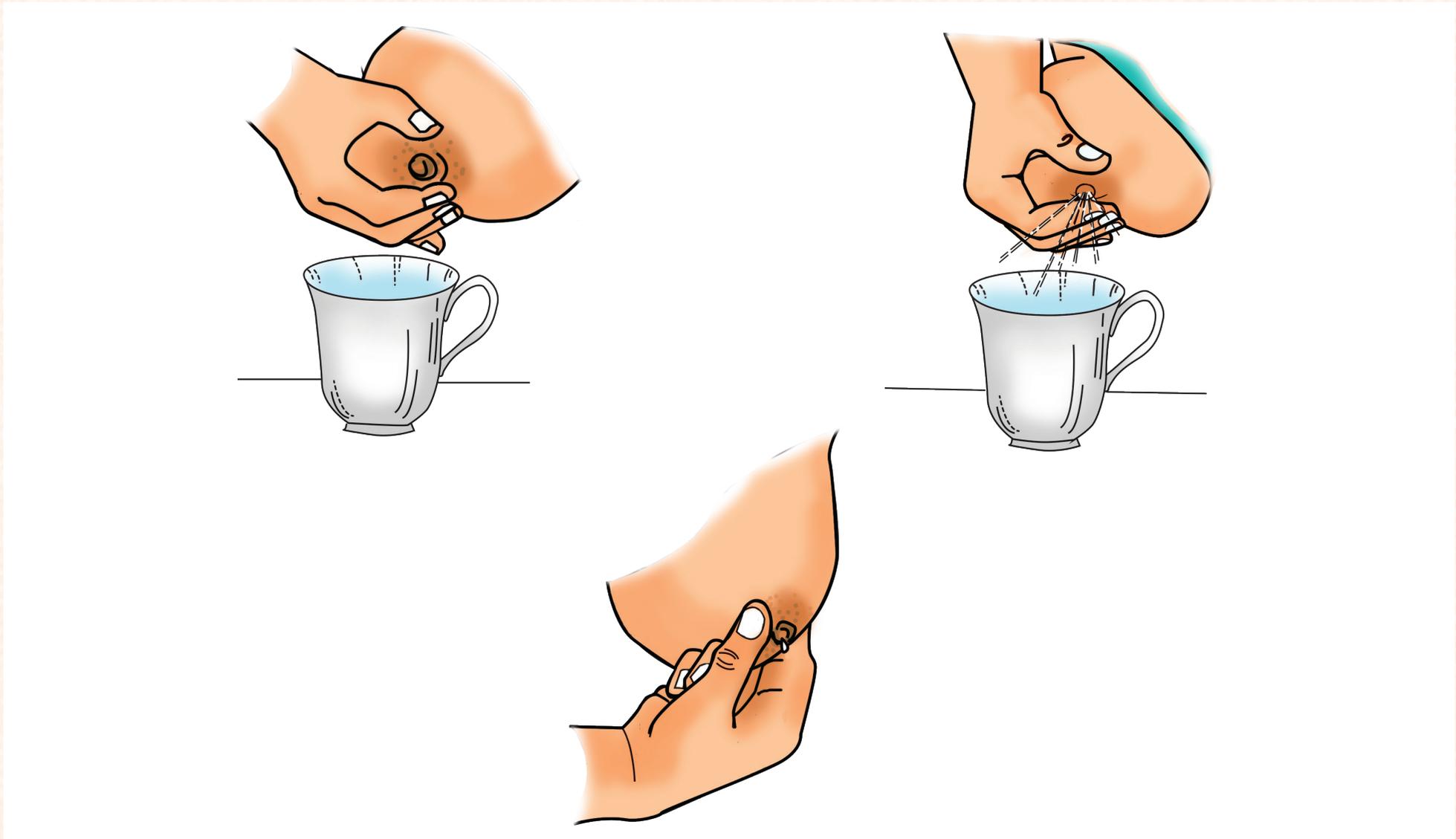
- ✦ To relieve engorgement.
- ✦ To feed a sick baby who cannot suckle properly.
- ✦ To feed a low birth weight baby or a weak baby by a cup because he is unable to suckle.
- ✦ When the mother is sick and is not able to breastfeed the baby.
- ✦ To feed a baby who has difficulty in suckling and swallowing or who refuses to breastfeed
- ✦ To feed a baby till s/he learns suckling from inverted nipples
- ✦ To prevent leakage from the breast when the mother is out.
- ✦ For the mother who goes out for work, leaving the baby at home.
- ✦ To prevent nipple and areola from becoming dry and sore.

