

Alive & Thrive - Breastfeeding promotion and/or counselling - Infants and young children

Programme: Alive & Thrive

Programme Data

Programme Description

Alive & Thrive (A&T) is a 6-year initiative (2009-2014) to improve infant and young child nutrition by increasing rates of exclusive breastfeeding and improving complementary feeding practices. The goal is reductions in mortality and stunting. A&T aims to reach more than 16 million children under 2 years old in Bangladesh, Ethiopia, and Viet Nam through household, community, health facility, and mass media interventions. The objectives are to: create delivery models in three distinct learning environments that improve IYCF practices at scale and can be replicated in other parts of the world; document impact, cost, and cost-effectiveness of IYCF interventions; foster innovation through a grants program; and disseminate learnings from A&T models, innovations, operations research, and evaluations.

Program type

Multi-national

Cost

\$78.6 million

References

www.aliveandthrive.org

It has publications, program descriptions, tools, stories, videos, and other resources.

Implementing organisations

- UN agencies
 - International Food Policy Research Institute (IFPRI)
- Research / Academia
 - Details:
more
University of California-Davis: oversees the small grants program and lends technical support
- Private Sector
 - Details:
more
GMMB: provides advocacy, communications, and public affairs expertise

Funding sources

- Bilateral and donor agencies and lenders
 - Bill and Melinda Gates Foundation
 - Details:
more
FHI 360: manages the initiative and provides support for communications and private sector activities

Action data

Date de début January 2010
Date de fin January 2013
Pays: Bangladesh
 Ethiopia

Viet Nam

Situation: On-going

Zone: Urban
Rural
Peri-urban

Nom de lieu: four most populous regions (and the chartered cities) in more than 360 districts

Sujet: Breastfeeding promotion and/or counselling

Groupe cible: Infants and young children

Groupe d'âge: Infants and children under 2 years

Canal de l'intervention: Community-based
Media

Les détails de mise en œuvre: Strategy 1. Policy dialogue
Policymakers often fail to recognize the impact of poor feeding practices on infant survival, educational potential, and economic development. The result is a lack of investment in interventions to reduce undernutrition and the absence of supportive legislation and policies.

Action plan

- Raise understanding of Infant and Young Child Feeding (IYCF) issues and achieve consensus, sustained commitment, and support for good IYCF practices in the workplace, marketplace, and health system through targeted advocacy
- Build capacity of organizations and individuals to address gaps in the policy and regulatory environment

Strategy 2. Service delivery and behavior change communication

Alive & Thrive (A&T) applies well-tested marketing principles to improve IYCF practices.

Action plan

- Assess critical feeding problems, constraints, and opportunities for improvement
- Develop and implement targeted communication strategies based on consumer research
- Reach caregivers and those who influence their feeding decisions through individual, community, and mass media interventions
- Strengthen skills and performance of community-based workers

Strategy 3. Fortified complementary foods and related products

Many local diets fail to meet the nutritional requirements of children 6-24 months old. The private sector can help by producing and marketing affordable fortified products.

Action plan

- Establish partnerships with multiple manufacturers, distributors, and government ministries
- Increase product choice, access, and affordability
- Improve compliance with codes and standards
- Promote public education on good feeding practices and use of local foods and commercial products

Taille de la population cible: 5.4 million children

Niveau de couverture (%): Alive & Thrive (A&T) aims to improve IYCF by reaching 5.4 million children under 2 years old primarily through intensive community-based interventions in the four most populous regions (and the chartered cities) in more than 360 districts .

Indicateur(s) d'impact: Stunting/HAZ; Core WHO IYCF indicators; Early initiation of breastfeeding; Exclusive breastfeeding under 6 months; Continued breastfeeding at 1 year; Introduction of solid, semi-solid or soft foods; Minimum dietary diversity; Minimum meal frequency; Minimum acceptable diet; Consumption of iron-rich or iron-fortified foods; Anemia (Bangladesh only)

Système de suivi et d'évaluation: A&T aims to document impact, cost, and cost-effectiveness of IYCF interventions and generate learning on how to achieve and replicate the project's impact.

Action plan

- Use rigorous mixed-method impact evaluations for major community, media, and private sector interventions
- Evaluate policy advocacy and private sector partnerships using qualitative methods
- Conduct operations research and implementation monitoring
- Conduct cost studies

Résultat rapporté par les déterminants sociaux: Vulnerable groups

Typical problems

Solutions

Communication	Limited recognition of sub-optimal IYCF practices. Breastfeeding is the cultural norm, but less than half of women practice timely introduction of complementary food. Almost half of children under five are stunted, yet there is limited recognition of the extent of the problem or the long-term consequences on learning capacity and economic productivity.
Staff skills/training	Nutritional interventions often focus on food distribution in emergency situations, with less emphasis on promoting specific behaviors to improve IYCF. Ethiopia will not meet the Millennium Development Goals by 2015 without an escalation of program efforts related to nutrition, especially breastfeeding and complementary feeding.

Other actions from same programme

[Alive & Thrive - Promotion of improved hygiene practices including handwashing - Infants and young children](#)

Links to policies in GINA

[National Nutrition Strategy](#)

[National Strategy for Infant and Young Child Feeding](#)

[National Strategy for Child Survival in Ethiopia](#)

eLENA Link

[Breastfeeding ? exclusive breastfeeding](#)