

Guidelines for conducting counseling sessions on infant and young child feeding at Mat Troi Be Tho Franchises



Background

Alive & Thrive (A&T) is a six-year (2009-2014) initiative to improve infant and young child feeding (IYCF) practices by increasing rates of exclusive breastfeeding and improving complementary feeding practices. Alive & Thrive aims to reach more than 16 million children under two years old in Bangladesh, Ethiopia, and Viet Nam and create program models that can be replicated worldwide. In Viet Nam A&T is working with the Ministry of Health (MoH), the National Institute of Nutrition (NIN), the Viet Nam Women's Union, and provincial authorities to double the rate of exclusive breastfeeding, improve the quality and quantity of complementary foods, and reduce stunting by two percentage points each year.

The model introduced in Viet Nam applies social marketing principles to the delivery of good quality infant and young child feeding counseling services at health facilities at all levels. Facilities that meet a set of criteria are certified as Mat Troi Be Tho franchises. The franchises are implemented in cooperation with the Vietnamese government and select private clinics. These facilities deliver a package of standardized IYCF counseling services to pregnant women, lactating mothers, and their families. They increase the availability of accurate information through interpersonal counseling and/or group sessions beginning in the third trimester of pregnancy and continuing through the first two years of life.

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Content and use of counseling guidelines on infant and young child feeding

The guidelines in this document were developed to help counselors at Mat Troi Be Tho (MTBT) franchises conduct individual counseling sessions, facilitate group discussions, and provide mothers instructions on infant and young child feeding (IYCF) practices easily and effectively. The guidelines are not a training manual. They give specific instructions on *WHAT TO DO AND HOW* and *WHICH TOOLS TO USE* so counselors can facilitate a counseling session in a spontaneous and easy manner.

THE GUIDELINES INCLUDE:

- 8 topics for IYCF group sessions at MTBT franchises
- 1 guideline for individual IYCF counseling at MTBT franchises
- 1 guideline for supporting a new mother to breastfeed during the first days after giving birth at health facilities with delivery services

MATERIALS NEEDED:

To help counselors conduct group discussions and individual counseling sessions, the following materials, tools, and equipment should be available at a franchise. These materials and tools need to be kept clean, tidy, and in appropriate places at the franchises so that everything is ready when a mother comes for a counseling session.

1. Behavior Change Communication (BCC) materials

- A set of counseling cards
- Breastfeeding and complementary feeding leaflets
- Mother-and-child booklets
- A set of breastfeeding posters to be put on the walls in franchise facilities and on the walls of the delivery-waiting rooms and postpartum rooms at the obstetrics and gynecology department of district and provincial hospitals
- A set of pictures: “Steps for washing your hands” provided by the MOH to health facilities

2. TV spots

- Baby bubbly clip - “Breastfeed your baby within the first hour of birth”
- 3D clip – “Breastmilk production and how to breastfeed properly”
- “Nurse more”
- “No water”
- “Complementary feeding: feeding iron-rich foods”

3. Other materials and supplies

- Supplies for demonstrating how to express milk
- Supplies for practicing how to wash hands
- Equipment for cooking demonstration
- A3-sized child growth chart
- Weighing scale and height board

PREPARATION FOR A GROUP COUNSELING SESSION AT MAT TROI BE THO FRANCHISE

To help encourage mothers to return to the franchise for counseling, counselors need to organize an effective counseling session and be well prepared. Before the session, they should:

- Master the topic by carefully reading appropriate sections of the trainee handbook, counseling cards, leaflets, mother-and-child booklet, and posters
- Ensure that all materials and equipment needed for the counseling session are available in the counseling room
- Ensure that the room is clean and has adequate light and enough chairs for mothers
- Prepare a plan to invite mothers to the counseling session
 - Counselors should work with community-based workers (CBWs) to make a weekly or monthly plan that identifies *who* needs to be invited to *which* sessions
 - Counselors should remind CBWs to visit mothers one day prior to the counseling session

SCHEDULE GROUP COUNSELING SESSIONS AT MAT TROI BE THO FRANCHISES

Two group counseling sessions should be held per week, one for breastfeeding and one for complementary feeding with the schedule of sessions posted on the wall of the Mat Troi Be Tho franchises so that all mothers can see it. Based on the counseling schedule, the supervisor can develop an effective supervision plan.

Schedule for group sessions at a Mat Troi Be Tho franchise

| Every Tuesday (Topics on Breastfeeding) | | Every Thursday (Topics on Complementary Feeding) | |
|--|-----------------------------|---|--|
| Topic 1 | Initiation of breastfeeding | Topic 5 | Introduction of complementary foods |
| Topic 2 | How to breastfeed properly | Topic 6 | Age-appropriate complementary foods |
| Topic 3 | Exclusive breastfeeding | Topic 7 | Proper hygiene when cooking, storing foods, and feeding a baby |
| Topic 4 | Expression of breastmilk | Topic 8 | How to properly monitor a baby's health |

Besides group counseling, MTBT franchises also provide individual counseling whenever a mother or family members needs it.

