



NOURISHING THE YOUNGEST

CORE Group
Global Health Practitioner
Conference

June 2018

**COMMON
APPROACHES**

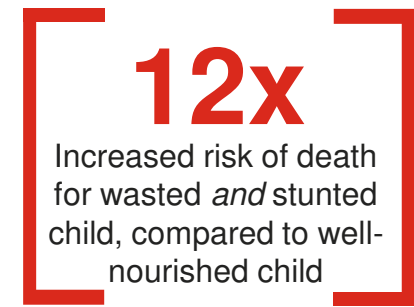
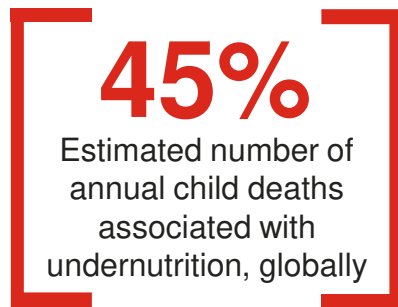
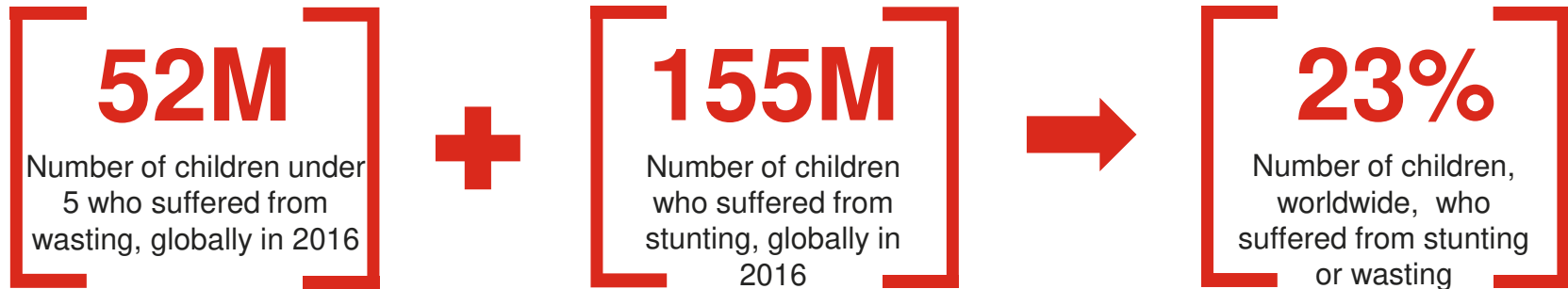




The problem: Undernutrition is estimated to be associated with 2.7 million child deaths annually or 45% of all child deaths

Adequate infant and young child feeding is critical for child growth and development. Of all the proven preventive health and nutrition interventions, infant and young child feeding has the single greatest potential impact on child survival

