



Infant and Young Child Feeding



Counselling Cards for Community Workers

Acknowledgements

This integrated set of *Counselling Cards* is one component of the generic *Community Infant and Young Child Feeding Counselling Package*, originally developed and modified between 2010 and 2013 under a strategic collaboration between the United Nations Children's Fund (UNICEF) New York; Nutrition Policy and Practice, LLC; and the Center for Human Services of University Research Co.

This 2023 update to the generic *Package* was conducted by UNICEF [1] and JSI [2], with guidance from a Technical Advisory Group and other contributors who are highlighted below. This *Package* reflects updates to relevant international guidance; a wealth of experience in the adaptation and implementation of the earlier *Package* in more than 70 countries; and an expanded focus on nurturing care, the promotion of healthy diets, infant and young child feeding in emergencies, and disabilities.

Multiple reference documents guided the updating of the *Package*, including the *Implementation Guidance on Counselling Women to Improve Breastfeeding Practices*, World Health Organization (WHO)/UNICEF (2021); *Infant and Young Child Feeding Counselling: An integrated course*, WHO (2021); *Improving Young Children's Diets During the Complementary Feeding Period: Programming Guidance*, UNICEF (2020); *Operational Guidance: Breastfeeding Counselling*

In Emergencies, Emergency Nutrition Network (ENN), Infant Feeding in Emergencies (IFE) Core Group (2021); and others. Updated nurturing care content was primarily derived from the *Responsive Care and Early Learning Addendum Training Package*, produced by the United States Agency for International Development (USAID) Advancing Nutrition (2023).

Prior to its finalization and publication, the *Package* was field tested in Nigeria and in the United Republic of Tanzania. Special thanks to UNICEF country offices for their support, as well as the National Primary Health Care Development Agency and the Federal Ministry of Health in Nigeria; and the Ministry of Health and Social Welfare, and the President's Office - Regional Administration and Local Government in the United Republic of Tanzania.

Any part of this generic *Community Infant and Young Child Feeding Counselling Package* may be printed, copied and/or adapted to meet local needs without express written permission. Tools are provided in the *Planning and Adaptation Guide* to support context specific adaptations. The source of the original materials must be fully acknowledged; credit should be given to both UNICEF and JSI; and distribution should be free or at cost (not for profit). UNICEF is grateful to USAID for its generous financial and technical support in developing and disseminating the updated *Package*.

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Counselling Skills

Listening and learning

1. Use helpful non-verbal communication
 - * Keep your head level with mother or caregiver
 - * Pay attention (eye contact)
 - * Remove physical barriers (tables and notes)
 - * Take time, and allow the mother or caregiver time to talk
 - * Use appropriate touch.
2. Ask open questions (Allows mother or caregiver to give detailed information.)
3. Use responses and gestures that show interest.
4. Reflect back what the mother or caregiver says.
5. Show that you understand how mother or caregiver feels (showing empathy).
6. Avoid using words that sound judging.

Building confidence and giving support

1. Accept what a mother or caregiver thinks and feels. (To establish confidence, let the mother or caregiver talk through her or his concerns before correcting information.)
2. Recognize and praise what a mother or caregiver and baby are doing right.
3. Give practical help.
4. Give a little, relevant information.
5. Use simple language.
6. Make one or two suggestions, not commands.



Three-step counselling and using a counselling card

How to use **Assess, Analyse, and Act (AAA)** and **Observe, Think, Try, and Share (OTTS)** when counsellng mothers and caregivers:



1. Assess: Ask, observe and listen to the caregiver or group's concerns and experience with infant or young child feeding.



2. Analyse: Think about the caregiver or group's concerns and prioritize what topics and counselling cards you can share.



3. Act: Provide information, praise, and identify solutions together that the caregiver or group can try.



1. Observe: Ask caregiver or group to talk about what they think about the counselling card or visual – story or mini-drama.



2. Think: Discuss with the caregiver or group how they face the same situation or challenges as shown in the counselling card or visual.

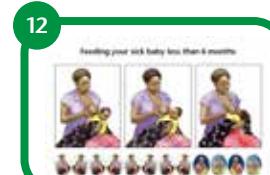
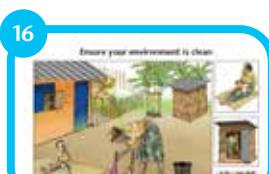
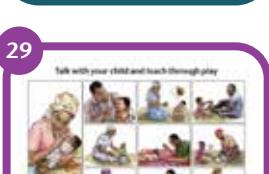
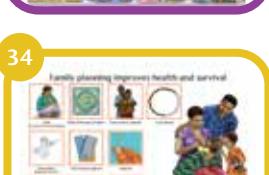