Guidelines for group sessions on infant and young child feeding at Mat Troi Be Tho franchises

Topic 1

Initiation of breastfeeding

Target groups for group sessions

- Women in their third trimester of pregnancy
- 1-2 lactating mothers who successfully breastfed their babies (these mothers will share their experiences on how to initiate breastfeeding early and how to breastfeed properly in the first 1-2 days after delivery)
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will commit to:

- Initiate breastfeeding within one hour of birth
- Not to give their newborns any pre-lacteals before the first breastfeed
- Not to give their newborns any formula, even a little

Preparation for the counseling session:

- Counseling cards: 3, 4, 6
- Breastfeeding leaflets
- Video “Breastfeeding your baby within one hour of birth”
- Pre-reading: Sessions 13 and 14 in the trainee handbook

Time for the group session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|--|---|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: <i>When is breastmilk produced and why should a baby be breastfed immediately or as soon as possible after birth?</i> | <ul style="list-style-type: none"> P2 form  |
| 25 | Step 2 : Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask questions (for mothers with children): <ul style="list-style-type: none"> <i>When do you think that your breastmilk is produced?</i> <i>How long after delivery did you start breastfeeding your baby?</i> <i>Before breastfeeding your baby, did you give him/her any pre-lacteals (licorice, honey, water, formula)?</i> Encourage mothers to talk about their experience on WHAT they gave their babies after delivery, WHEN, and WHY | |
| 20 | Step 3: Provide information | <ul style="list-style-type: none"> Use counseling card 3 to explain why a baby needs to be breastfed within one hour of birth, even in cases of C-section Use counseling card 4 to explain benefits of colostrum and negative effects of formula-feeding Use counseling card 6 to explain HOW breastmilk is produced and HOW MUCH breastmilk a newborn needs in the first few days after birth Give further explanation on the size of a baby's stomach and conclude that breastmilk always meets the full needs of a baby during the first few days after birth Summarize "Key messages to remember" <ul style="list-style-type: none"> A mother always has enough milk for her baby in the first few days after birth Do not discard colostrum before breastfeeding your baby | <ul style="list-style-type: none"> Counseling card 3 Counseling card 4  |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|--|--|
| | | <ul style="list-style-type: none"> - Do not give your newborn any pre-lacteals before the first breastfeed because introducing anything will be harmful for your baby - Do not give your newborn formula, even a little because it will slow down breastmilk production and harm your baby • Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | <ul style="list-style-type: none"> • Counseling card 6  |
| 10 | Step 4: Close the session and get mothers' commitment | <ul style="list-style-type: none"> • Ask mothers if they have any questions • Ask each mother to say what she has learned from the group session and how she can apply the information to her baby • Show the video "Breastfeeding your baby within the first hour of birth," and then ask mothers to commit to do the same • Give mothers breastfeeding leaflets, and ask them to read them carefully at home and bring their questions to discuss in the next session • Remind mothers to read page 12 in the mother-and-baby booklet • Encourage mothers to come to MTBT facility whenever they need help • Thank all mothers, arrange for the next meeting, and remind them to bring their mother-and-baby booklets with them to the meetings | <ul style="list-style-type: none"> • Video "Breastfeeding your baby within the first hour of birth"  |

Topic 2

How to breastfeed properly

Target groups for group session

- Women in their third trimester of pregnancy and 2-3 mothers who exclusively breastfeed their babies who are now 2-3 months old. These mothers will demonstrate how to breastfeed properly so the pregnant women can observe good breastfeeding practices and follow their example.
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will be able to:

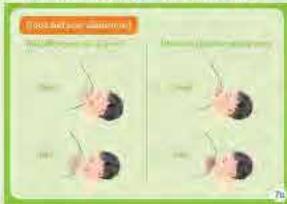
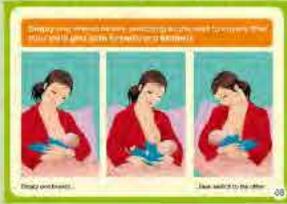
- Attach and position their babies properly during a breastfeed
- Understand the importance of “foremilk” and “hindmilk” and commit to empty one breast before switching to another
- Understand why the more a baby suckles, the more breastmilk is produced