Expressing with hand

- ✦ Wash your hands thoroughly
- ✦ Sit or stand in a comfortable position
- ✦ Hold the vessel/cup near the breast.
- ✦ Put the thumb on your breast above the nipple and Areola and your first finger on the breast below the nipple and areola (see picture) hold the breast with remaining hand and press.
- ✦ Press and release again press and release. Do this alternatively. Milk will start flowing in few minutes.
- ✦ Press the breast in same way from all sides so that milk flows from all segments.
- ✦ Express from one breast for 3-5 minutes and then from other breast for 3-5 minutes then repeat again from both sides.

Expressed milk does not spoil for 8 hours. You can keep it anywhere in the house in clean vessel.

Method of expressing breastmilk manually



What food is to be given after six months



Q. According to you, along with breastfeeding, when do you start giving complementary foods to the child?

Let the people express their views for 2-3 minutes.

After six months you should start giving complementary foods along with breastfeeding, as the baby grows fast and needs more food.

Q. What do you see in this picture?

Q. What foods can be given to children which can easily be cooked at home?

Listen and then explain

- ▶ In first picture, the mother is breastfeeding her baby. In another picture, the mother is providing complementary food to the baby.
- ▶ When your child is more than six months old then start gradually start giving soft and mashed food prepared at home, for example, cooked and mashed vegetables, potatoes, cauliflower, carrots, etc. Use cereals and fruits. You can give soft banana and papaya also. Generally prepare these food items which are available at home and which can be prepared easily.
- ▶ Give this complementary food 2 to 3 times in a day. Take care that the food is not very watery.
- ▶ Introduce food gradually, one by one. Do not start giving different type of foods.

What food is to be given after six months



Breastfeeding



Complementary Feeding

Complementary feeding along with breastfeeding upto two years



Q. What can you see in this picture?

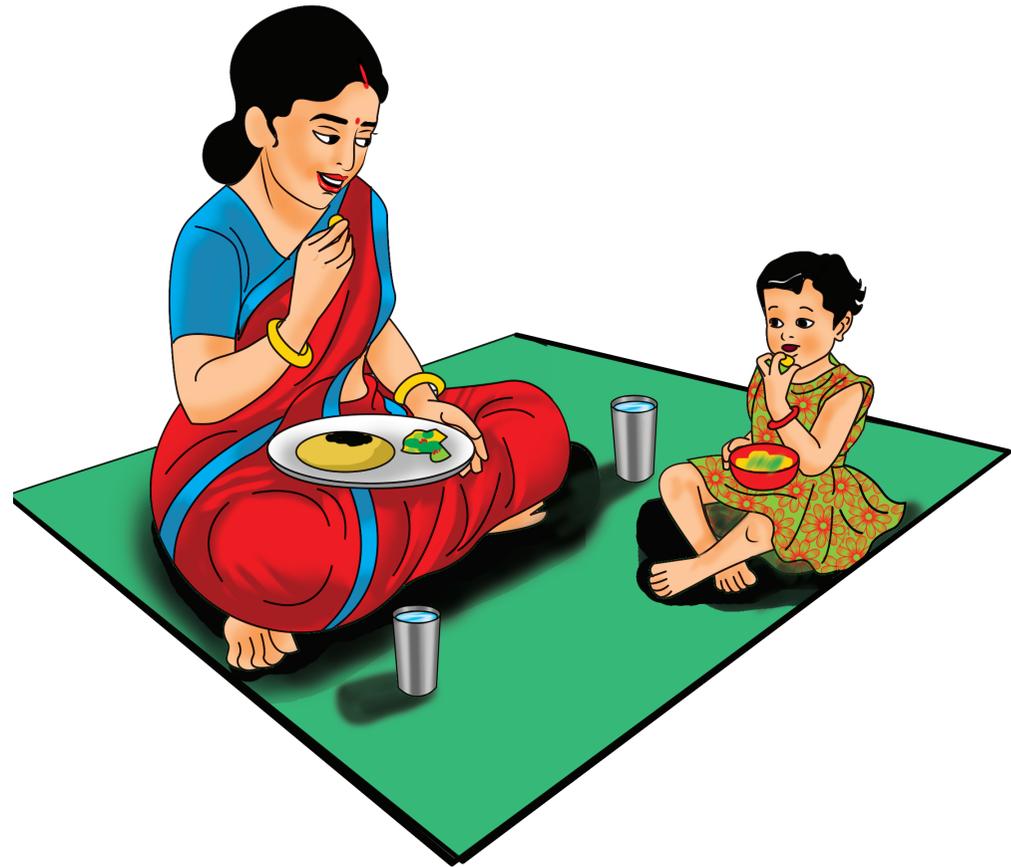
In this picture the child is eating in a separate plate under the mother's care. The mother is also breastfeeding the child.