3. Try: Discuss with the caregiver or group what actions they will commit to trying later.



4. Share: Encourage the caregiver or group to share their knowledge or experience with others for support.

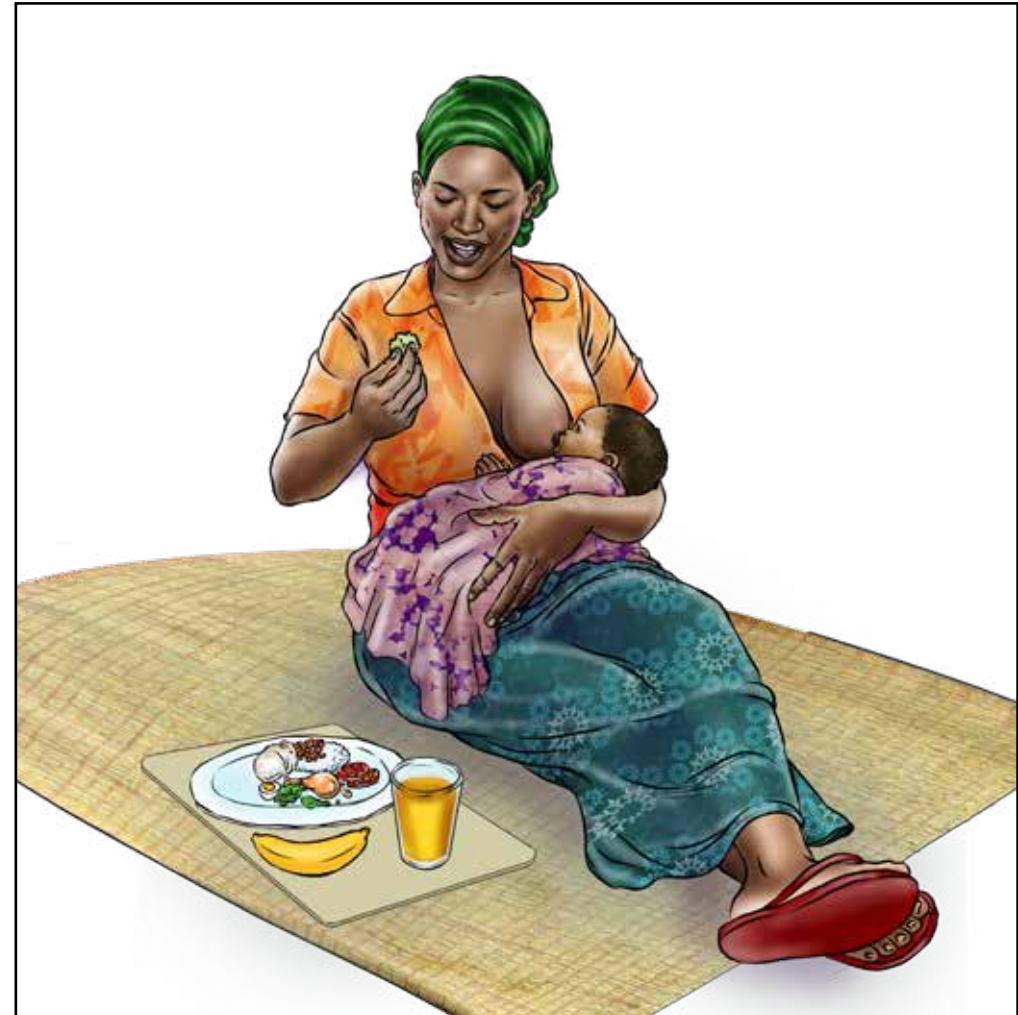
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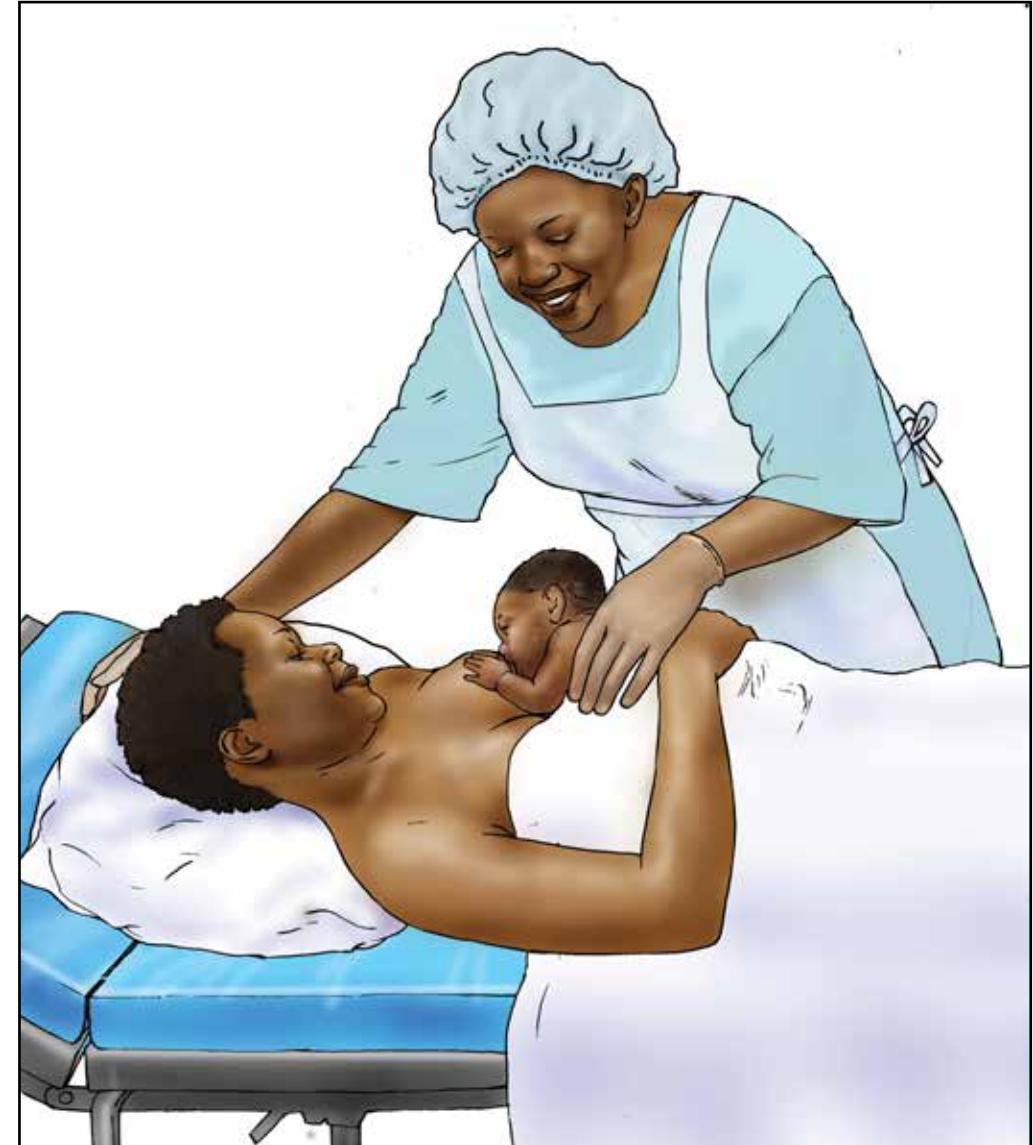
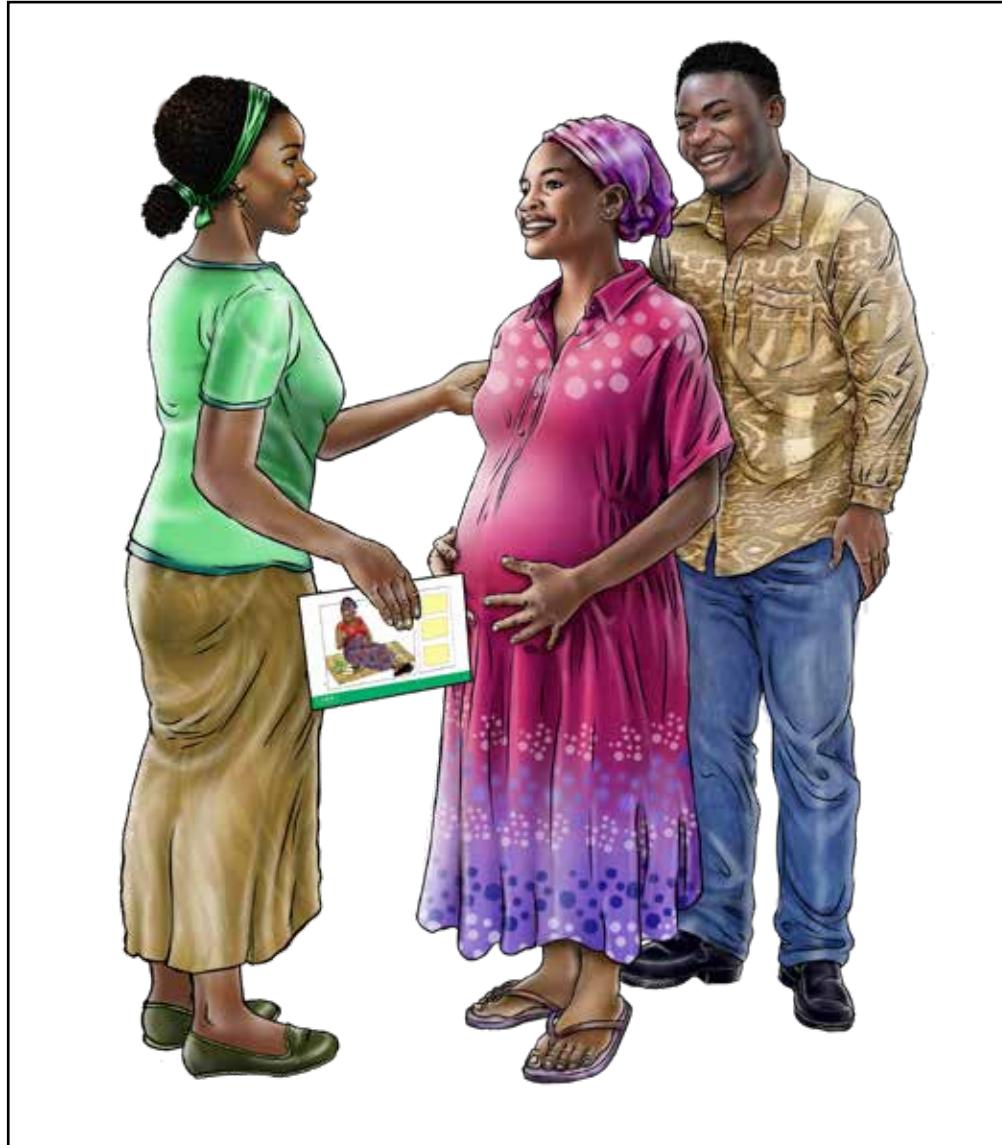
Nutrition and nurturing care in the first 1,000 days