Preparation for the counseling session

- Counseling cards: 7, 7b, 8
- 3D clip – “Breastmilk production and how to breastfeed properly”
- Video “Nurse more”
- Pre-reading: Sessions 18 and 19 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|--|--|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: How to breastfeed properly | <ul style="list-style-type: none"> P2 form  |
| 25 | Step 2: Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask mothers if they think that they should learn how to breastfeed their babies and WHY? Encourage mothers to answer the question. Show mothers counseling card 7b “Good and poor attachment” and ask them to identify the differences between the correct and incorrect pictures | <ul style="list-style-type: none"> Counseling card 7b  |
| 20 | Step 3: Provide information | <ul style="list-style-type: none"> Use counseling card 7 to explain how to attach and position a baby properly when breastfeeding Use counseling card 8 to explain “foremilk” and “hindmilk” and why a mother should empty one breast before switching to another Show 3D educational video “Breastmilk production and how to breastfeed properly” Give mothers time to discuss contents of the video (What did you see in the video? How is breastmilk produced? How should a baby be attached and positioned at the breast?) Ask a (lactating) mother to demonstrate how to breastfeed her baby and explain more about attachment and mother’s and baby’s feeding positions Ask pregnant women to observe and give comments or ask questions for clarification | <ul style="list-style-type: none"> Counseling card 7  Counseling card 8  3D educational video “Breastmilk production and how to breastfeed properly”  |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|---|--|--|
| | | <ul style="list-style-type: none"> • Summarize “Key messages to remember” <ul style="list-style-type: none"> - Good positioning and attachment helps your baby breastfeed more effectively (talk about signs of good positioning and attachment) - Proper attachment and emptying one breast before switching to another helps your baby get both “foremilk” and “hindmilk” so that s/he gets all the nutrients needed for his/her healthy development - The more a baby suckles, the more breastmilk is produced • Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | |
| 10 | <p>Step 4: Close the session and get mothers’ commitment</p> | <ul style="list-style-type: none"> • Ask mothers if they have any questions • Ask each mother to tell what she has learned from the group session and how she can apply the information to her baby • Show the video “Nurse More” and then ask mothers to commit to do the same • The breastfeeding leaflets and invite them to ask the questions for clarification • Remind mothers to read page 16 in the mother-and-baby booklet • Ask mothers to come to MTBT facility whenever they need help • Thank all mothers, arrange for the next meeting, and remind them to bring the mother-and-baby booklets with them to the meetings | <ul style="list-style-type: none"> • Breastfeeding leaflets <ul style="list-style-type: none">  • Video “Nurse More” <ul style="list-style-type: none">  |

Topic 3

Exclusive breastfeeding

Target groups for group session

- Mothers with children 0-6 months old
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will:

- Feel confident that they have enough milk to feed their babies exclusively for the first six months
- Feel confident that there is no need to give water to their babies in addition to breastmilk during the first six months
- Feel confident that there is no need to give formula or complementary foods in addition to breastmilk to their babies during the first six months

Preparation for the counseling session

- Counseling cards: 9, 10, 13
- 3 breastfeeding posters put on the wall of the franchise facilities
- Video “No water”
- Pre-reading: Sessions 14 and 15 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|--|---|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: <i>Why does a baby need only breastmilk, not any other food/drink for the first six months of life?</i> | <ul style="list-style-type: none"> P2 form  |
| 25 | Step 2 : Study current practices and identify problems/issues | <ul style="list-style-type: none"> Ask questions: <i>In our group, in addition to breastmilk,</i> <ul style="list-style-type: none"> <i>How many of you gave your baby water?</i> <i>How many of you gave your baby fruit juice?</i> <i>How many of you gave your baby formula or other foods?</i> Encourage mothers to discuss and give suggestions for discussion, focusing on <i>WHEN and WHY they made these feeding choices</i> | |
| 20 | Step 3: Provide information | <ul style="list-style-type: none"> Use counseling card 13 and explain why babies 0-6 months old need only breastmilk, not any other food/drink, not even water; and all babies should be breastfed up to 24 months Use counseling card 9 explaining the definition of exclusive breastfeeding Use counseling card 10 to compare breastmilk and formula and explain why breastmilk is better than formula milk Ask three mothers to take turns to explain the three breastfeeding posters on the wall as a way of reviewing what they had just discussed Tell mothers: If they have to return to work before their babies are 6 months old and find it difficult to exclusively breastfeed, they should come to MTBT franchises to learn how to express breastmilk and how to feed a baby when | <ul style="list-style-type: none"> Counseling card 13  Counseling card 9  |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|---|--|---|
| | | <p>they are away from home</p> <ul style="list-style-type: none"> ● Summarize “Key messages to remember”: <ul style="list-style-type: none"> - Breastmilk provides all nutrients needed for your baby’s optimal development in the first 6 months - There is no need to give your baby water to clean his/her mouth after each breastfeed; breastmilk has already done that - Do not worry if your baby is thirsty because breastmilk provides enough water for your baby - There is no need to give your baby any other foods in the first 6 months because breastmilk has all the nutrients needed for your baby’s optimal development ● Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | <ul style="list-style-type: none"> ▪ Counseling card 10  |
| 10 | <p>Step 4: Close the session and get mothers’ commitment</p> | <ul style="list-style-type: none"> ● Ask mothers if they have any questions ● Ask each mother to tell what she has learned from the group session and how she can apply the information to her baby ● Show the video “No Water” and then ask mothers to commit to give their babies only breastmilk– no water, no formula, no fruit juices, no foods–in the first 6 months ● Remind mothers to read page 17 in the mother-and-baby booklet ● Invite mothers to come to MTBT facility whenever they need help ● Thank all mothers, arrange for the next meeting, and remind them to bring the mother-and-baby booklets with them to the meetings | <ul style="list-style-type: none"> ● Video “No Water”  |

Topic 4:

Expression of breastmilk

Target groups for group session

- Mothers with children 0-24 months old
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will be able to:

- Identify when expressing breastmilk is needed
- Know how to express and store breastmilk as well as how to use stored breastmilk

