

National Strategy for infant and young child feeding (IYCF)

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Institute of Public Health and Nutrition (IPHN)

Is the policy document adopted?:

Yes

Adopted by:

Ministry of Health and Family Welfare

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Bangladesh

Date:

2007

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2007

Type of policy:

Nutrition policy, strategy or plan focusing on specific nutrition areas

National Strategy for infant and young child feeding (IYCF)

Goals

Goals, objectives or targets related to nutrition:

The overall goal of the National Strategy is to improve the nutritional status, growth and development, health, and survival of infants and young children in Bangladesh through optimal infant and young child feeding practices. The specific objectives of the National Strategy, to be achieved by 2010, are:

- Increase the percentage of newborns who are breastfed within one hour of birth from 24% to 50% (early initiation of breastfeeding)
- Increase the percentage of infants aged less than 6 months of age who are exclusively breastfed from 42% to 60% (exclusive breastfeeding)
- Maintain the percentage of children aged 20-23 months who are still breastfed at 90% (continued breastfeeding)
- Increase the percentage of children aged 6-9 months who are breastfed and receive appropriate complementary foods (rice or starch plus foods from animal sources and one other item of fruit, pulses or vegetable) to 50% (complementary feeding)

Strategies

Strategies and activities related to nutrition:

Legislation, policy and standards

Strategy 1: Code of marketing of breast-milk substitutes

- Strengthen the implementation, monitoring and enforcement of the Breastmilk Substitutes (Regulation of Marketing) Ordinance and amendments.

Strategy 2: Maternity protection in the workplace

- Enact adequate legislation protecting the breastfeeding rights of working women in a full range of employment and establish the means for its enforcement.

Strategy 3: Codex Alimentarius

- Ensure that processed infant and complementary foods are safe and nutritionally adequate, in accordance with the relevant Codex Alimentarius standards.

Strategy 4: National policies and plans

- Incorporate infant and young child feeding interventions into national development policies and plans, major health initiatives and other

projects to advocate for its importance and mobilize resources.

Health system support

Strategy 5: Baby-Friendly Hospital Initiative

- Ensure that every health facility successfully and sustainably practices all the "Ten steps to successful breastfeeding" and other requirements of the BFHI.

Strategy 6: Mainstreaming and prioritization of IYCF activities

- Integrate skilled behavior change counseling and support for infant and young child feeding into all points of contact between mothers and health service providers during pregnancy and the first two years of life of a child.

Strategy 7: Knowledge and skills of health service providers

- Improve the knowledge and skills of health service providers at all levels to give adequate support to mothers on infant and young child feeding, including skills training on interpersonal communication, behaviour change counselling and community mobilization. Community-based support

Strategy 8: Community-based support

- Develop community-based networks to help support appropriate infant and young child feeding at the community level, e.g. mother-to-mother support groups and peer or lay counsellors. IYCF in exceptionally difficult circumstances

Strategy 9: IYCF in exceptionally difficult circumstances

Strategy 9a: HIV and IYCF

- Develop capacity among the health system, community and family to provide adequate support to HIV-positive women to enable them to select the best feeding option for themselves and their infants, and to successfully carry out their infant feeding decisions.

Strategy 9b: Emergencies and IYCF

- Develop capacity among the health system, community and family to ensure appropriate feeding and care for infants and young children in emergencies.

Strategy 9c: Malnutrition and IYCF

- Develop the capacity among the health system (both facility and community-based), community and family to manage malnutrition, including severe wasting.

M&E Indicators

M&E Indicators related to nutrition:

NATIONAL STRATEGY

Actions in support of anaemia prevention and control must be monitored and evaluated to test and assess program effectiveness, justify the continuation or modification of interventions and provide feedback at all levels. Monitoring of an ongoing program is continuous and aims to provide the management and other stakeholders with early indications of progress (or lack thereof) in the achievement of results and objectives. Evaluation is a periodic exercise that attempts to systematically and objectively assess progress towards and the achievement of a program's objectives or goals. Because progress in anaemia prevention and control depends on the achievement of behavioural aims and objectives, monitoring and evaluation of behavioural indicators should be given special attention.

A monitoring and evaluation plan should be developed to provide a standardized framework on how needed information will be collected, processed, analysed, interpreted, shared and used. All organizations working in the field of anaemia prevention and control should follow the same monitoring and evaluation plan to ensure comparability. It is particularly important to ensure the consistent use of indicators for monitoring and evaluating trends in anaemia prevention and control. Where possible, monitoring indicators should be incorporated into existing health information systems. Outcome and impact indicators can be included in surveys such as the Bangladesh Health and Demographic Survey, Child Nutrition Survey, and Multiple Indicator Cluster Survey.

Research, including operations research, is needed to determine the factors that contribute to anaemia and to identify cost-effective approaches to its prevention and control for evidence-based advocacy and programme implementation.

BROAD PLAN OF ACTION

3.6.1 Develop a monitoring and evaluation framework/plan to monitor and evaluate the effectiveness of IYCF interventions:

Select a standard set of input, process, output and impact indicators, including behavioural indicators

For each indicator, identify criteria and targets; trigger points for remedial action; data collection methodology, and types and sources of data.

3.11.2 Incorporate IYCF indicators into existing information systems by modifying monitoring and reporting formats and training health service providers to collect monitoring data as part of their routine activities

3.11.3 Review the monitoring data at the sub-district, district and national level and provide constant feedback to stakeholders for appropriate action.³

3.11.4 Conduct periodic evaluations of the impact of interventions on infant and young child practices every 2-3 years

3.11.5 Identify priority research gaps to improve the design of interventions and programmes, and institutions which can help, technically and/or financially, to conduct and/or support the needed research.

3.11.6 Conduct assessments, operations research and evaluations of interventions related to infant and young child feeding practices.

3.11.7 Disseminate results of research, and revise strategies, interventions and guidelines in response to new knowledge and programme experiences and outcomes.

File upload:

 BGD 2007 IYCF_Strategy.pdf

Reference:

WHO Global Nutrition Policy Review 2009-2010

Policy topics:

- Breastfeeding promotion/counselling
- Baby-friendly Hospital Initiative (BFHI)
- Counselling on feeding and care of LBW infants
- Infant feeding in emergencies
- International Code of Marketing of Breast-milk Substitutes
- Maternity protection
- Complementary feeding promotion/counselling
- Food labelling
- Micronutrient supplementation
- Micronutrient powder for home fortification
- Complementary foods
- Management of severe acute malnutrition
- Food fortification regulations

Partners in policy implementation

- Government
 - Health
 - Women, children, families
 - Development
 - Details:
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Institute of Public Health and Nutrition (IPHN)
Development, Health, Women, children, families:
Ministry of Local Government, Rural Development,
Director General of Health Services (DGHS), Director
General Of Family Planning (DGFP)
- National NGO(s)
 - Details:
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National NGOs: Bangladesh Medical Association,
Bangladesh Pediatric Association, Bangladesh
Perinatal Society, Nutrition Society of Bangladesh,
Obstetrical and Gynecological Society of Bangladesh

Links

[1] https://extranet.who.int/nutrition/gina/sites/default/files/BGD%202007%20IYCF_Strategy.pdf