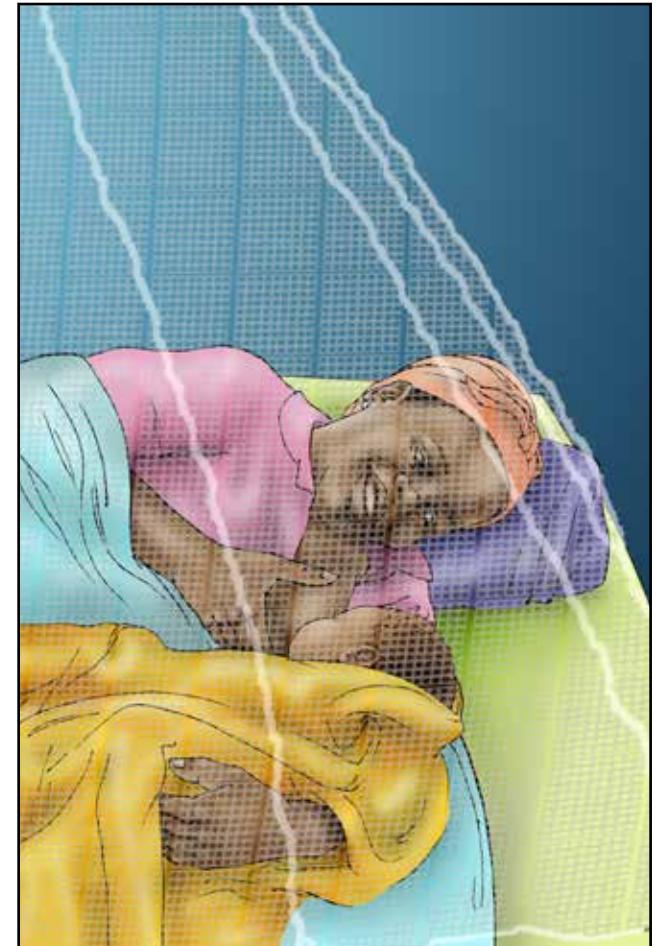
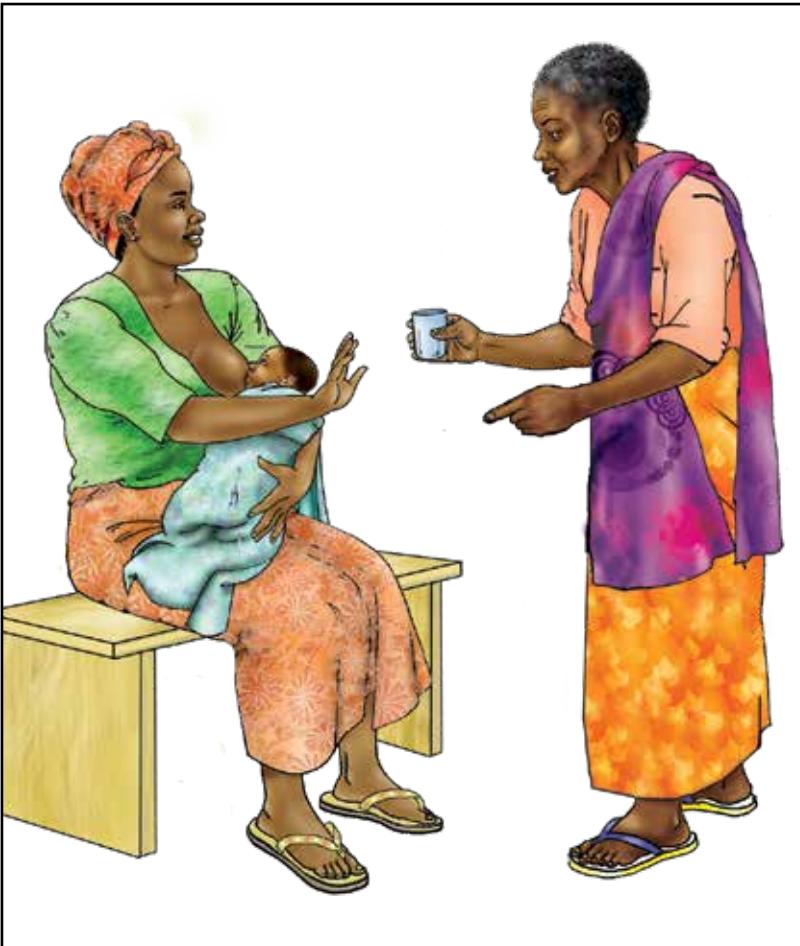
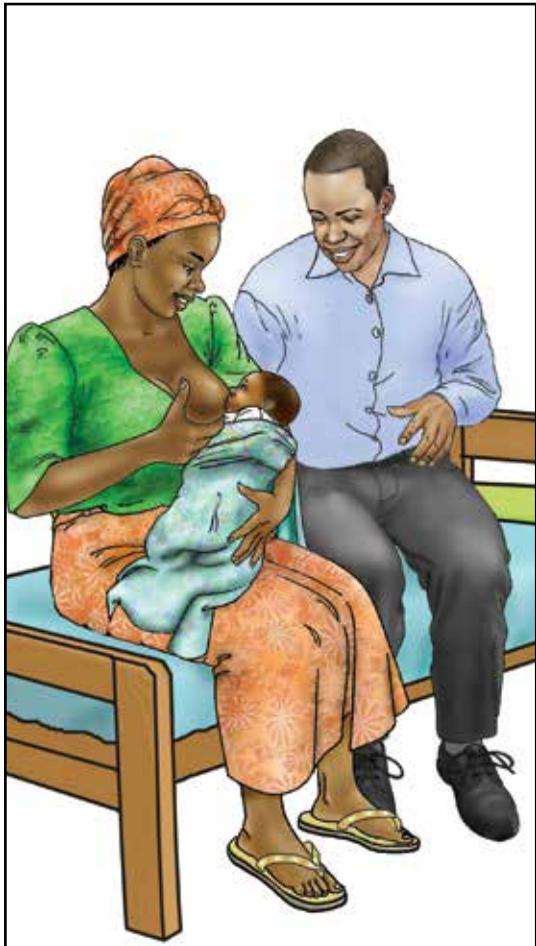
Good nutrition for pregnant and breastfeeding women



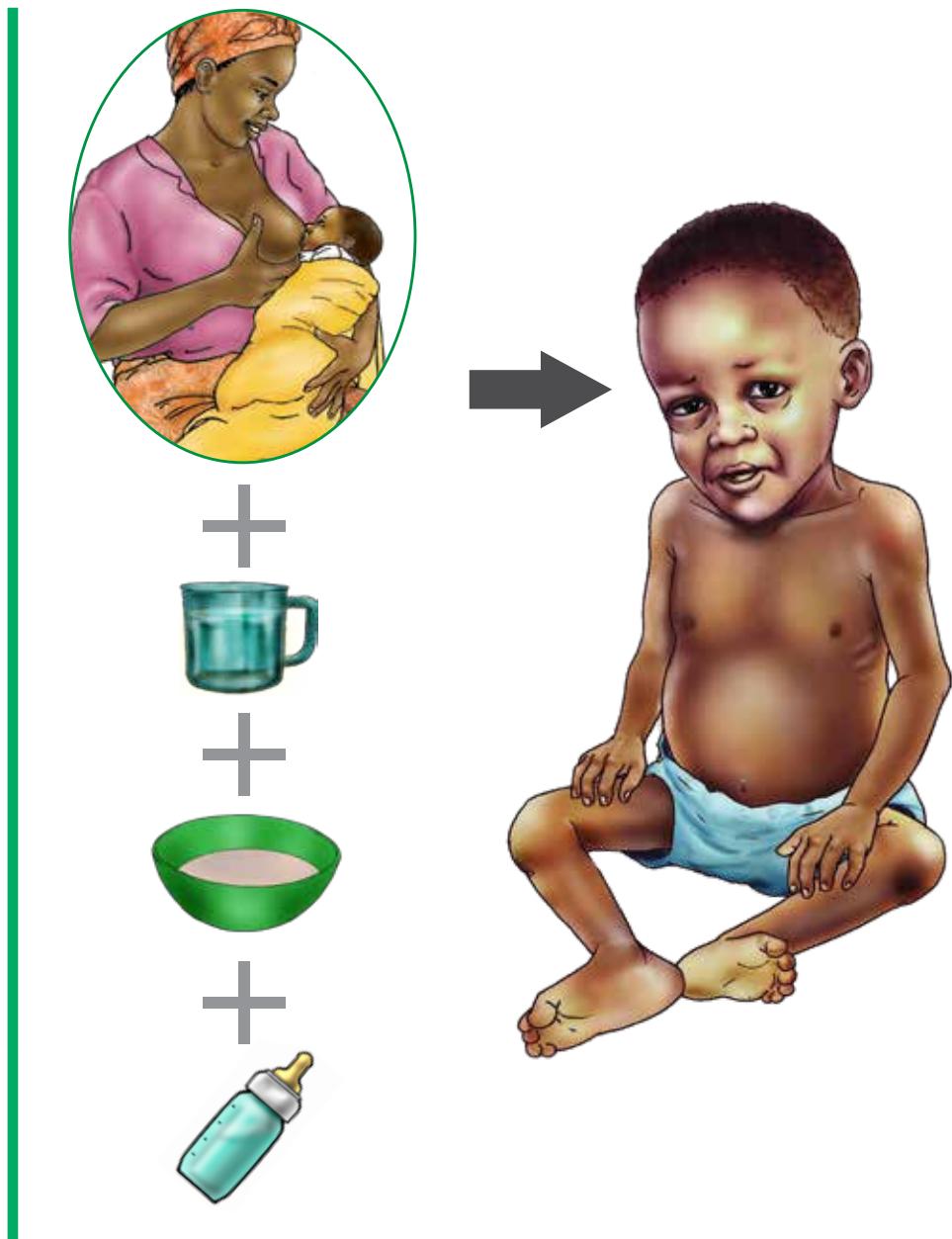
Support is needed throughout pregnancy and birth