Preparation for the counseling session

- Counseling cards: 10, 11a, 11, 13
- Breastmilk expression supplies: wide-mouth cup, cotton towel, soap, clean, hot water
- Pre-reading: Session 20 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|---|--|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: <i>What should I do to ensure my baby gets enough breastmilk, even if I cannot breastfeed my baby directly? How do I express and store breastmilk?</i> | <ul style="list-style-type: none"> P2 form  |
| 20 | Step 2 : Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask questions: <ul style="list-style-type: none"> <i>In our group, how many of you expressed breastmilk to feed your baby? Why?</i> <i>How did you store expressed breastmilk to ensure its good quality?</i> Encourage mothers to discuss and give suggestions for discussion about WHEN expressing breastmilk is needed, WHY expressing breastmilk is needed, and HOW to store expressed breastmilk. | |
| 30 | Step 3: Provide information | <ul style="list-style-type: none"> Use counseling card 13 and explain why babies 0-6 months old need only breastmilk Encourage mothers to discuss WHAT they will do to exclusively breastfeed up to 6 months if they cannot stay at home until then Use counseling card 10 to explain why formula milk should not be used to replace breastmilk when mothers are away Use counseling card 7a (“Breast anatomy”) to explain how to express breastmilk effectively Use counseling card 11 to explain how to store breastmilk and how to use it <ul style="list-style-type: none"> Storage: Breastmilk should be stored in containers with good-fitting tops (with a sufficient amount for a single feed) Breastmilk can be stored for 3-5 hours | <ul style="list-style-type: none"> Counseling card 13  Counseling card 10  |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|------|---|---|
| | | <p>at room temperature, 3 days in the cool compartment, and up to 6 months in the freezer of the refrigerator. Place the breastmilk container in a bowl of hot water to make it warm; do not bring the milk to a boiling point or use a microwave oven to heat stored breastmilk before feeding the baby.</p> <ul style="list-style-type: none"> • Explain why feeding bottles should not be used to feed a baby expressed breastmilk; instead, spoons and cups should be used because: <ul style="list-style-type: none"> - Bottles and teats are easily contaminated; they are hard to sterilize - Babies might refuse the mother's breasts because suckling from bottles with teats is easier than suckling from breasts - Bottle-feeding affects the development of jaws and facial bones of a baby • Practice expressing breastmilk <ul style="list-style-type: none"> - Give mothers the necessary supplies to practice expressing breastmilk - Demonstrate breastmilk expression with one mother, show her how to do it while giving the instructions for each step as described in the table: "How to express breastmilk by hand" in session 20 in the trainee handbook. Ask other mothers to observe. - Ask the mother to wash her hands, clean her breast, and put a warm towel on her breast (for about five minutes), and then start expressing her milk. Observe and help the mother express breastmilk successfully. • Summarize "Key messages to remember" <ul style="list-style-type: none"> - Express your milk whenever you feel that your breast is full but: <ul style="list-style-type: none"> * You cannot breastfeed your baby directly or * After your baby is already fully nursed | <ul style="list-style-type: none"> • Counseling card 7a "Breast anatomy"  • Counseling card 11  • Supplies for expressing breastmilk: warm towels, clean water, soap, wide-mouth cups (enough sets for every trainee) |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|--|--|
| | | <ul style="list-style-type: none"> - Feed your baby with breastmilk using spoons and cups, not bottles and teats • Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | |
| 5 | Step 4: Close the session and get mothers' commitment | <ul style="list-style-type: none"> • Ask mothers if they have any questions • Ask each mother to tell what she has learned from the group session and how she can apply the information to her baby • Remind mothers to read page 20 in the mother-and-baby booklet • Ask mothers to come to MTBT facility whenever they need help • Thank all mothers and arrange for the next meeting, remind mothers to bring the mother-and-baby booklets with them to the meetings | |

Topic 5

Introduction of complementary foods

Target groups for group session

- Mothers with children 5-6 months old
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will be able to:

- Determine when to start giving complementary foods to a baby
- Understand the principles of complementary feeding and how to prepare complementary foods for babies when 6 months are completed (180 days)

Preparation for the counseling session

- Counseling cards: 13, 14, 17
- Cooking tools and foods needed
- Pre-reading: Session 23 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|--|--|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: <i>The most appropriate time to start complementary feeding</i> | <ul style="list-style-type: none"> P2 form  |
| 25 | Step 2 : Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask a question: <i>“When do you think that complementary foods should be introduced to a baby?”</i> Encourage mothers to discuss and give suggestions for discussion, focusing on: <ul style="list-style-type: none"> - <i>WHY should we start giving food at that age?</i> - <i>WHICH FOODS should be given to the baby?</i> - <i>HOW should complementary foods be prepared?</i> | |
| 25 | Step 3: Provide information | <ul style="list-style-type: none"> Use counseling card 13 and explain why complementary foods should be given at the age of 6 completed months; emphasize that BREASTFEEDING SHOULD BE CONTINUED UNTIL THE BABY IS 24 MONTHS OLD Use counseling card 14 to explain the principles of starting complementary foods, types of foods, and the appropriate amount of foods for babies from 6-8 months Use counseling card 17 to explain the process of cooking a complementary food <p>Practice preparing the first complementary food for a baby is 6 months old</p> <ul style="list-style-type: none"> Prepare the foods while referring to the steps introduced earlier Note: this is just the start of | <ul style="list-style-type: none"> Counseling card 13  Counseling card 14  |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|---|--|--|
| | | <p>complementary feeding; therefore, the mother should only prepare half of a bowl of thin semi-solid soup that includes all four food groups. This introductory period should not last more than 2 weeks.</p> <ul style="list-style-type: none"> • Invite mothers to taste the foods and give comments • Invite 1-2 mothers to practice cooking as instructed • Summarize “Key messages to remember”: <ul style="list-style-type: none"> - The most appropriate time to start complementary feeding is when your baby completes 6 months (180 days) - Continue breastfeeding your baby until s/he is 24 months old or beyond - Principles of starting complementary foods: <ul style="list-style-type: none"> * Breastmilk is still the main food until the baby is 12 months old * Start complementary foods with a small amount and gradually increase the amount according to the baby’s age, starting with semi-solid food and transitioning to solid food. * Ensure food diversity (4 food groups) per meal, especially iron-rich foods and animal-source foods * Continue breastfeeding • Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | <ul style="list-style-type: none"> • Counseling card 17  • Cooking tools and foods needed |
| 5 | <p>Step 4: Close the session and get mothers’ commitment</p> | <ul style="list-style-type: none"> • Ask mothers if they have any questions • Ask each mother to tell what she has learned from the group session and how she can apply the information to her baby • Give each mother one complementary feeding leaflet, ask the mothers to study it carefully to prepare meals appropriate for their babies when they start complementary feeding | <ul style="list-style-type: none"> • Complementary feeding leaflet  |

