Introduction

The purpose of this catalogue is to provide implementers all over Bangladesh a convenient reference and guide for selecting appropriate infant and young child feeding (IYCF) materials for their communication activities.

IYCF consists of breastfeeding and complementary feeding from birth to 24 months of age. Ensuring appropriate Infant and young child feeding is important to prevent undernutrition, reduce mortality and morbidity and protect brain development and learning capacity of individuals.

Priority behaviors to ensure good nutrition are:

- Initiation of breastfeeding within one hour after birth
- Exclusive breastfeeding from birth through 180 days or 6 months
- Adequate quality and quantity of complementary foods along with continued breastfeeding for at least 24 months
- Handwashing with soap before food preparation and feeding of young children

This catalogue lists communication materials developed during 2009-2014 by an alliance of stakeholders under chairmanship of the Institute of Public Health Nutrition, with the assistance of the Alive & Thrive project that is funded by the Bill & Melinda Gates Foundation.

Program planners who wish to incorporate infant and young child feeding practices into their work should first be clear about the target audience they will reach and about the most critical feeding practices to address. Use existing data or knowledge about the families in your communities to identify the specific priority feeding practices that a) mothers are not currently practicing and b) that families will be able to adopt. Then select materials that match the priority “Behavioral Objective” as listed in the catalogue entry.
# Materials for Various Audiences

## Mothers and Family Members

**Pages 4-11**

- Seven television spots on priority breastfeeding and complementary feeding behaviors and handwashing with soap
- Seven radio spots on priority behaviors of breastfeeding and complementary feeding
- Handwashing stickers
- Mobile phone counseling sticker
- Meena animated film on complementary feeding
- Meena animated film on breastfeeding

## Frontline Workers, Supervisors, Field Managers

**Pages 12-13**

- Pictorial brochure ‘Job Aid’ on breastfeeding and complementary feeding
- Pictorial brochure ‘Job Aid’ on handwashing with soap linked to complementary feeding
- Observation checklist

## Doctors

**Pages 14-16**

- Newspaper inserts
- Poster
- Pocket guide with clinical guidelines
- Advocacy video

## Trainers

**Pages 17-19**

- National training module on IYCF
- Training video on breastfeeding
- Training video on complementary feeding

## Policy Makers and Media

**Pages 20-23**

- National IYCF communication plan of the Government of Bangladesh
- Advocacy booklet
- Policy brief on IYCF and handwashing
- Policy brief on National Nutrition Services
TELEVISION SPOTS

Material:
Seven spots (40 to 60 second duration and 20 second versions) on priority breastfeeding and complementary feeding behaviors and handwashing with soap.

Language: Bangla and versions with English subtitles

Target Audience: Mothers and Family Members

Content:
- Early initiation of breastfeeding
- Perception of insufficient breastmilk
- Complementary feeding - quantity
- Complementary feeding - animal-source foods
- Poor appetite
- Increasing father’s participation in IYCF
- Handwashing convenience

Users:
Projects/Government
TV Spot 1

**Early initiation of breastfeeding**

Summary:
The story in a nutshell: This story is about baby’s first food. As the TV spot starts, we see a baby has just been delivered. The grandmother is happily calling someone for honey to feed the baby. But the mother, with the reference of a doctor, says that the baby should be given colostrum within an hour of birth, not honey or anything. This makes the baby healthy and helps to produce milk. The midwife also supports her. The grandmother becomes convinced and lets the mother breastfeed the baby. The TV spot emphasizes the importance of initiating breastfeeding within the first hour of birth.