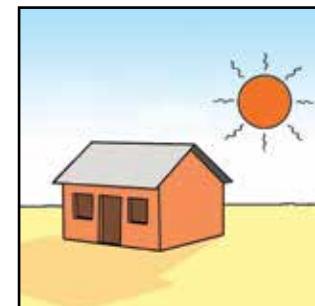
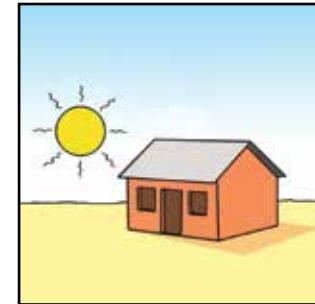
Give ONLY breastmilk for the first 6 months



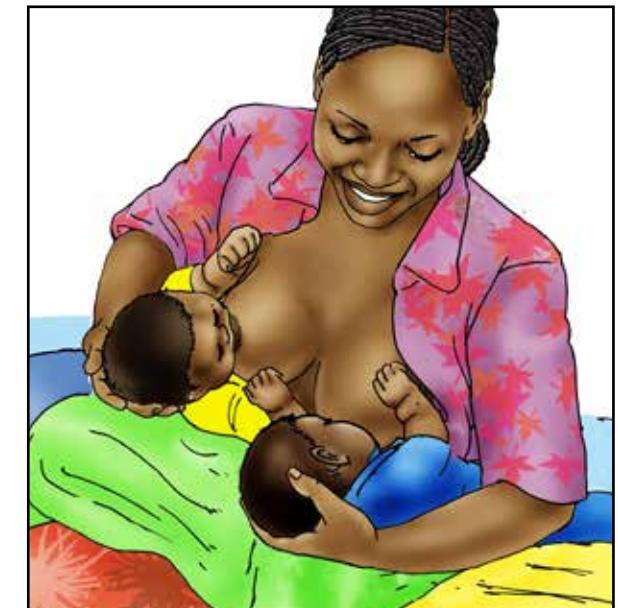
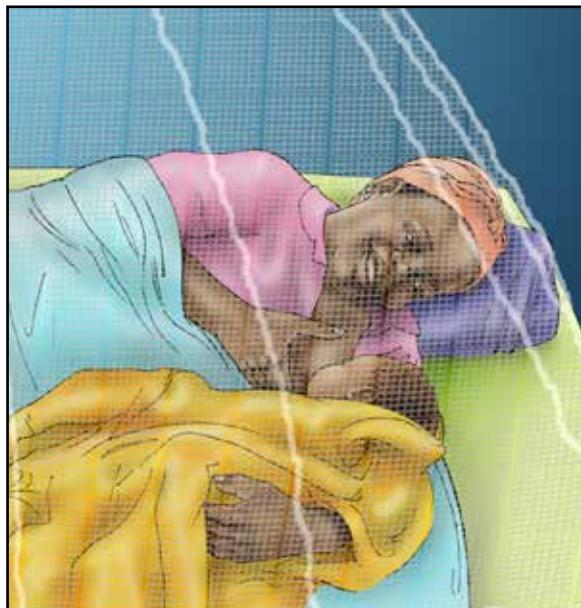
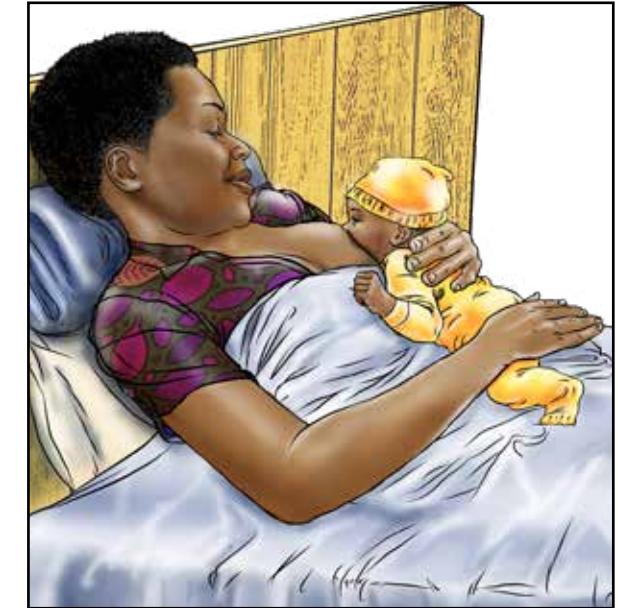
Breastfeed exclusively during the first 6 months



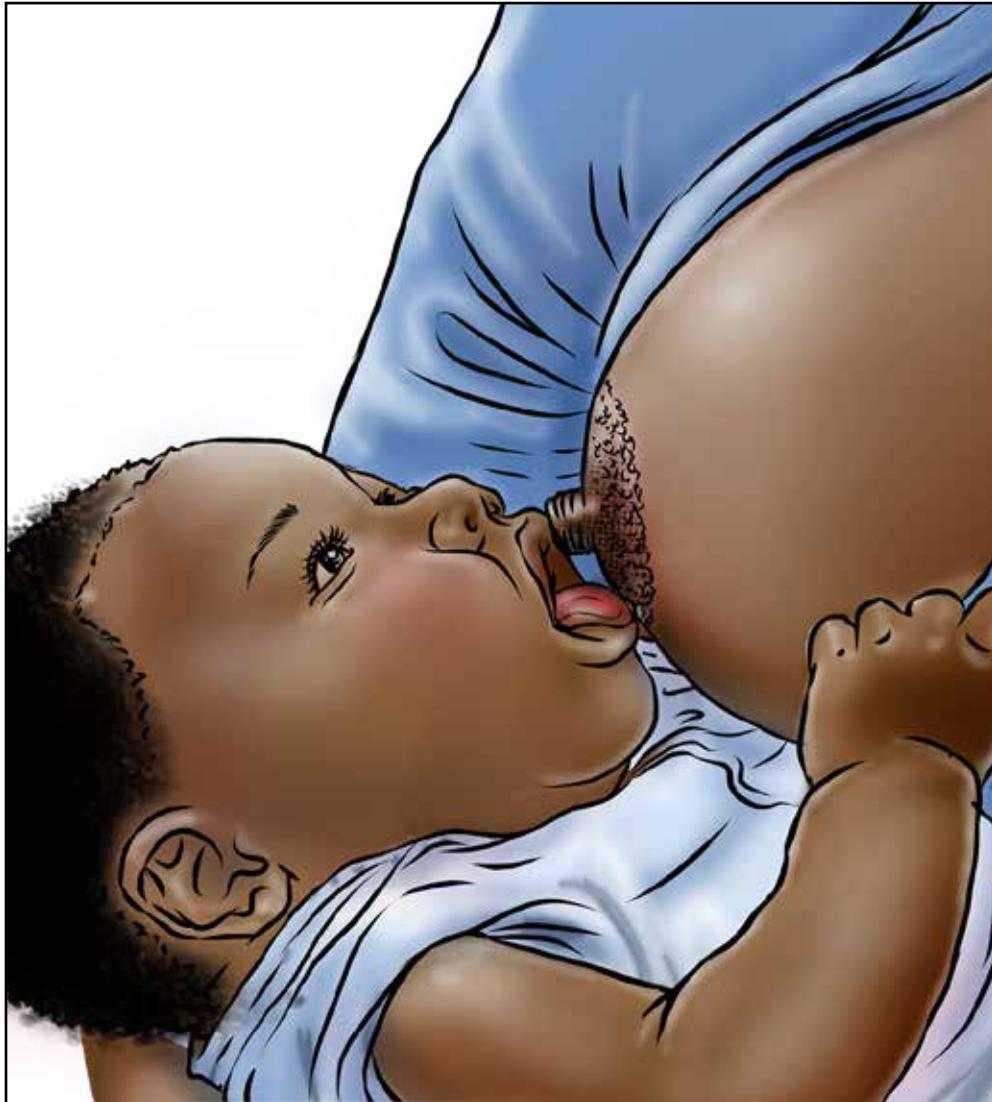
Breastfeed on demand, both day and night