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|------|---|--|
| | | <ul style="list-style-type: none"> • Remind mothers to read page 21 in the mother-and-baby booklet • Ask mothers to come to MTBT facility whenever they need help • Thank all mothers, arrange for the next meeting, and remind them to bring the mother-and-baby booklets with them to the meetings | |

Topic 6

Age-appropriate complementary foods

Target groups for group session

- Mothers with children from 6 months (180 days) to 24 months (*Invite only one group of mothers to each group session – either with children 6-8 months, or 9-11 months, or 12-23 months*)
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the session, mothers will:

- Know HOW to prepare complementary food that meets the baby's nutritional requirements and is appropriate to the baby's age

Preparation for the counseling session

- Counseling cards: 14, 15, 16 (depending on the group of mothers invited) and counseling card 17
- Cooking equipment and foods needed for food demonstration
- Pre-reading: Session 24 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|---|--|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: Age-appropriate complementary foods for children from 6 months (180 days) to 24 months | <ul style="list-style-type: none"> P2 form  |
| 25 | Step 2 : Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask mothers: “How do you prepare complementary meals for your baby every day?” Encourage mothers to discuss and give suggestions for deeper discussion about the following: <ul style="list-style-type: none"> WHICH FOODS do you usually use? HOW do you cook the food? HOW MUCH food do you give your baby at each meal? HOW MANY meals do you give your baby each day? | |
| 25 | Step 3: Provide information | <ul style="list-style-type: none"> Use counseling card 14 to instruct mothers how to prepare a meal for babies 6-8 months old Or Use counseling card 15 to instruct mothers how to prepare a meal for babies 9-11 months old Or Use counseling card 16 to instruct mothers how to prepare a meal for babies 12-24 months old Use counseling card 17 to explain the process of preparing a complementary food Demonstrate how to cook foods appropriate to the age of the babies of the mothers at the session while explaining the steps as described in the cooking process | <ul style="list-style-type: none"> Counseling card 14  Counseling card 15  |

| | | | |
|---|---|--|--|
| | | <ul style="list-style-type: none"> • Invite mothers to taste the foods and give their comments • Invite 1-2 mothers to practice cooking, and others to observe and give comments • Note: The baby should also be given snacks (yogurt, banana, papaya) between two feeds • Summarize “Key messages to remember” All babies need: <ul style="list-style-type: none"> - To be fed the appropriate number of meals per day according to their ages - To be fed the appropriate amount of foods per meal according to their ages - To be fed diverse foods at each feed, especially iron-rich foods and animal-source foods - To be given snacks (banana, papaya, yogurt, etc.) between meals - To continue to be breastfed up to 24 months of age or beyond • Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | <ul style="list-style-type: none"> • Counseling card 16  • Counseling card 17  • Cooking equipment and foods needed for food demonstration |
| 5 | <p>Step 4: Close the session and get mothers' commitment</p> | <ul style="list-style-type: none"> • Ask mothers if they have any questions • Ask each mother to tell what she has learned from the group session and how she can apply the information to her baby • Remind mothers to read the complementary feeding leaflets and pages 24 and 26 in the mother-and-baby booklet • Ask mothers to come to MTBT facility whenever they need help • Thank all mothers, arrange for the next meeting, and remind them to bring the mother-and-baby booklets with them to the meetings | <ul style="list-style-type: none"> • Complementary feeding leaflets  |

Topic 7

Proper hygiene when cooking, storing foods, and feeding a baby

Target groups for group session

- Mothers with children 6-24 months old
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will be able to:

- Wash their hands properly at appropriate times
- Ensure good hygiene when preparing foods and feeding their babies

Preparation for the counseling session:

