

Urban Nutrition

IN PRIVATE HEALTH FACILITIES

NIGERIA

Most Lagos health facilities are private, constituting the most common points-of-care for ANC and well-child care. Yet private facility-based providers often have gaps in knowledge of optimal breastfeeding practices, and many do not counsel women on infant and young child feeding (IYCF). They also lack materials to support counseling during regular ANC and maternal and child health (MCH) visits.

A&T's implementation research in 20 private health facilities in Lagos assesses how these gaps can be addressed.

EVALUATION DESIGN

Quasi-experimental longitudinal cohort study comparing women in intervention and comparison health facilities

RESEARCH QUESTIONS

- Can IYCF interpersonal communication (IPC) and support delivered by private providers effectively improve IYCF practices in urban areas? And at what cost?
- What motivates private health service owners and providers to address IYCF during the provision of routine ANC and MCH services?
- Does demand and utilization of ANC and MCH services increase when IYCF services are improved?

OUTCOMES

1. Improved knowledge and practices pertaining to:
 - Early initiation of breastfeeding
 - Exclusive breastfeeding
 - Introduction of complementary feeding
2. Improved services related to:
 - Use/coverage of ANC and MCH services

TIMELINE

Baseline: December 2019

Endline: October 2020

THE INTERVENTION

Private health facility nutrition services

- Support to implement Baby-Friendly Hospital Initiative
- IYCF training for staff
- Distribution and use of IYCF materials during ANC and post-natal care (PNC)
- Group counseling sessions on breastfeeding during ANC and PNC
- Breastfeeding champions as peer educators
- Father/family engagement on breastfeeding during facility-sponsored quarterly baby showers
- Engagement of midwives during delivery to facilitate early initiation of breastfeeding
- Scripted breastfeeding messages sent via mobile phone (bulk SMS and WhatsApp groups—pregnant women and mothers only)
- Breastfeeding messages during immunization and well child visits