TV Spot 2

**Perception of insufficient breastmilk**

Summary:
This story is about exclusive breastfeeding. As the TV spot starts, we see that a father of a 3-month-old baby has brought powdered milk for his child as he thinks breastmilk isn’t enough for the baby. The mother suggests exclusive breastfeeding while the grandmother explains to her confused son how to assess that the baby is getting sufficient milk supply. She assures him that the baby urinates 6 or more times a day, sleeps sufficiently and plays with energy. Then the doubtful father goes to the doctor who reassures him that the baby will get sufficient milk if the mother allows enough time for feeding. The father then realizes his fault. The TV spot addresses the misperception that exclusive breastfeeding is not enough for the baby.
TV Spot 3

**Complementary feeding - quantity**

Summary:
This story is about the result of proper food quantity for nutritional supply. As the TV spot starts, we see Tumpa’s name is announced as the first prize winner in the annual race competition of her school. One of the guardians asks Tumpa’s mother what she fed her daughter to make her so good at studies and sports. Tumpa’s mother told her how she provided Tumpa the proper amount of food at various stages, particularly till 2 years of age. That proper diet and amount ensured the optimal growth and development of her daughter. Tumpa gives away the medal to her mother as she thinks her mother is the best mother and the real source of her success. The happy mother is honored by her champion daughter with the special gift. The TV spot addresses the importance of age-appropriate proper food quantity for the baby.

TV Spot 4

**Complementary feeding - animal-source foods**

Summary:
This story is about the result of proper complementary food, particularly nutritional supply from animal sources. As the TV spot starts, we see a mother is preparing food for her child. She is very happy that her child will eat fish that day. She keeps on saying that her child likes to eat egg, fish and chicken liver. So the mother gives her one of these items every day. A next door neighbor is surprised to hear that an 8-month-old child is eating fish! The mother says that the doctor told her to give animal food every day with other foods. These foods are necessary for her child’s body and brain. The TV spot promotes incorporating animal foods into a baby's diet.
TV Spot 5

**Poor appetite**

Summary:
This story is about the poor appetite of children. As the TV spot starts, we see a mother is trying to feed her child, but the baby is refusing to take food. He’s gone to sleep without eating. She shares her concern with the father. As the father tunes the TV, a doctor appears on the screen who is counseling how to manage children’s poor appetite. The parents follow the instructions of the doctor to feed their child when he doesn’t want to eat. They realize that the child will eat when he is hungry. Within a short time they notice the change in their baby’s appetite. The TV spot gives advice to families on how to feed children when they have poor appetite.

TV Spot 6

**Increasing father’s participation in IYCF**

Summary:
This story is about the importance of father’s participation in infant and young child feeding. As the TV spot starts, we see a room is on fire. Panic seizes the father who is trying to get out of that room. His 8-year-old son suggests that the father wrap a wet bed sheet around himself and come out. The intelligent boy has called the fire department already. Thus the little boy’s quick thinking saves the life of his father. Coming out of the room, the happy father tells his neighbors about the importance of taking care of a child from the very beginning and how a child’s brain develops rapidly in the first two years. He keeps on saying how he helped with daily chores, so his wife had time to take care of the baby, breastfeed and give nutritious food. The TV spot depicts the role fathers can play in the growth and development of their children.
TV Spot 7

Handwashing convenience

Summary:
This story is about the importance of handwashing before preparing food and feeding the child. As the TV spot starts, we see a popular model in Bangladesh entering a village house. She sees that a mother is preparing a plate of food for her child. The model notices that there is no handwashing station nearby and assumes that the mother didn’t wash hands before serving food. So she asks about soap and water for handwashing. The mother says that there is no handwashing station nearby so it’s difficult for her to wash hands every time. Seeing the anxiety of the model, the father feels ashamed as he realizes that he should have arranged a washing station nearby. The father quickly places a handwashing bucket at the kitchen veranda and places soap in a case. The mother washes her hands and the baby’s hands with soap. The spot ends with the happy child enjoying her food. The TV spot encourages mothers to wash hands with soap and water before food preparation and child feeding and urges them to put the soap and water near the feeding place.

RADIO SPOTS

Material:
Seven radio spots (50 to 150 second duration) on seven priority behaviors of breastfeeding, complementary feeding, and handwashing.