- Counseling card 19
- Complementary feeding leaflets
- Poster “Steps in washing hands”
- Soap, water, and towel
- Pre-reading: Session 27 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|---|---|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: <i>How do you ensure hygiene when cooking, storing foods, and feeding a baby?</i> | <ul style="list-style-type: none"> P2 form  |
| 20 | Step 2 : Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask mothers: <ul style="list-style-type: none"> <i>In your opinion, what should be done to ensure hygiene when preparing foods and feeding your baby?</i> <i>What do you usually do with the foods before cooking them?</i> Probe to get more information: <ul style="list-style-type: none"> <i>Why do you prepare foods in this way? Do you need to wash your hands with soap? What do you do to ensure good hygiene when cooking? How do you store foods after cooking?</i> | |
| 30 | Step 3: Provide information | <ul style="list-style-type: none"> Use the complementary feeding leaflet to explain how to keep foods hygienic when cooking and storing them Use counseling card 19 to emphasize key points in ensuring good hygiene when preparing foods and feeding the baby – including “Clean hands”. Use the “Steps in washing hands” poster of the Ministry of Health Ask mothers to practice washing their hands as described in the poster Observe mothers as they practice washing their hands and correct them if needed Summarize “Key messages to remember” <ul style="list-style-type: none"> Mothers should wash their hands with soap: <ul style="list-style-type: none"> * Before cooking * Before feeding babies * After going to the toilet * After changing baby’s diapers | <ul style="list-style-type: none"> Complementary feeding leaflet  Counseling card 19  “Steps of washing hands” poster Soap, clean water, hand towel |

| | | | |
|---|---|---|--|
| | | <ul style="list-style-type: none"> - Mothers should wash baby's hands and face: <ul style="list-style-type: none"> * Before the baby eats * After the baby plays in soil and sand * After the baby goes to the toilet - Wash your baby's toys with soap regularly - Practice "four cleans" when cooking foods ● Invite mothers to take turns repeating the key messages and explaining why (each mother to repeat a message) | |
| 5 | <p>Step 4: Close session and get mothers' commitment</p> | <ul style="list-style-type: none"> ▪ Ask mothers if they have any questions ▪ Ask each mother to tell what she has learned from the group session and get their commitment to practice "four cleans" when preparing foods for babies and to wash their hands and their babies' hands as instructed ▪ Remind mothers to read pages 28 and 29 in the mother-and-baby booklet ▪ Ask mothers to come to MTBT facility whenever they need help ▪ Thank all mothers, arrange for the next meeting, and remind them to bring the mother-and-baby booklets with them to the meetings | |

Topic 8

How to properly monitor a baby's health

Target groups for group session

- Mothers with children 0-24 months old
- Number of women to join the group discussion: 6-12

Expected outcomes: By the end of the counseling session, mothers will be able to:

- Use the growth chart in the mother-and-baby booklet to identify the nutritional status of their babies
- Identify early possible signs of malnutrition (or obesity) of their babies and know they should come to MTBT franchises immediately for timely counseling

Preparation for the counseling session:

- A3-sized growth charts
- Mother-and-baby booklet
- Weighing scale and height board
- Counseling cards 7b "Stunted child – Stunted adult"
- Pre-reading: Session 29 in the trainee handbook

Time for the group counseling session: 60 minutes

Steps in the group counseling session

| Time (minutes) | Step | How to facilitate the discussion | Materials needed and reading materials |
|----------------|--|---|--|
| 5 | Step 1: Create a friendly atmosphere and introduce the counseling topic | <ul style="list-style-type: none"> Greet mothers and ask them to introduce themselves Fill in P2 form for each mother while they are introducing themselves Introduce topic of the day: <i>How to properly monitor a baby's health</i> | <ul style="list-style-type: none"> P2 form  |
| 10 | Step 2 : Study current practices and identify problems/ issues | <ul style="list-style-type: none"> Ask mothers: <i>“What do you usually do to check if your baby is growing well and is healthy?”</i> Show mothers the growth chart and ask if they know what the blue, yellow, and red mean. <i>What is the meaning of the lines in the chart?</i> | |
| 30 | Step 3: Provide information | <ul style="list-style-type: none"> Use the growth chart (filled with all information needed) to explain how to read a growth chart Invite one mother to bring her baby for measuring his/her weight and height. The counselor explains the nutritional status of the baby while measuring. Ask mothers to open the page with the growth chart in their mother-and-baby booklet and interpret the nutritional status of their babies. Give further explanation for mothers who have not understood how to read a growth chart Use counseling card 7c “Stunted child – Stunted adult” and explain the importance of good nutrition in the first 3 years of life so the baby will grow well and become a healthy adult. Discuss the importance of investing in the first 1000 days of life (during pregnancy and the first 24 months of life) Summarize “Key messages to remember”: <ul style="list-style-type: none"> Take your baby to the franchise as scheduled for height and weight measurement and marking of the | <ul style="list-style-type: none"> Big growth chart Weighing scale and height board Mother-and-baby booklet  Counseling card 7c  |

| | | | |
|----|---|--|--|
| | | <p>growth chart. Monitor your baby's growth by using the growth chart in the mother-and-baby booklet. If you see that your baby might be malnourished, take him/her to the Mat Troi Be Tho franchise for timely counseling</p> <ul style="list-style-type: none"> - If your baby is stunted at 2 years, it is very difficult to reverse the situation even though s/he is nurtured well later in life • Invite mothers to take turns repeating the key messages and explain why (each mother to repeat a message) | |
| 10 | <p>Step 4: Close the session and get mothers' commitment</p> | <ul style="list-style-type: none"> • Ask mothers if they have any questions • Ask each mother to tell what she has learned from the group session and get their commitment to bring their babies to the franchises as scheduled in the book • Remind mothers to read pages 30, 31, 32 and 33 in the mother-and-baby booklet • Ask mothers to come to MTBT facility whenever they need help • Thank all mothers, arrange for the next meeting, and remind them to bring their mother-and-baby booklets with them to the meetings | |