- ▶ Increase the thickness and amount of complementary food gradually. Remember the food should not be very thin and watery.
- ▶ You or any family member should give food in a separate plate to the child. This way you will know how much food the child has eaten.
- ▶ Along with complementary feeding, breastfeed your child till two years. This way the child will develop fully; he will be happy, satisfied and healthy and will gain weight adequately.
- ▶ Try to know when the child is hungry and feed him yourself.

Complementary feeding along with breastfeeding upto two years



Breastfeeding



Complementary Feeding

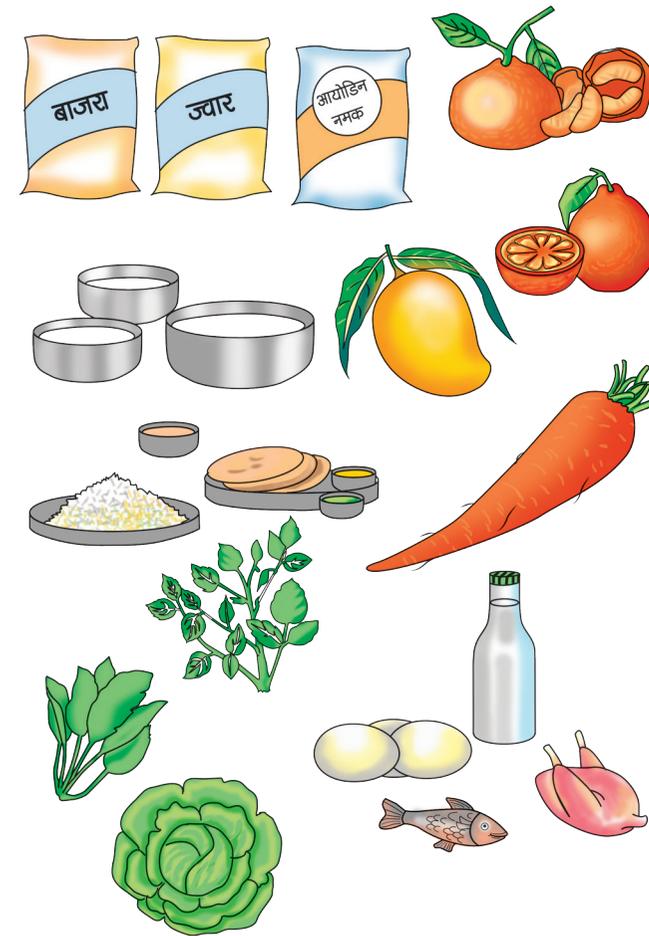
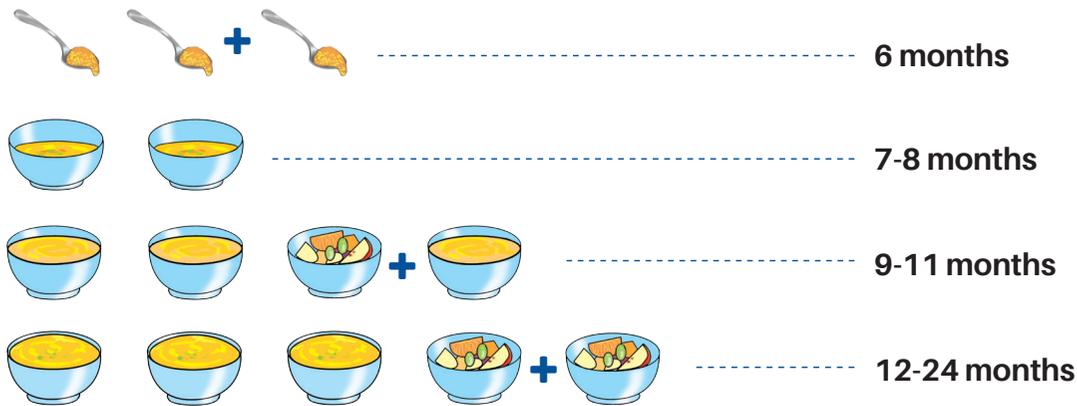
Complementary feeding, how much and how many times