Language: Bangla

Target Audience: Mothers and Family Members

Content:
• Early initiation of breastfeeding
• Perception of insufficient breastmilk
• Complementary feeding - quantity
• Complementary feeding - animal-source foods
• Poor appetite
• Increasing father’s participation in IYCF
• Handwashing convenience

Users:
Projects/Government
Handwashing sticker

**Material:**
The sticker is an illustrated reminder to be pasted close to the food preparation and feeding areas in a home with young children.

**Size (or length):** One sheet 4 inches x 6 inches. Illustrated with a few words of text.

**Language:** English and Bangla

**Target Audience:** Mothers and Family Members

**Content:**
Illustration of mother’s hands under running water with soap nearby and mother feeding a young child.

**Users:**
Family members of young children

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Mobile phone sticker

**Material:**
The message on the sticker is to call for information on infant young child feeding.

**Size (or length):** One sheet of 4 inches by 6 inches. Illustrated with a few words of text (Breastfeeding. Complementary feeding. Call if required.)

**Language:** Bangla

**Target Audience:** Mothers and Family Members

**Content:**
Illustrated reminder of the trained counselor’s mobile phone number

**Users:**
Family members of young children and pregnant women
Meena animated film on complementary feeding

Material:
Popular Meena character leads children in her community to do good deeds and share good complementary feeding practices.

Size (or length): 10:52 min

Language: Bangla and versions with English subtitles

Target Audience: Children, Adolescents, Parents who grew up watching Meena videos and reading Meena comic books, and other family members.

Content:
Appropriate complementary feeding and responsive feeding

Users:
Education sector and NGOs
Meena animated film on breastfeeding

Material:
Adventurous Meena learns about good feeding practices during a dream.

Size (or length): 12:50 minutes

Language: Bangla and version with English subtitles

Target Audience: Children, Adolescents, Parents who grew up watching Meena videos and reading Meena comic books, and other family members.

Content:
Early initiation and exclusive breast feeding for six months

Users:
Education sector and NGOs
Job aid on infant and young child feeding

**Material:**
Pictorial brochure features recommended feeding practices in the first 1,000 days.

**Size (or length):** Eight panels, four folds of 3.7 inches x 7.4 inches

**Language:** Bangla and English

**Target Audience:** Frontline Workers, Supervisors, Field Managers

**Content:**
Nutrition of pregnant woman, position and attachment during breastfeeding, expression of breastmilk, common breastfeeding difficulties and solutions, age-specific quantity and types of complementary foods, food consistency, and strategies to feed the right amount and type of complementary foods.

**Users:**
Anyone involved in infant and young child feeding activities can use the job aid as ready reference, from highest level decision-makers to the frontline worker and community leader, including literate family members of young children.

Job aid on handwashing and complementary feeding

**Material:**
Pictorial brochure features recommended handwashing and complementary feeding practices.

**Size (or length):** Two panels, one fold of 3.7 inches x 7.4 inches

**Language:** Bangla and English

**Target Audience:** Frontline Workers, Supervisors, Field Managers

**Content:**
Checklist of actions in a home visit: locate soap and water close to food preparation and feeding area in the home for young children, message on health risk of not handwashing with soap, message that many young child families are starting to practice handwashing and message on community elders/Koran teaching about cleanliness.

**Users:**
Any field workers who are involved in hygiene promotion or infant and young child feeding activities can use the job aid as ready reference, from highest level decision-makers to the frontline worker and community influencers, religious leaders, school students, and family members of young children.
Observation checklist

Material:
Checklist to observe and monitor the interaction between health workers and mothers, and to support health workers to improve their interpersonal communication.

Size (or length): One A4 page with implementation factors. User needs to put tick mark on Yes/ No.

Language: Bangla and English

Target Audience: Frontline Workers, Supervisors, Field Managers

Content:
Includes key steps in counseling on breastfeeding and complementary feeding during home visits.

Users:
This checklist can be used by trainers, supervisors and evaluators.
Newspaper inserts

Materials:
Six newspaper advertisements

Size (or length): 5 col x 10 inches

Language: Bangla and English

Target Audience: Doctors

Content:
The newspaper advertisements contain correct information on infant and young child feeding for the doctors and encourage them to initiate the discussion about feeding when they see patients who are pregnant or family members with children under 2 years of age.

