SMS and web based module for promotion of breastfeeding in mothers and proper weaning foods to reduce infant mortality and malnutrition in children.

Breast feeding is very important for infants. We do not have proper data collection to know whether mothers are initiating breast feeds in first hour of life after birth and continuing till at least 6 months. The purpose of this module is to help government collect the data by building up a software based module so that doctor, nurse, mother or relative will give information about breastfeeding and introduction of solid foods, and the data thus collected can be analysed for further use.

We will develop this idea by breaking it into three different but interrelated short modules:
- REGISTRATION MODULE
- SMS GATEWAY MODULE
- VISUALIZATION/ APPLICATION MODULE

REGISTRATION MODULE:
In this module We will start with registering a mother who is pregnant and yet to deliver a baby. We will ask hospitals/doctors to identify and explain them about the idea on breast feeding.
first of all we will register them on our website via a form to be filled by the hospital staff/family member. This data will be stored in our database server.

SMS GATEWAY MODULE:
After registration, we will collect the data via sms. For this purpose we have to setup an SMS gateway.
.The questions to be asked for this purpose are:
Q1. Do you wish to breast feed? Reply -yes/no.
If yes, do you need advice?
2.if yes, then basic info about breast feeding should be provided.
To get the birth data we should link up with the hospital or municipal admin.
Q2. when did you first breastfed the child? Did you feed in 1st hour soon after birth?
 Ans- yes/no.
Q3. on day 2-5, are you breastfeeding the child and is it only mother milk? Y/N?
Q4. are you feeding only breast milk to child on 2-4 weeks age? Y/N?
Q5. is only breastfeeding is continued for child at 3-4 months age? Y/N?
Q6. Are you breast feeding child at 6 months age? Y/N?
Q7. did you start other foods other than breast milk? Y/N?

If Mother says yes for 5 out of 7 questions we can grade her as a 5 star mother care on breastfeeding aspect.
Q3 and Q6 should be yes mandatory.

These answers will help us to know the statistics about how many are breast feeding actually. We will store this data in our databases.
Later on we can add questions based on the answers, like..why decided so?, who motivated them?, what help they need?
we can also provide them with free toll free numbers and ask them to make a call and seek help. But we have to organize these toll free number and the website in order to have these functions and even answer the questions online if they wish to do so instead of SMS and thus we will have a collection of data as trends over time.
Hospitals, doctors and health workers can be used to register new people. send their data on first feed initiation and do confirmation on subsequent data validation.
if mother phone can't be used ,father or some other family member can be used for answering the sms questions.
sms data can be stored on the web server.

VISUALIZATION/ APPLICATION MODULE:

In this last module we basically with the help of municipal authorities and based on the statistics of the data collected can have the information on where 1st day feeding is reduced and then we can ask these authorities/doctors/hospitals to act upon it.
If mothers are stopping the breastfeed early , we can provide info about medicines that deals with the medical care of infants, children, and adolescents and also about pediatricians and if mother is working and breast feeding,to permit extension of maternity leave based on our data. Thus by this data we will have a temporal trends on breast feeding about what is trend in starting feeding, how many are continuing for how many months, why they are not feeding, what is misleading them on not to feed etc can be known which will help government how to plan interventions to improve breast feeding in India.