Q. How many times do you give solid food to the child, what and how much do you give?

- ▶ **Remember:** Give foods, which are prepared at home. Good complementary foods is prepared by mixing 3-4 types of food. Whatever you make at home, mix that and give.
 - ▶ **6 months** - Soft porridge, well mashed vegetable, fruits, 2-3 table spoonful 2-3 times per day plus frequent breastfeeds
 - ▶ **7-8 months** - Mashed foods 3 times per day, increasing gradually to 2/3 of a 250 ml katori/bowl plus frequent breastfeeds
 - ▶ **9-11 months** - Finely chopped or mashed foods and food that baby can pick up, 3/4 of a 250 ml katori/bowl, 3 meals plus 1 snack between meals plus breastfeeds
 - ▶ **12-24 months** - Family foods chopped or mashed if necessary, A full 250ml katori/bowl or more, 3 meals plus 2 snacks between meals plus breastfeeds
- ▶ Provide snacks in between like:
 - ▶ Mashed banana
 - ▶ Dalia or milk
 - ▶ Thin khichdi
 - ▶ Roti mashed in dal
- ▶ Continue to encourage your child to eat so that he eats happily.
- ▶ When the child is one year old, let him eat by himself.
- ▶ Continue breastfeeding.
- ▶ Give him a variety of foods to eat.

Complementary feeding, how much and how many times



If the mother or baby is sick, even then mother should continue breastfeeding



Q. What is the mother doing in this picture?

The mother is sick in this picture and she is feeding the baby.

When you are sick, even then continue to breastfeed your child.

Q. What do you understand in this picture.

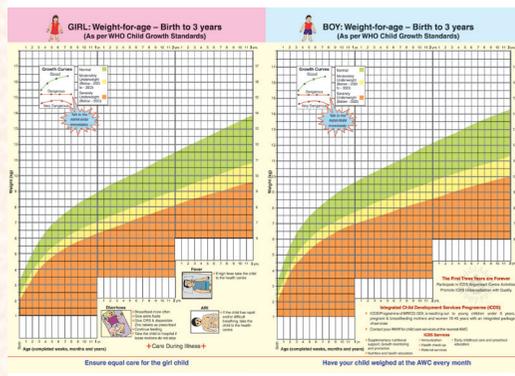
In this picture, the baby is suffering from diarrhoea and the mother is feeding the baby.

- ▶ When your baby is sick, even then continue to breastfeed him. This is necessary because your milk contains all the nutrients, which helps in fighting against disease and your child will get well soon.
- ▶ If your baby is older than six months, then encourage the baby to eat food of his choice.
- ▶ After the illness, along with breastfeeding, give complementary food frequently and motivate the child to eat the maximum.
- ▶ Seek doctors advise in case child is serious.

If the mother or baby is sick, even then mother should continue breastfeeding



Growth Chart: Mother and Child Protection Card



Q. What can you see in this picture?

Allow the people to answer and then explain to them that this is the chart on growth monitoring. This is called the Mother and Child Protection Card.

Q. What else can you see in this chart?

The chart also suggests child care practices in case of common illness like diarrhoea, fever and pneumonia.

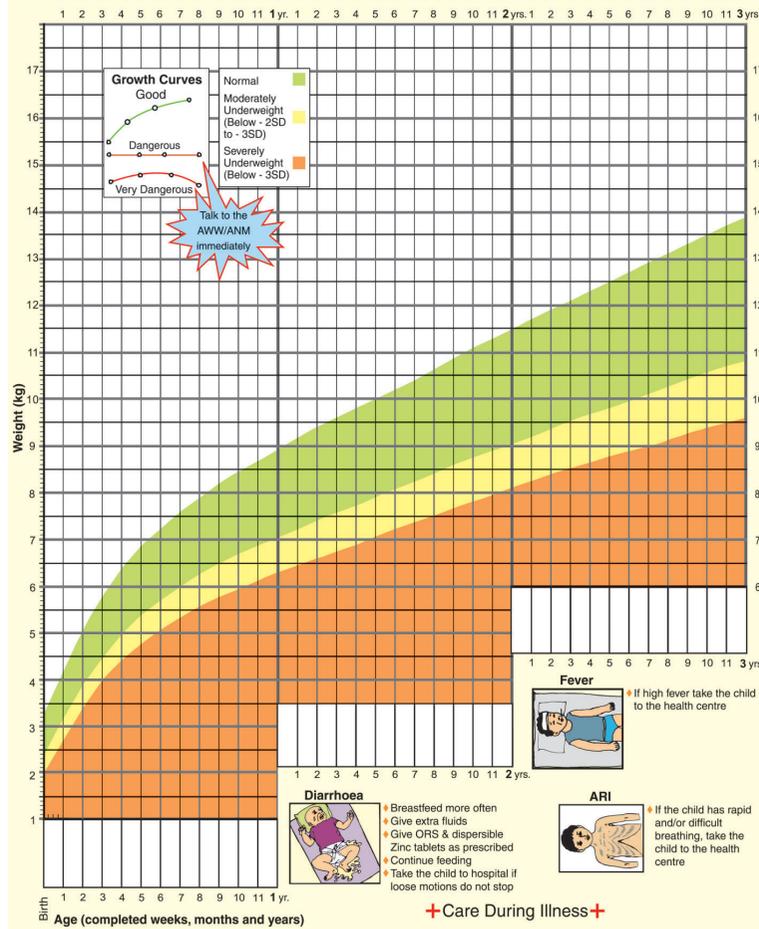
Q. The chart helps in tracking and monitoring the growth of the child, and also growth faltering?