Users: Doctors
**Poster**

**Material:**
Poster for doctor offices and waiting areas of clinics and health centers/hospitals on recommended feeding practices.

**Size (or length):** Four color poster, 17 inches x 22 inches

**Language:** Bangla and English

**Target Audience:** Doctors

**Content:**
Breastfeeding and complementary feeding messages from 0-6 months, 7-24 months of age, including proper feeding for children when they are sick, common difficulties and how to address them, and handwashing.

**Users:**
Health center and doctors clinic

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**Pocket guide for doctors**

**Material:**
Clinical guidelines on infant young child feeding for doctors’ reference

**Size (or length):** A spiral book, 8.5 inches x 6 inches

**Language:** English

**Target Audience:** Doctors

**Content:**
Infant and young child feeding guidelines

**Users:**
Doctors who could counsel on better feeding practices IYCF
Advocacy video for doctors

Material:
Distinguished doctors in Bangladesh address the importance of increasing attention and support of the medical community for infant and young child feeding

Size (or length): 8 minutes

Language: Bangla and version with English subtitles

Target Audience: Policy Makers and Media

Content:
Importance of IYCF and need for doctors to support mothers to breastfeed exclusively for 6 months and continue to 2 years.

Users:
Those holding seminars, workshops and meetings for doctors.
National training module on IYCF

Material:
This module of the Government of Bangladesh aims to provide standards and information needed to counsel on infant and young child feeding.

Size (or length): 250 pages with 20 sessions (Size of Manual: 9.2 inches x 8.1 inches)

Language: Bangla and English

Target Audience: Trainers

Content:
Contains information on breastfeeding (BF), maternal nutrition and complementary feeding (CF), and several hands-on activities such as demonstration of foods, amounts per age group, and counseling techniques. Role plays are followed by actual practice with mothers. One session covers the importance of planning and follow-up activities to increase the impact of training. Also included is the nature and magnitude of the problem of IYCF in Bangladesh. Format and layout are designed for use as a ready reference for technical content. Specific content:

BF: importance of BF and recommendations; assessing position and attachment; manual expression of breastmilk, common BF difficulties and strategies to overcome them, nutrition of pregnant women and nursing mothers and a session on how to help mother exclusively breastfeed for six months and continue breastfeeding for at least 2 years.

CF: importance of giving complementary food after 6 months, 7 key elements of CF, misconceptions of CF and how to overcome them, strategies for children who do not want to eat and how to select age specific-food for children.

Users:
Master trainers and national trainers
Training video on breastfeeding

Material:
This video reinforces messages and demonstrates good breastfeeding practices

Size (or length): 16:40 minutes

Language: Bangla and dubbed in Sylheti; English subtitles

Target Audience: Trainers, health workers, community health volunteers and traditional birth attendants

Content:
Relevant expert’s statement on breastfeeding, position and attachment, manual expression of breastmilk, skits related to problems and solutions; health worker – client interaction on breastfeeding issues, hands-on demonstration.

Users:
Trainers from the Government of Bangladesh and non-governmental organizations and different cadres including frontline health workers.
Training video on complementary feeding

Material:
Video focuses on appropriate complementary feeding and hygiene practices linked to child feeding.

Size (or length): 23:00 minutes

Language: Bangla and dubbed in Sylheti; English subtitles

Target Audience: Trainers, health workers, community health volunteers and community members

Content:
Relevant expert’s statement on complementary feeding, skits (client – health worker interaction) related to appropriate complementary feeding, and addressing poor appetite, misconceptions and solutions; hands-on demonstration on ‘how to select and prepare appropriate complementary food’ and ‘how to feed a child’. Handwashing technique and importance before food preparation and feeding of child.

Users:
Trainers of Government of Bangladesh and non-governmental organizations and different cadres including frontline health workers.
Video is also shown during community mobilization sessions.
National infant young child feeding communication plan of the Government of Bangladesh

Material:
The document describes the communication framework and plan for the national IYCF strategy in Bangladesh.

