



**Dr. Nilam Patel**  
**Additional Director (FW)**

No. FW/2020-21/SNC/ MAA program strengthening /  
/3005/ 2020

Commissionerate of Health, Medical Services and  
Medical Education (HS),

Block No. 5, Dr. Jivraj Mehta Bhavan,  
Gandhinagar, Gujarat - 382010, India.

Phone: 079-23253311, Fax: 079-23253304

E-mail: [addr.health.fw@gmail.com](mailto:addr.health.fw@gmail.com),

Date: 13/10/2020

**Sub:-** Strengthening of MAA/IYCF Program at Facility and Field Level across Districts.

A, nationwide programme named –MAA (Mothers Absolute Affection) is being implemented to improve rates of breastfeeding and appropriate child feeding practices across Gujarat. A Lifecycle Approach has been adopted for breaking the intergenerational cycle of undernutrition as the events leading to undernutrition often predate the birth of the child such as maternal undernutrition, adolescent pregnancy, less spacing between births and high birth order result in low birth weight babies. But at the same time, delayed initiation of breastfeeding and inappropriate feeding practices in the new born period and first two years of the life exacerbate undernutrition in infants and children.

The First 1000 Days between a women's pregnancy and her child's second birthday offer a unique window of opportunity to shape healthier and more prosperous future. The right nutrition and care during this 1000 day window can have a profound impact on a child's ability to grow, learn, and rise out of poverty.

Infant and young child feeding (IYCF) is a set of well known, common and scientific recommendations for appropriate feeding of newborns and children under two years – breastfeeding as soon as possible within 1 hour of child's birth, exclusive breastfeeding for first six months, not even water and Timely initiation of complementary foods after completion of 6 months along with continued breastfeeding for 2 years and beyond.


To strengthen the Infant and Young Child Feeding component we must follow the implementation of the below mentioned activities at all levels to improve the IYCF indicators across the state.

- Under MAA program, health facilities must aim for high rates of early initiation of breastfeeding through capacity building of nurses, supportive supervision, assessing MBFHI – Mother and Baby friendly Hospital Initiative along with strict implementation of IMS – Infant Milk Substitute Act.
- Trained ANMs at all the sub centers and health personnel at all delivery points towards providing skilled support to mothers for Early Initiation of Breastfeeding through Breast crawl and counsel mothers referred with breastfeeding issues.
- At all Delivery points – Time of Initiation of Breastfeeding along with Time of Birth of the child should be initiated/recorded mandatory.
- IEC material developed by MoHFW – Adapted in local language displayed at all facility level, OPDs, Delivery points, PNC wards and used for counseling by Health functionaries at facility level to counsel pregnant women, mothers of young children and other family members especially fathers and mother in law etc.

- Establishing lactation corners/rooms at various health facilities and public places to promote and support Exclusive and continued Breastfeeding with respecting the dignity for the lactating mothers and their children.
- Sharing the untrained list of Medical officers, Staff Nurse and ANMs to the concerned District Training Team/District Training Centers to be trained in 4 Days trainings on MAA/IYCF.
- ASHA has been incentivized for reaching to pregnant and lactating mothers of all under two years of children for advocating and supporting them to adopt optimal IYCF behaviors and practices in the community. ASHAs should maintain records of each Mother's meeting held at community, ensure that exclusive breastfeeding is promoted and practiced and after completion of six months timely complementary feeding is initiated with continued breastfeeding.
- Ensure community engagement done by ASHAs through mother's meeting, Interpersonal counseling using IPC material developed by MoHFW and adapted in local language used during home visits, VHSND – Village Health Sanitation and Nutrition Days, celebrating days/weeks/months e.g World Breastfeeding week, POSHAN pakhvada, POSHAN Maah etc.
- ASHAs should be sensitized and oriented on MAA/IYCF program during PHC meetings and regular review of program and program indicators should be done at PHC level for motivating them to improve all IYCF indicators across field and facility level.
- Ensure that Quarterly reporting for capacity building of ASHAs, ANMs, MOs, Staff Nurses along with quarterly reports of meetings organized by ASHAs at community level are strengthened, verified at each level and timely reported at state level.

Note that During the COVID-19 Pandemic, we need to take utmost Infection Prevention Control care at all levels.

Through a comprehensive set of activities and efforts we can protect, promote and support breastfeeding and child feeding at community and facility level to improve Infant feeding indicators and to reduce infections and under nutrition among young ones across the state. In this regard, District are directed to follow the above activities to strengthen the implementation of Infant and Young Child Feeding Practices under MAA – Mothers Absolute Affection Program.

  
[Dr.N.J.Patel]

To,

- Chief District Health Officer....All
- Medical officer of Health....All

Copy submitted with complement to,

- Principal Secretary(H& FW), Gandhinagar for information
- Commissioner of Health, Gandhinagar for information
- Mission Director(NHM), Gandhinagar for information
- Regional Deputy Director....All
- Director SIHFW....All
- Director, SCOE for IMSAM & Nutrition, Valsad