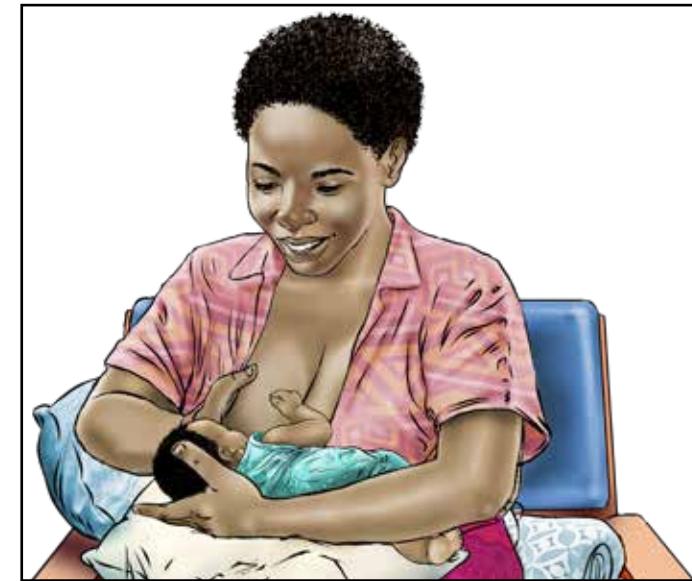
There are many breastfeeding positions



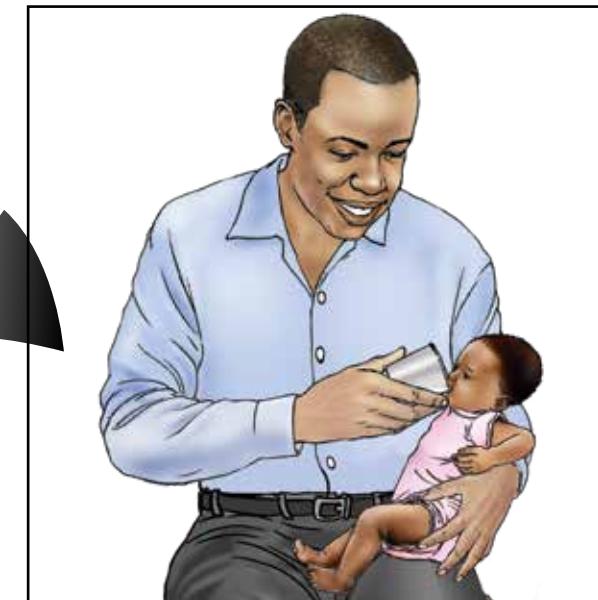
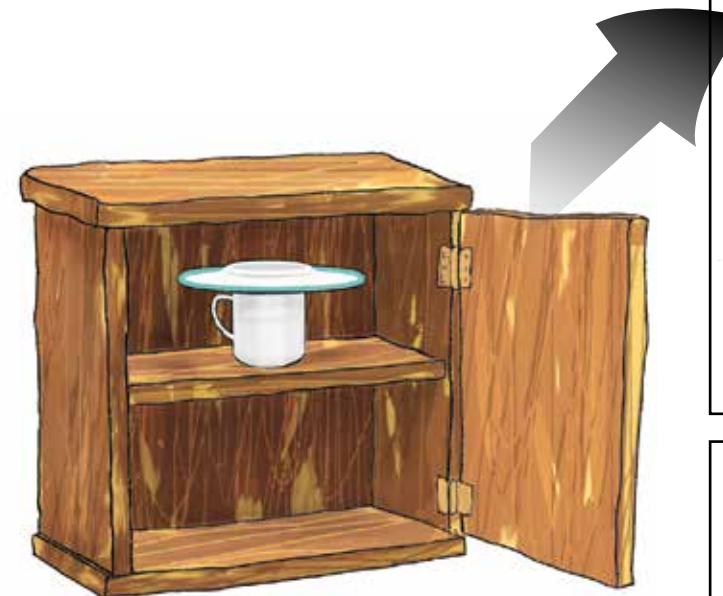
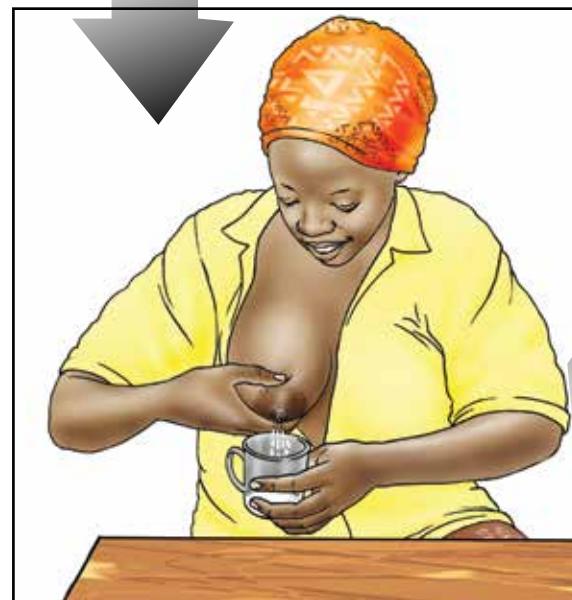
Good attachment helps milk production



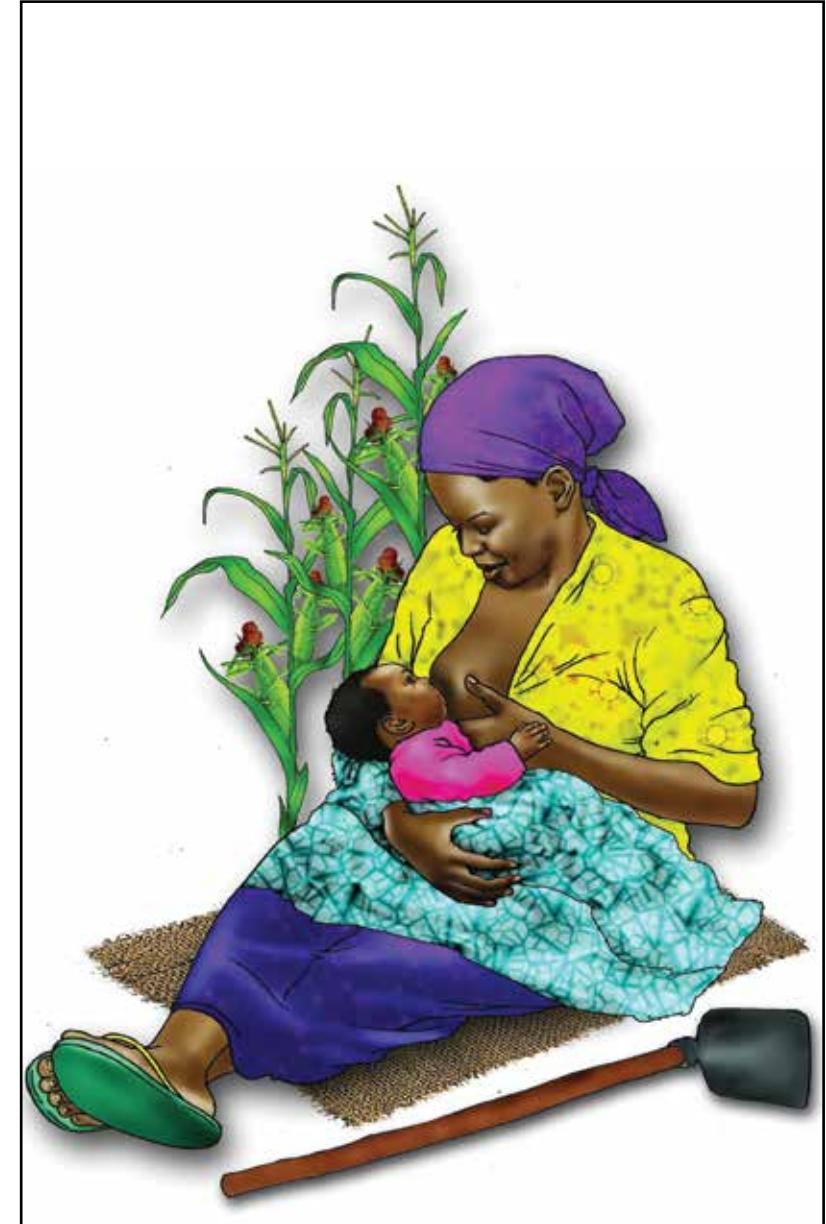
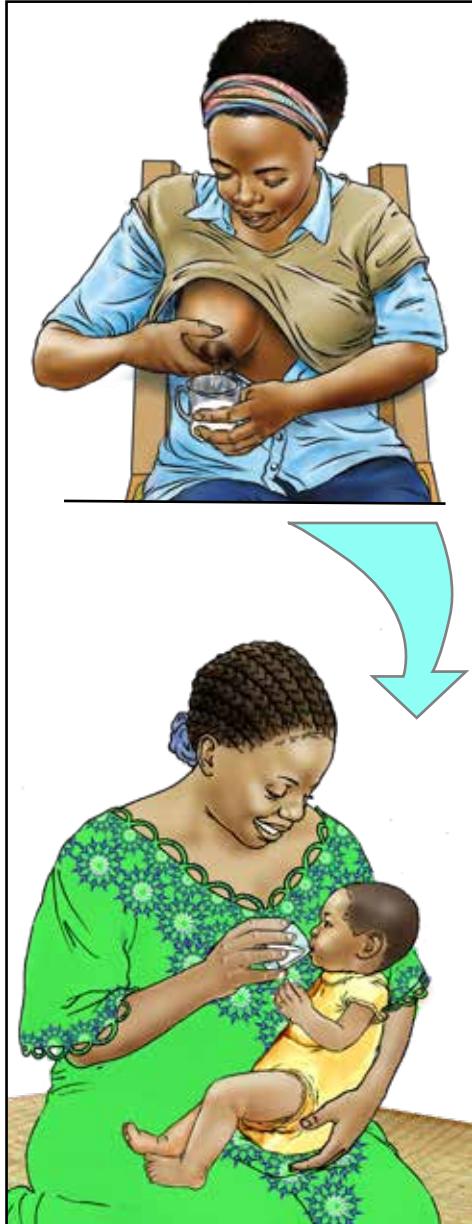
Babies at risk need special care