Guidelines for individual counseling on infant and young child feeding at Mat Troi Be Tho franchises

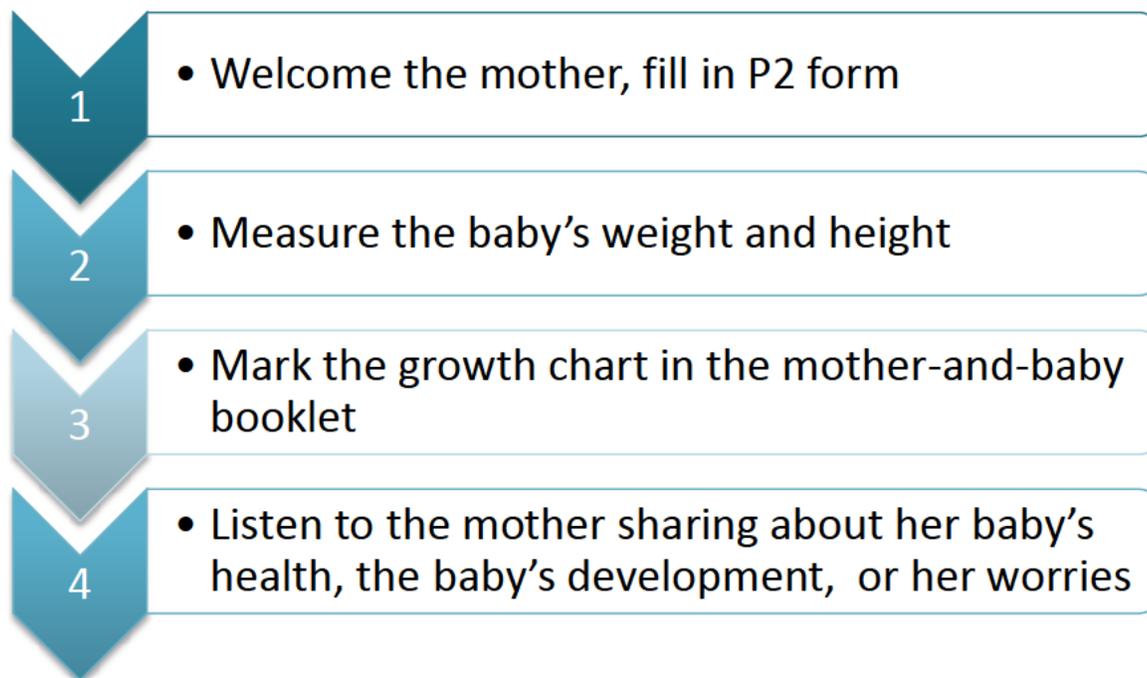
TARGET GROUPS:

- Any mothers/fathers or caregivers who come to franchises for counseling on IYCF

EXPECTED OUTCOMES AFTER COUNSELING:

- Counselor will be able to identify the mothers' issues, needs, and the root causes of these issues/ problems
- Mother/ caregiver will understand root causes and underlying factors if there are problems and concerns
- Mother/ caregiver will be able to make a detailed plan to solve the problems: WHAT TO DO, HOW TO DO IT, AND WHOSE SUPPORT IS NEEDED
- Mother will know how to use the mother-and-baby booklet as a reference on issues related to nutrition care and growth monitoring in the first two years of a baby's life

PROCEDURE OF AN INDIVIDUAL COUNSELING SESSION AT A MAT TROI BE THO FRANCHISE



| If the baby is healthy | If the baby is malnourished |
|--|--|
| <ul style="list-style-type: none"> ▪ Explain to the mother that her baby is healthy and congratulate her on her good care practices ▪ Remind the mother to correct what is currently sub-optimal or what can be improved ▪ Check the mother-and-baby booklet and P2 form if any issues from the previous counseling session remain and discuss with the mother ▪ Ask the mother if she needs any help or has any questions ▪ Use appropriate counseling cards, together with the mother, to analyze and address her expressed concerns/needs ▪ Write in the mother-and-baby booklet and in the P2 form new practices (if any) that the mother committed to try before the next visit and remind the mother of upcoming events (vaccination day, vitamin A day, etc.) ▪ Arrange for the next visit and write the date in the mother-and-baby booklet and the invitation card ▪ Ask the mother to call or visit MTBT franchises in case of emergency or when she needs help. Ask her to bring the mother-and-baby booklet to the franchise at the next visit | <ul style="list-style-type: none"> ▪ Explain to the mother that her baby is malnourished (using the growth chart in the mother-and-baby booklet) ▪ Check the mother-and-baby booklet and P2 form if any issues from the previous counseling session remain and need to be addressed ▪ Ask the mother to describe the baby's feeding and sleeping patterns, urine and stools, and his/her alertness to identify the causes of malnutrition. What is the child eating, how often, how much? How often is the baby breastfed? How is the food prepared? ▪ Listen attentively to the mother, analyze, and ask open-ended questions to identify root causes of the mother's concerns about her baby's nutritional status. Use appropriate counseling cards to explain; encourage her to adopt new practices as well as identify the best solution to improve her baby's nutritional status ▪ Write in the mother-and-baby booklet and on the P2 form new practices (if any) that the mother committed to try before the next visit ▪ Ask the mother to try the new practice and monitor if it works. Ask the mother to record what she did and report back at the next visit ▪ Ask the mother to monitor her baby's status (sucking, appetite, sleeping, etc.) and report back at the next visit ▪ Arrange for the next visit and mark the date in the mother-and-baby booklet and the invitation card and ask her to bring them to the franchise at the next visit |