Size (or length): 8.5 inches x 11 inches (61 pages)

Language: Bangla and English

Target Audience: Policy Makers, Program Planners, and Media

Content:
Communication approaches, objectives, barriers and facilitators, participant groups, key messages, channels and media, implementation plan and monitoring and evaluation indicators.

Users:
Governmental organizations, non-governmental organizations and the donor community involved in the implementation of IYCF activities.
Advocacy booklet

Material:
Colorful booklet makes the case for investing in nutrition.

Size (or length): 8.5 inches x 11 inches (12 pages)

Language: Bangla and English

Target Audience: Policy Makers and Media

Content:
Window of opportunity, why nutrition and IYCF are important, actions to be taken.

Users:
Multi-sectoral stakeholders from development, business, and communication-related agencies in government organizations and non-governmental organizations at national, district and subdistrict levels.

Our Window of Opportunity
Strengthening Bangladesh’s future through policies and programs to improve infant and young child feeding and nutrition
Policy brief on IYCF and handwashing

Material:
Brief addresses main barriers to handwashing before food preparation and actions to address them.

Size (or length): 8 inches x 11 inches (4 pages)

Language: English

Target Audience: Policy Makers and Media

Content:
Comparison of formula and breastmilk, and why breastfeeding policies should support breastfeeding. Nutrition and infection and why policies and programs should support washing hands with soap linked to complementary feeding. Anemia in young children and how to reduce the high prevalence. Latest guidelines on complementary feeding.

Users:
Policymakers and program planners, trainers and health providers.
Policy brief on National Nutrition Services

Material:
Brief outlines the Government of Bangladesh’s nutrition program.

Size (or length): 8 inches x 11 inches (4 pages).

Language: English

Target Audience: Policy Makers, Media, Development Partners

Content:
Objectives, targets, geographic scope, and implementation strategy.
Alive & Thrive Initiative, Bangladesh

Introduction

Alive & Thrive (A&T) is a multiyear initiative managed by FHI 360 and funded by the Bill & Melinda Gates Foundation to improve infant and young child nutrition. The time between birth and age 24 months is a unique window of opportunity to improve the health and development of children. Improving feeding practices can have an impact on the health of individuals, families and communities. Alive & Thrive works in Bangladesh, with over 20 stakeholders and implements advocacy, interpersonal communication, community mobilization and a mass media campaign for scaling up infant and young child feeding.

Goal of A&T

- Increase exclusive breastfeeding by 50 percent in infants below 6 months of age
- Reduce stunting by 10 percent in under fives
- Reduce anemia by 10 percent in children 6-23 months old

Strategy of A&T

Improve infant and young child nutrition through partnerships with multiple agencies reaching grass-roots level in different geographical areas; mass media communication to reach out to the entire country and advocacy with opinion leaders for national policies to reach scale.

Key program components

Community Component:
A&T’s interpersonal counseling activities for infant and young child nutrition are implemented through the BRAC Essential Health Care program and its adaptation to Maternal Newborn and Child Health programs reaching more than 150 of 485 sub-districts of Bangladesh.

Communication:
A&T developed the entire range of communication materials on IYCF such as job aids, posters, training videos, training modules, TV and radio advertisements, and Meena films. These materials are used nationally by the Government of Bangladesh, INGOs and NGOs working in the field of IYCF.

Partnerships:
A&T is working in collaboration with the government, national and international NGOs and the private sector. These partnerships cut across multiple sectors to ensure scale and sustainability.

Advocacy:
A&T engaged journalists through study circles and fellowship programs for effectively connecting media with IYCF. The improved coverage of IYCF in Bangladesh influenced policy makers to ensure adequate investments and appropriate programs for infant and young child nutrition.

Monitoring & Evaluation:
A&T evaluates the impact of its program strategies and the process for delivering interventions through surveys in the program and non-program sub-districts. The impact evaluation of A&T interventions will be measured in 2014 on IYCF practices, stunting and anemia.

For more information, please visit the website: www.aliveandthrive.org
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