

Warm Chain of Support for Breastfeeding Seed Grant Project Summaries

Project 1

Organisation Name: Infant Feeding Best Initiative (IBFI)

Project location (City, Country): Port Louis, Mauritius

Project period: 15 June 2018 to 15 September 2018

Activities:

- Counselling to would-be mothers during their antenatal visits in hospital, Regional Area Health Centre and Regional Community Health Centre.
- Counselling conducted in groups to close relatives including husbands, partners and in-laws.
- Follow up with breastfeeding mothers by trained community breastfeeding counsellors.
- A mobile helping service line for quick and fast service.

Outputs:

- Follow up in the community from the 1st week of post-delivery by trained community counsellors. Reached out to 420 mothers out of 460 deliveries targeted.
- Awareness were raised on the importance and benefits of breastfeeding among would-be mothers/close family/husband/partner.
- Frequent use of the mobile helpline service.

Outcomes:

- More male and in-laws involvement.
- Slight increase in the rate of early initiation to breast and good progress in exclusive breastfeeding observed.

Summary:

IBFI manage to reach 420 mothers and collected breastfeeding data from these mothers to assess their knowledge and practices. The data indicates that 80% of the mothers had early initiation soon after the delivery. However, only 40% of them reported to have continued exclusively breastfeeding up to 3 months. Overall, a new community support campaign that includes advocacy, education, and awareness is very essential. IBFI is looking forward to establishing Peer Supporting Group in the community.



Project 2

Organisation Name: Cameroon Baptist Convention Health Services

Project location (City, Country): Bamenda, Cameroon

Project period: 15 June 2018 to 15 September 2018

Activities:

- Presentation and discussion with men's group, with focus on how to encourage men to support the women to breastfeed, and women's group, on importance of early initiation and exclusive breastfeeding.
- Presentation and discussion at healthcare facilities such as antenatal clinics, infant welfare clinics, and maternity hospitals.
- Local radio presentation and also at local churches.
- Celebration of World Breastfeeding Week.

Outputs:

- 4,021 men were empowered to support, protect and promote optimal breastfeeding in their families and communities.
- About 10,000 men reached with behaviour change messages about the role of men in supporting breastfeeding.
- 4,616 women were educated and sensitized on the role of men in supporting optimal breastfeeding.
- 55 successes stories of mothers who got practical support from their partners in breastfeeding observed and testified.

Outcomes:

- Many men are aware of the importance of their involvement in optimal breastfeeding and are willing to support their partners due to the intervention from this project.
- Many communities are now changing their social/cultural norms, behaviours and perspectives on the role that men play in supporting breastfeeding.

Summary:

The "Men As Partners for Breastfeeding" project was carried out in the city of Bamenda and other neighbouring communities of the North West region of Cameroon. The goal of the project was to engage men to support their partners and community members to practice optimal breastfeeding. Despite the intervention and some success stories, some men did not see their role in supporting breastfeeding as a result of social and cultural norms. Some women were shy to talk about breastfeeding in public and even discuss it with their husband. The CBCHS Nutrition Improvement Program will continue with community and facility based education and sensitization of optimal breastfeeding.



Project 3

Organisation Name: Rural Initiatives for Self-Empowerment (RISE) Ghana

Project location (City, Country): Bolgatanga, Ghana

Project period: 15 June 2018 to 15 September 2018

Activities:

- Production of information material.
- Three radio discussion featuring male breastfeeding champions.
- Advocacy meeting with Traditional Leaders.

Outputs:

- Advocacy meeting held with Traditional Leaders and Religious Leaders with Regional Director of Health Services, Representative of KOICA's CHPS+ and Regional Minister in attendance.
- T-shirt and IEC materials produced and disseminated.

Outcomes:

- Religious Leaders and Chiefs pledged full support for the concept of warm chain of support for breastfeeding.
- Community members who were sceptical have turned into advocates.
- Widespread national media publicity and discourse on the need for breastfeeding centres at work places.
- Increased awareness on breastfeeding through innovative messaging and increased visibility of World Breastfeeding Week.
- Helped initiate efforts in line with new born care action plan.
- Created awareness on the linkages between breastfeeding and the SDGs.

Summary:

The project aimed to increase adoption of optimal breastfeeding practices among mothers by challenging cultural, religious and institutional barriers by working with authority figures and male advocates. The project increased media visibility on the importance of breastfeeding in ending poverty and food insecurity. The project also generated national debate on the need for breastfeeding centres at work places. Challenges, such as inability to reach more communities, were addressed by using radio to spread the messages and mainstreaming breastfeeding issues into existing projects. The Chiefs have indicated willingness to be part of pre-recorded messages to be played on local radio stations and agreed to discuss the issues on the low optimal breastfeeding in their meeting.



Project 4

Organisation Name: Agrupacion Comunitaria Pura Vida Madrebebé

Project location (City, Country): Valparaiso, Chile

Project period: 15 June 2018 to 15 September 2018

Activities:

- Two mother/partner 3-hour workshops were carried out.
- Two health worker 6-hour workshops were carried out.

Outputs:

- Clear guidelines of Warm Chain of Support were developed in order to ensure its effective operation.
- The stakeholders involvement in each phase were assessed to measure how the warm chain is working and make necessary adjustment from phase to phase.
- The Warm Chain of Support process and tools used were carefully documented in order to make it replicable for other local entities.
- The operation of existing Warm Chain components were analysed and reflected so that gaps can be illustrated and new ideas can be proposed to fill the gaps.
- The concept of mother's right to breastfeed and continue to breastfeed was incorporated as a core value in every aspect.
- The Warm Chain approach was shared with decision makers through meetings.

Outcomes:

- A total of 20 women and 15 partners attended the mother/partner workshops and 10 answered survey to measure breastfeeding successes.
- A total of 14 health workers participated the health worker workshops. Eight of the health workers linked mothers to skilled breastfeeding support person. One mother contacted the skilled breastfeeding support person.

Summary:

Overall the project brought a good projection for this type of chain model. Having had 100% of the mother baby units surveyed exclusively breastfeeding at 30 days of birth brought great satisfaction because a link was also developed with these families that we are sure we will continue to support through their breastfeeding experience. We were negatively impacted by the short range in expected due date which limited number of participants and also because, despite having signed commitment letters, half of the mothers did not return the survey on time to be included in the final report. We also did not have enough participation of health/social/education workers due to their lack of interest and also because many of the practices we promote contradict institutional practices and also due to their tight schedules. We learned overall the importance of developing more connection with public/private offices/stakeholders in order to gain their interest and commitment.