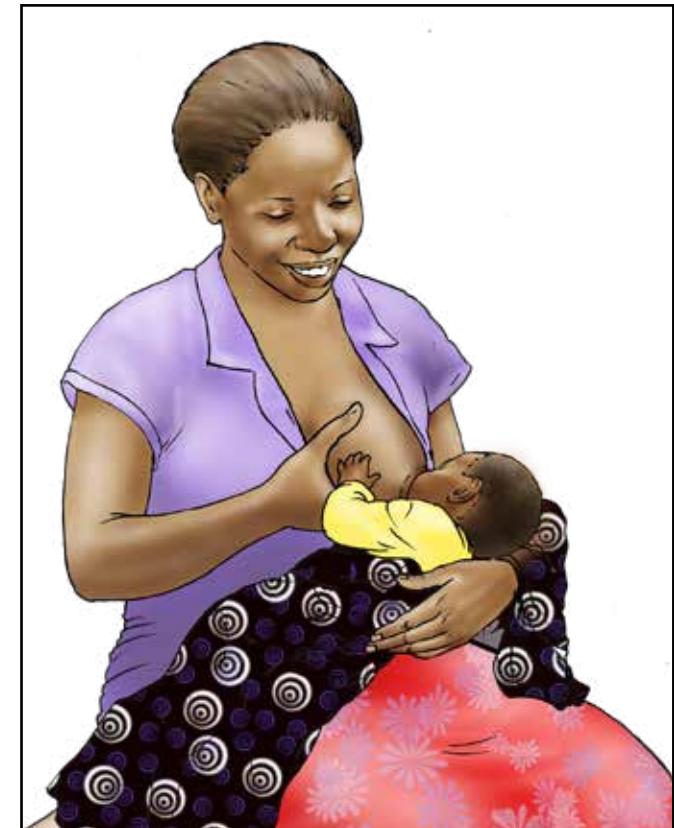
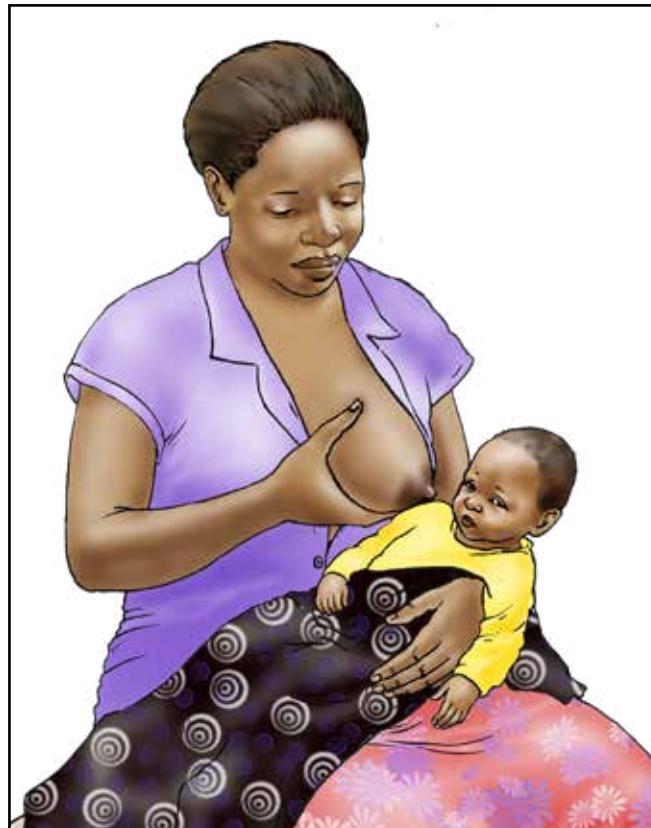
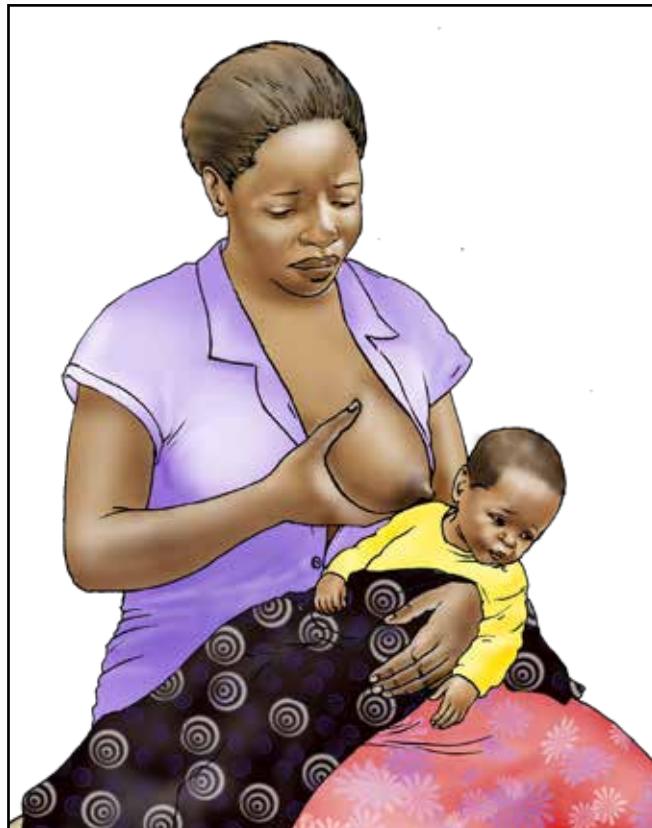
How to hand express breastmilk and cup feed



