

Health Innovative for Improvement in indicators of Early Initiation of Breastfeeding

Title	Improvement in indicators of Early Initiation of Breastfeeding
Area of Innovation	<p>Infant and Young Child Feeding are the well-known and most scientific recommendations for appropriate feeding of newborn and children under two years so that they achieve optimal nutrition outcomes in populations. Delayed initiation of breastfeeding and inappropriate feeding practices in the newborn period and first year of life exacerbate under-nutrition in infants and children. So to improve the said indicator of Early Initiation of Breastfeeding:-</p> <ol style="list-style-type: none"> 1. A special certificate has been designed and is being distributed to the proud mother who undertook Breast feeding of her newborn within one hour of delivery+. The certificates are signed by SMO/MO in-charge of the health facility where delivery has taken place and by Mission Director NHM UT Chandigarh. The system was initiated in Financial Year 2008 with a few hiccups in initial years of its implementation. Since last 4 to 5 years, the system has become an inbuilt system at all Delivery points. 2. Implementation of MAA (Mother's Absolute Affection) Programme at UT Chandigarh. 3. For awareness, Sun boards placed at 35 CD's and 7 Delivery points. 176 Posters (3 different designs) have been pasted at all the health facilities of UT Chandigarh. 4. Training of all field functionaries under MAA programme, 112 health workers (MO/LHVs/ANM/ASHA) have been in two batches in FY 2017-18 on 14th and 15th December 2017. 140 health workers (MO/LHVs/ANM/ASHA) have been re-sensitized under one day MAA Sensitization Programme in two batches in FY 2018-19. 5. Bookmarks, flipcharts and MAA info kits have been prepared and distributed to health workers <p>MAA videos have been shared with all stakeholders and displayed on NHM official Website and have been extensively circulated amongst all the health care providers at grassroot level.</p>
Evidence on scalability in the system and cost effectiveness	<ul style="list-style-type: none"> • The evidence of scalability is obtained from HMIS already existing system. • The printing of the certificates is very cost effective intervention. The approximate cost of printing from open market is Rs. 10.
Evidence on scalability	The indicator is monitored from HMIS portal and the record of the same is maintained at each Delivery point in form of line listing.
Results of Pilots data sheets in (pdf, xls, doc, jpg)	The data for early initiation of breastfeeding is taken from HMIS (indicator no 4.4.3 against live births 4.1.1.a and 4.1.1.b. The baseline of the data is taken from DLHS 4 and NFHS 4.
Evidence on costs cost effectiveness	The cost incurred for the same is on printing and the same is in provision of state budget.
Results on costs cost effectiveness (pdf,xls,doc,jpg)	Every child who is breastfeeding within 1 hour of birth has an impact on decreasing Newborn mortality and Mortality. The Infant Mortality Rate of UT Chandigarh is 14 as per SRS and shown a decline by 7 points in recent years.
Independent Evaluation done	The independent Evaluation is done by DLHS 4 and NFHS 4

Results Independent Evaluation (pdf,xls,doc,jpg)	Sr. No	Key Indicator	Source	Year of Publication	Value	Sample size	Remarks
	1.	Children under age 3 years breastfed within one hour of birth	NFHS 4	2015-16	33.5%	751 Households, 746 women and 120 men	The data is based on last child born in the five year before the survey
	2.	Children Age 0-5 Months exclusively Breast fed	DLHS-4	2012-13	76.2%	1,340 households, 1,138 ever married women and also from 26 health facilities	The data is based on children who were given nothing but breast milk till the survey date.
	3.	No. of new born breast fed within one hour of birth	HMIS			Live births	Number of newborn given breastfeed within one hour of birth
				2018-19	76.73 %	28927	22196
				2017-18	81.37 %	28950	23557
				2016-17	72.87 %	28854	21026
2015-16				74.58 %	28032	20905	
			2014-15	76.14 %	26254	19991	
It is evident from the above mentioned data that the breastfeeding rates are increasing in last few years.							
Target Population, Beneficiary	All the women delivering in public institutions who are giving early initiation of breast feeding with one hour of birth.						
Concluding Remarks	The new innovation is very helpful in following ways:- <ul style="list-style-type: none"> This innovation has been well appreciated by the beneficiaries as it becomes the first certificate for their newborn. There exists a competition among the mother for getting the certificate. 						