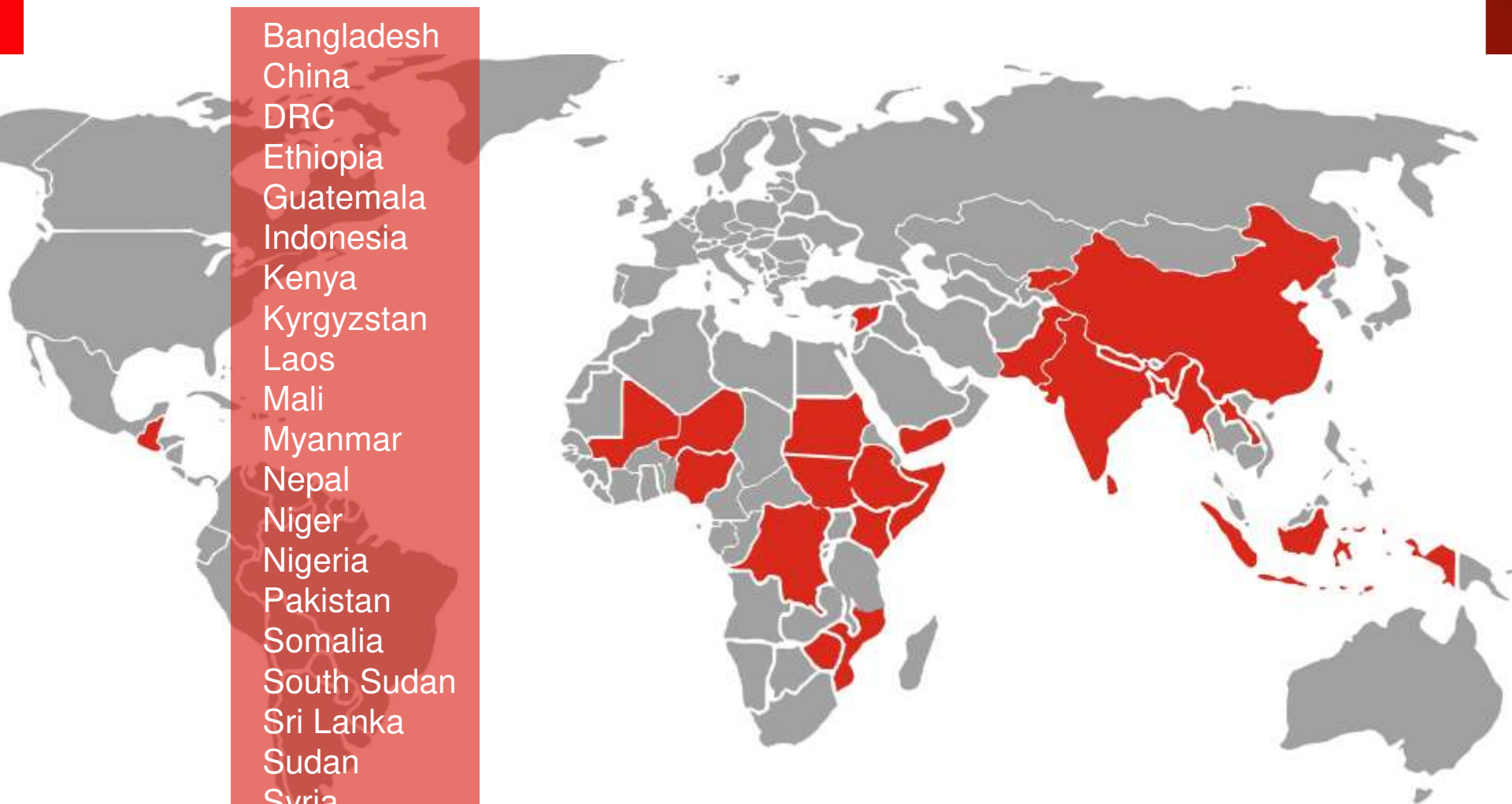
The Problem: The global burden of malnourished children



- Undernutrition is a barrier to human development and is estimated to account for an 8% reduction in a country's economic advancement.
- Preventing undernutrition in all its forms is fundamental for a child's survival, health, development, education and long-term productivity and for a country's economic advancement.

Where are we implementing?

Bangladesh
China
DRC
Ethiopia
Guatemala
Indonesia
Kenya
Kyrgyzstan
Laos
Mali
Myanmar
Nepal
Niger
Nigeria
Pakistan
Somalia
South Sudan
Sri Lanka
Sudan
Syria
Yemen
Zimbabwe





The evolution of the Nourishing the Youngest Common Approach

The “What”

Infant and Young Child Feeding

Early initiation
of breastfeeding
within the

1st hour
of life



Exclusive
breastfeeding
of infants up to

6 months



Continued
breastfeeding of
young children for
at least the first

2
years
of life



Complementary
feeding of nutritionally
adequate, appropriately
prepared and
safe foods

from
6 months



Appropriate household WASH practices
Maternal nutrition for adolescent girls and women



How do we deliver Nourishing the Youngest?