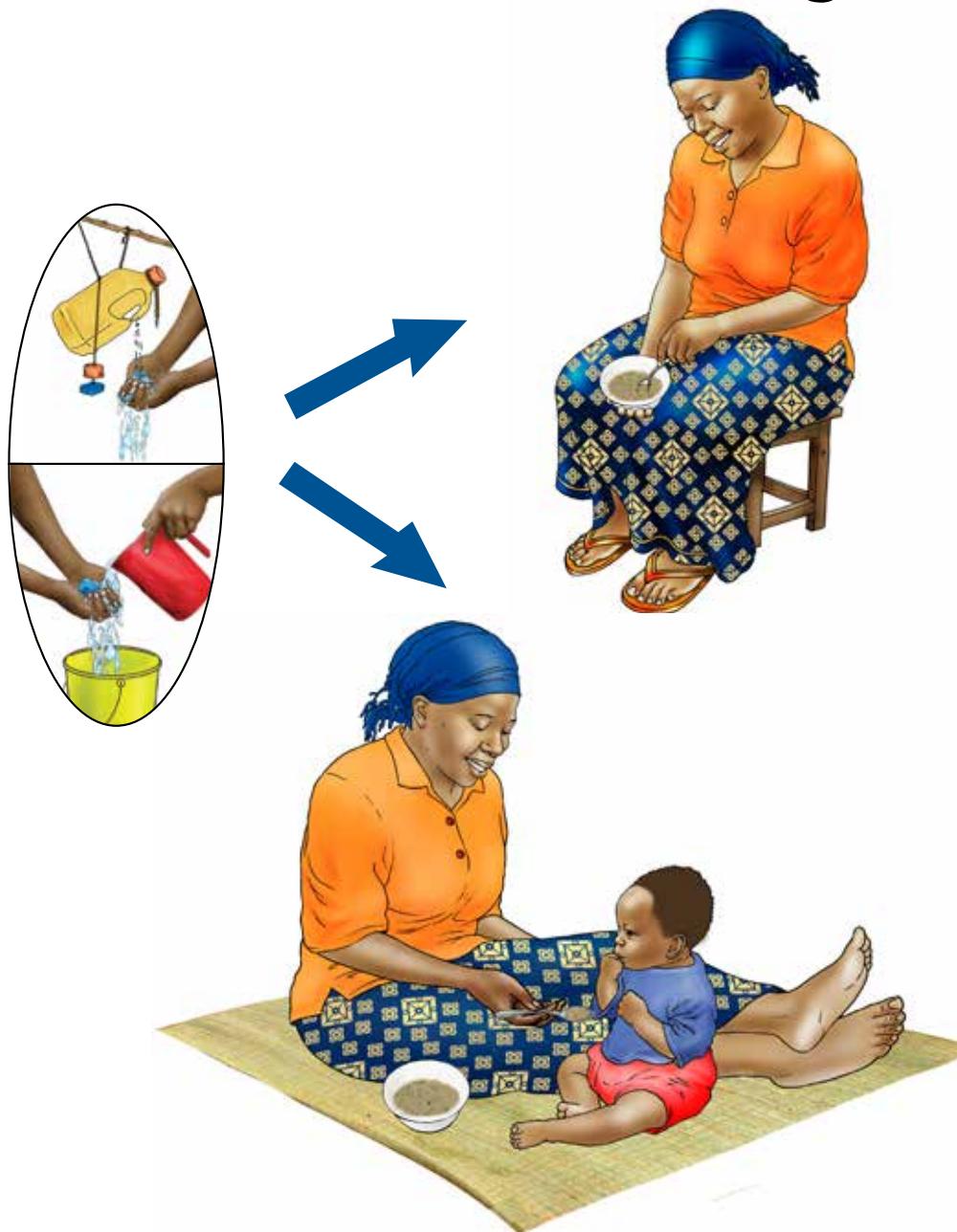
Give breastmilk, even when away from home



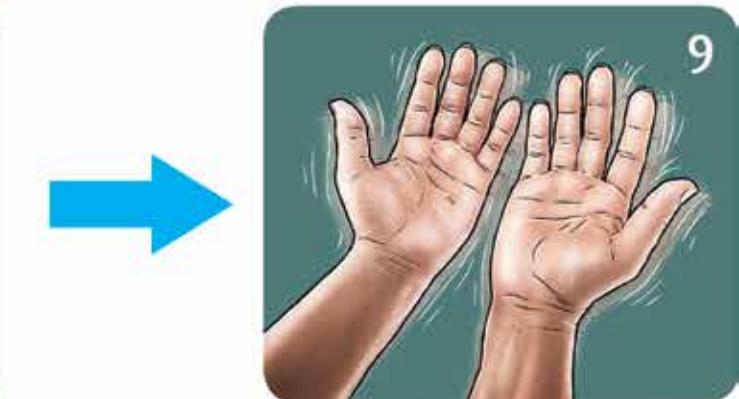
Feeding your sick baby less than 6 months



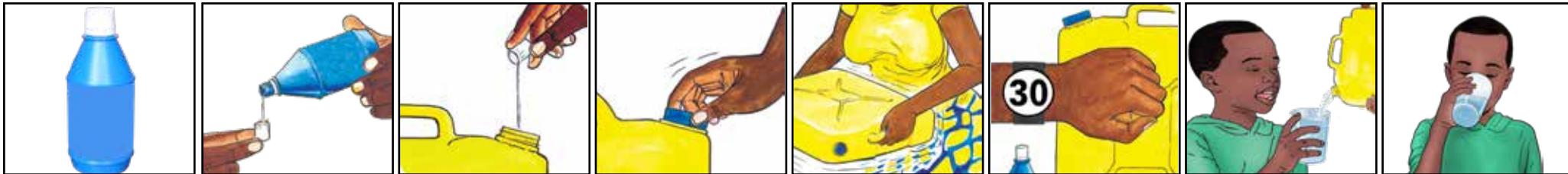
Hand washing helps prevent disease



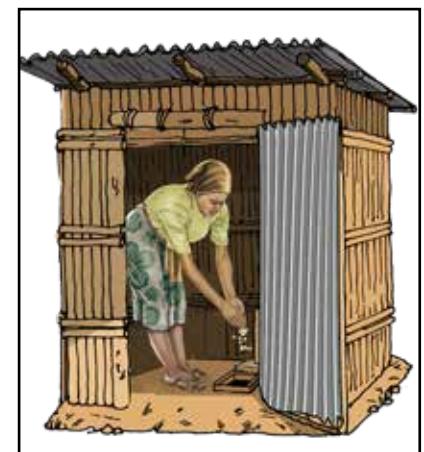
Steps in washing hands



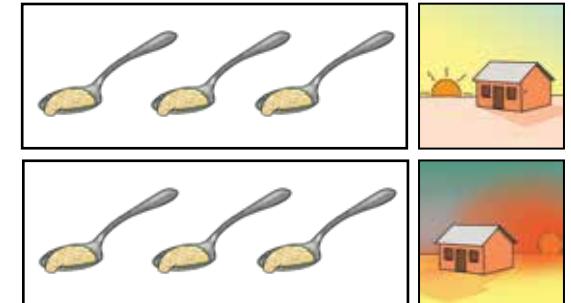
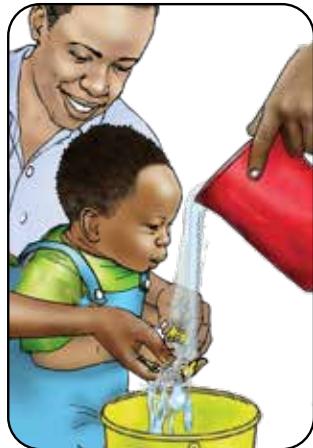
Focus on clean water and food safety



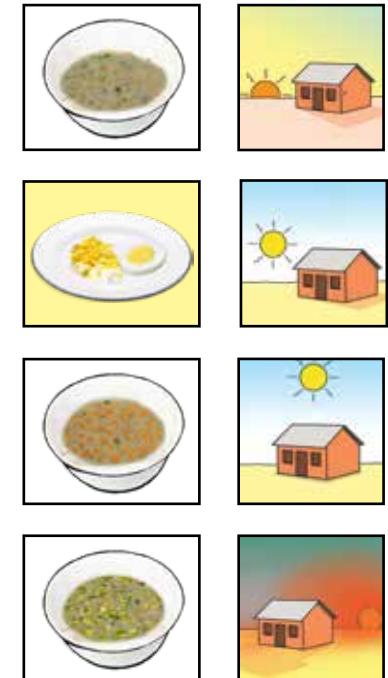
Ensure your environment is clean



Start complementary feeding at 6 months



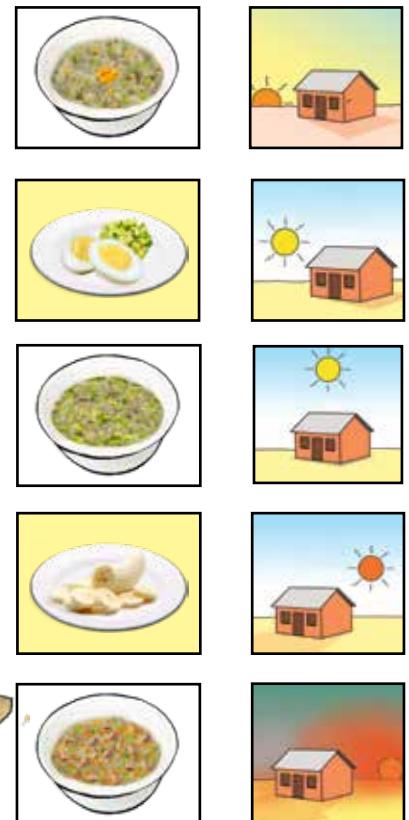
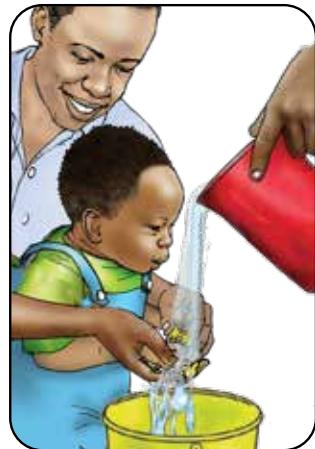
Give complementary foods from 6 up to 9 months