Guidelines on how to support a mother to breastfeed after delivery at a health facility

TARGET GROUPS:

- Postpartum mothers who have given birth in the delivery room or the post-delivery room at district/provincial hospitals or commune health centers

EXPECTED OUTCOMES: AFTER RECEIVING SUPPORT, MOTHER WILL BE ABLE TO:

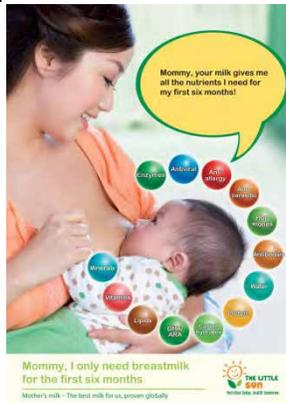
- Initiate breastfeeding within one hour of birth
- Know how to position and attach the baby properly at the breast from the first breastfeed
- Give the baby no pre-lacteals (honey, lemon juice, etc.) before the first breastfeed
- Give the baby no formula in the first few days after birth
- Be prepared and equipped with knowledge to practice exclusive breastfeeding in the first six months
- Receive support from other family members – **NO HONEY/LEMON JUICE, NO WATER, NO FORMULA**

MATERIALS NEEDED:

- Counseling card 6, 7



- 3 breastfeeding posters put on the wall of the room



How to support mother (*supporting mothers to initiate breastfeeding is likely to be done better at health facilities whose staff are trained in skin-to-skin contact and early initiation of breastfeeding after birth and have received instructions from the Provincial Department of Health*)

- Support the mother to initiate breastfeeding within one hour of birth
- Ask the mother about signs of stomach ache, bleeding, and her health. Encourage her to eat more to recover quickly. Ask the mother if she has started breastfeeding her baby
- Tell the mother that you are going to help her breastfeed her baby immediately as it helps with breastmilk production
- Help the mother start breastfeeding:
 - Let the mother breastfeed and observe how she holds her baby as well as how she attaches her baby to the breast
 - Help the mother sit or lie in the most comfortable manner (with a pillow to support her head, her back, her leg, etc.)
 - Help the mother hold/position her baby in the most comfortable manner. The baby can be put in the kangaroo position on the mother's belly if the mother wants to lie on her back. Support the mother to attach properly and observe how the baby is suckling; explain why this is important for mother and baby
 - Help the mother recognize if a baby is suckling well: the baby takes a mouthful of the breast's areola, his/her chin presses on the mother's breast, and the baby takes strong and slow sucks
 - Check to ensure that the mother is attaching her baby well and the baby is suckling well
 - Ask the mother not to give her baby any kind of drink (honey, lemon juice, formula) before breastfeeding

After the mother successfully breastfeeds her baby, continue to support the mother and talk to her family members about good breastfeeding practices:

- Use counseling card 7 to explain to the mother and family members, if required, how to attach the baby properly. Use counseling card 6 to show the small size of the baby's stomach and explain why the baby does not need formula and the risks of formula-feeding
- Explain the benefits of colostrum for the baby and for the mother so that the mother can breastfeed her baby during the first day of birth
- Encourage the mother to breastfeed her baby frequently to stimulate breastmilk production and secretion. If the baby sleeps a lot, wake him/her up (every 2 hours in the first day of birth, every 3 hours in the following days) for breastfeeding
- Ask the mother and family members to monitor the baby's urine and stools daily. If the baby passes stools 2-3 times per day and passes urine 6-8 times per day, it means that s/he gets enough breastmilk and the mother does not need to worry about her breastmilk production even though she does not feel her breast is full
- Ask the mother and family members, especially the father, to read the posters on the wall and to support the mother to follow the recommendations
- Ask the mother and family to call health staff whenever she needs help

Note:

- Be patient while helping the mother and show sympathy; as the mother is still tired and may be experiencing pain (particularly mothers having an episiotomy or C-section). The mother may be concerned because her breasts are not full. She may be frustrated if the baby does not seem interested in breastfeeding on the first day
- Focus on helping the mother breastfeed and her concerns. Her attention is on breastfeeding the baby. She is not ready at that moment for information and explanations. Wait until both the mother and the baby are relaxed and comfortable
- Visit and encourage the mother several times each day before she leaves the health facility
- Let grandmothers, father, and other family members stay with the mother to learn about good breastfeeding techniques and how they can support the mother
- Ask the grandmothers, father, and other family members to:
 - Read the breastfeeding messages on the posters on the wall
 - Commit not to bring formula to the hospital and not to feed the baby with formula
 - Be patient while encouraging and supporting the mother to breastfeed her baby