- If the weight line shows an upward trend, the growth is normal.
- If the weight line is in a straight line, it is a point to worry about. If the weight line shows a downward trend, it's of serious concern. In both the conditions, the mother needs to be counselled.

Growth Chart: Mother and Child Protection Card



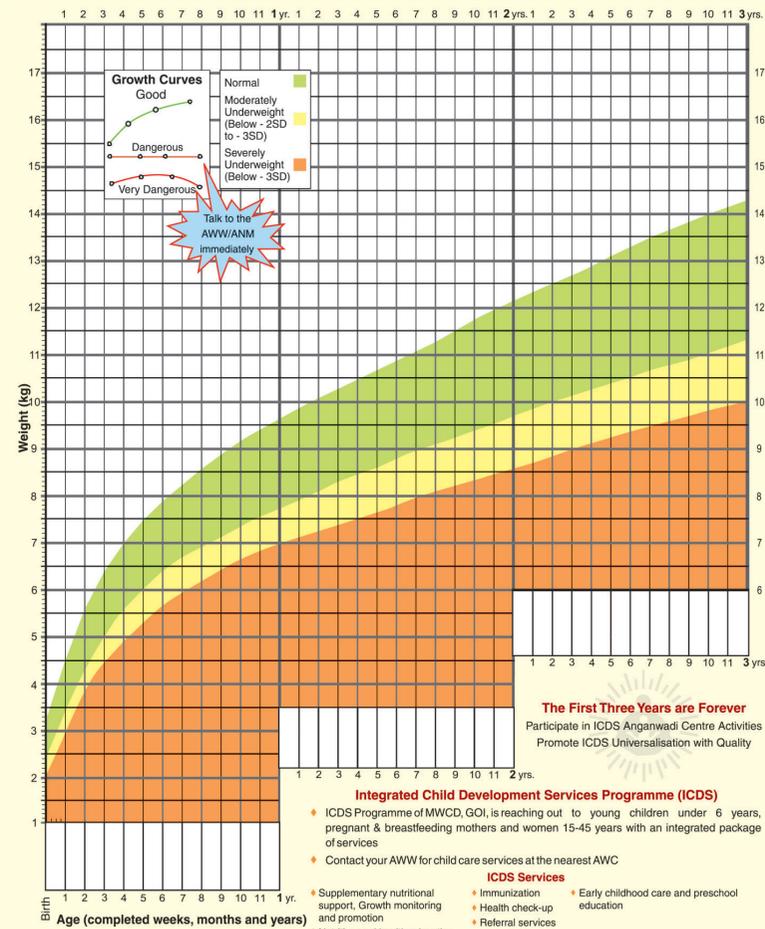
GIRL: Weight-for-age – Birth to 3 years
(As per WHO Child Growth Standards)



Ensure equal care for the girl child



BOY: Weight-for-age – Birth to 3 years
(As per WHO Child Growth Standards)



Have your child weighed at the AWC every month

Main messages



- » During pregnancy proper attention should be paid to the mother's diet and rest, along with preparing for the baby's nutrition and upbringing.
- » Breastfeeding has many benefits for the child, the mother and the family.
- » Mothers should start breastfeeding the child within one hour of birth.
- » Giving honey 'jaggery', water or any thing else before initiating breastfeeding may result in child not being interested in breastfeeding.
- » Child should be exclusively breastfed for first six months. No artificial foods not even water should be given.
- » While breastfeeding, the maximum part of the nipple and areola (black part around nipple), should go into the child's mouth.
- » In special situations, when the child is not able to feed, the mother can express her breastmilk in a clean cup or Katori and can feed the child with the cup and spoon.
- » After six months, along with breastmilk, start giving soft food in the beginning. Start complementary feeding after a few days giving semi-solid food to the child, three times a day by 7-9 months and five times a day when the child is one year old.
- » Increase the quantity and thickness of food gradually. Along with it, continue breastfeeding till two years or beyond.
- » Even if the mother or child is sick, the mother should continue breastfeeding.



First six months exclusive breastfeeding. After six months continuing breastfeeding in addition to complementary feeding, and talking and playing with a child promotes all round development of the child.



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