Target population: Infants and young children from their conception to 2 years of age, as well as their mothers and caregivers, including pregnant and breastfeeding girls and women.
IYCF in emergencies focuses on those within this target group who are affected by an emergency or crisis

Nourishing the Youngest

Individual and Household level



INDIVIDUALS WITHIN THE HOUSEHOLD

- Social and Behavioural Change
- Protect, Support and Promote recommended IYCF practices

DEVELOPMENT

Promote IYCF Behaviours using Social Behaviour Change Communication (SBCC) strategy:

- Interpersonal communication through individual counselling and support groups
- Measure changes in IYCF practices, norms and determinants and use of services

HUMANITARIAN/EMERGENCY

Protect and promote recommended IYCF behaviours:

- Individual skilled counselling (where possible identify and use existing national expertise)
- Interpersonal communication through support groups (mother-to-mother support groups, mother-care groups, community care groups) within the protracted emergency response
- Increase the awareness of the importance of IYCF and the range of services so that the affected populations actively make use of IYCF-E services

Nourishing the Youngest

Community level



COMMUNITY

- Community Capacity strengthening
- Community Engagement

DEVELOPMENT

Community Capacity Strengthening and Mobilisation

- Sensitise and orient key stakeholders on IYCF
- Mobilise and build capacity of communities
- **Address gender-related barriers** by empowering women, nurturing male role models and engaging girls and boys
- Facilitate establishment of community structures and participation, counselling and support by trained community workers, and the relevant form of mother/caregiver support groups
- Foster community champions, including women leaders and spokespersons
- Set up mechanisms and tools to advocate and report violations of the BMS Code
- Conduct communication and mass media campaigns to create new norms or address specific behaviours to a wider audience

HUMANITARIAN/EMERGENCY

Community Engagement

- Work with the community to establish appropriate safe spaces for the caregiver-child pair
- Identify leaders and champions to stimulate social mobilisation to protect and promote recommended IYCF-E practices
- Communicate key IYCF-E behaviours to communities and individuals via mass media and multiple channels
- Set up mechanisms and tools to support reporting of unsolicited donations of BMS in local communities

Nourishing the Youngest

Health System level



DEVELOPMENT

Integration of IYCF into Health Services

- Mainstream IYCF through every health system contact point
- Build capacity of frontline health workers in the provision of IYCF services -- standard operating practices (SOPs), tools, job aids and practical training and guidance
- Integrate IYCF indicators in the Health Information System
- Sensitise key actors and hold actors to account for implementation of national legislation
- Support monitoring and enforcement of the BMS Code within the health system
- Support Baby Friendly Hospitals
- Advocate for adequate financing for quality IYCF counselling, leadership and governance to reach all, including the most deprived and marginalised children

Access to Specialised Nutrition Commodities

- Distribute or provide (if context appropriate) nutritional supplements such as multiple micronutrient powders (MNPs) and/or lipid nutrient supplements (LNS) for mother and child with appropriate IYCF support

HUMANITARIAN/EMERGENCY

Integration of IYCF-E into Health Services

- Provide specialised IYCF-E support, e.g., re-lactation services, care of non-breastfed and nutritionally vulnerable infants
- Prioritise pregnant and breastfeeding mothers within the health system and for related crucial services such as food security programming, shelter, protection etc.
- Protect, promote and support recommended IYCF-E practices within health service interventions
- Build capacity of frontline health staff in the provision of basic IYCF-E services -- SOPs, tools, job aids and practical training and guidance

Access to Specialised Nutrition Commodities

- Increase access to specialised foods: complementary feeding support, supplementary feeding programming and Code-compliant BMS
- Minimise the risks of artificial feeding which includes having a clear position on donations, sourcing and distribution of BMS

Nourishing the Youngest

National level



DEVELOPMENT

Policy, Legislation and Financing

- Advocate for and support multi-sectoral costed National Nutrition Strategy, including IYCF and IYCF-E guidelines and policies
- Advocate for sustainable financing of national nutrition plan
- Advocate for adoption and enforcement of the International Code of Marketing of Breast-milk Substitutes
- Advocate for adoption of maternity protection policies and laws
- Foster and support champions at all levels of society to support IYCF

HUMANITARIAN/EMERGENCY

Policy, Legislation and Financing

- Endorse or support development of national Nutrition Strategies, policies and costed plans for IYCF-E services, inclusion of IYCF-E into Humanitarian Response Plans and calls for funding in line with global standards
- Advocate and support for the key provisions outlined in the Operational Guidance for Infant Feeding in Emergencies to be adhered to
- Advocate for adoption of and enforcement of the Code

For more information on IYCF-E:

:
Access the IFE Core Group's Operational Guidance on Infant Feeding in Emergencies at bit.ly/IFEOpsGuidance

Access Save the Children's Infant and Young Child Feeding in Emergencies Toolkit at bit.ly/IYCFEtoolkit