2 to 3 meals each day
and offer snacks



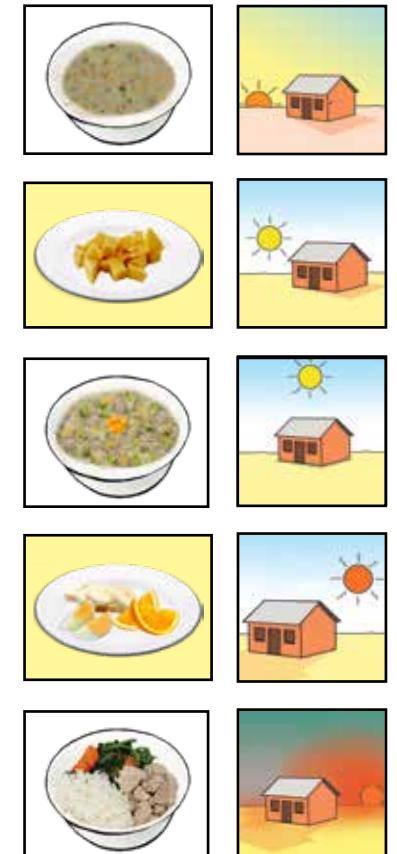
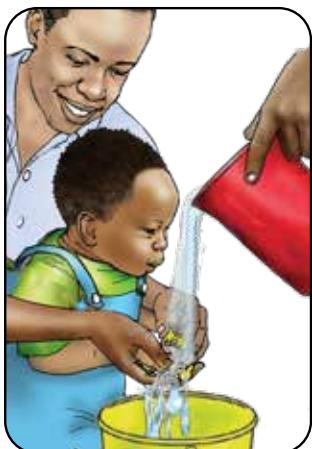
Give complementary foods from 9 up to 12 months



Minimum 3 meals each day and offer snacks



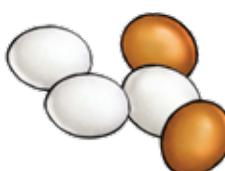
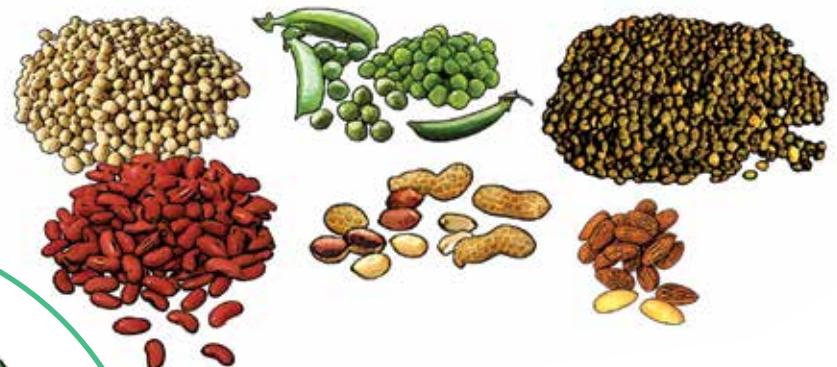
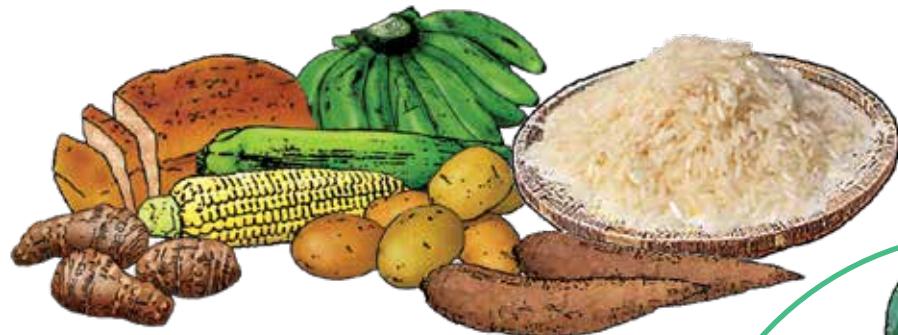
Give complementary foods from 12 up to 24 months



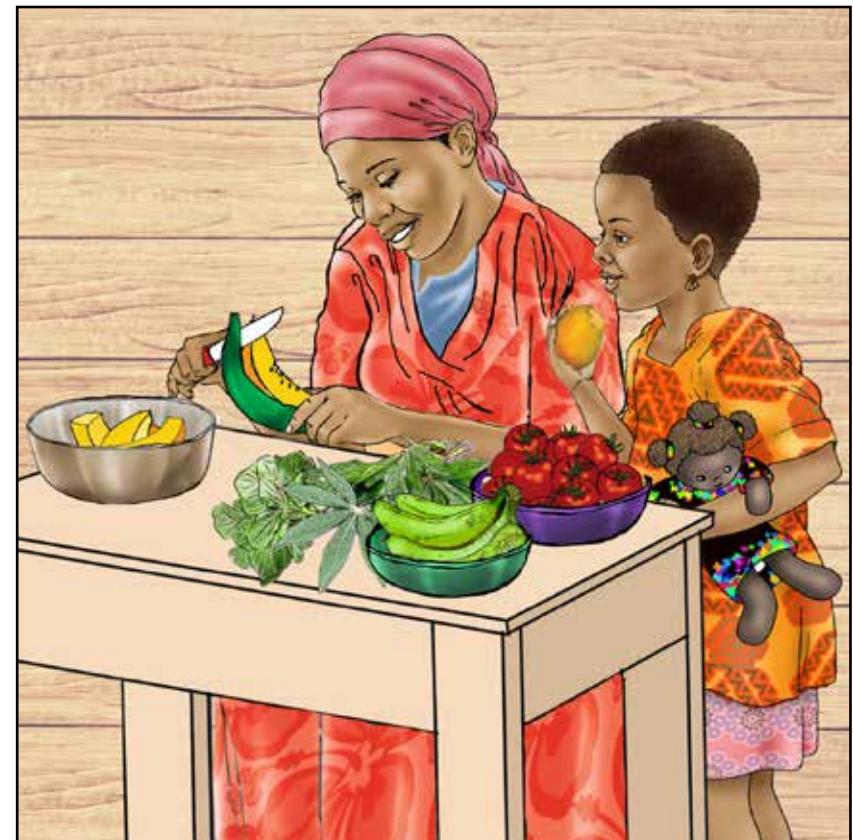
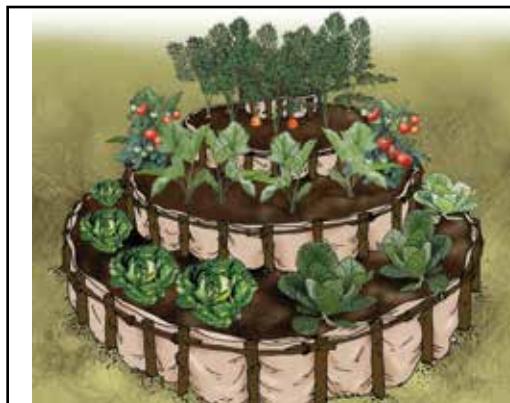
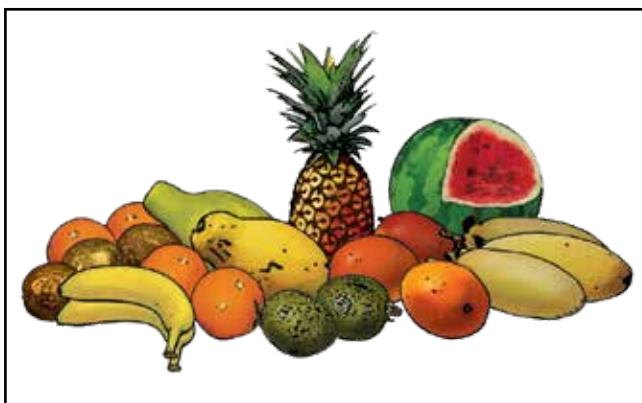
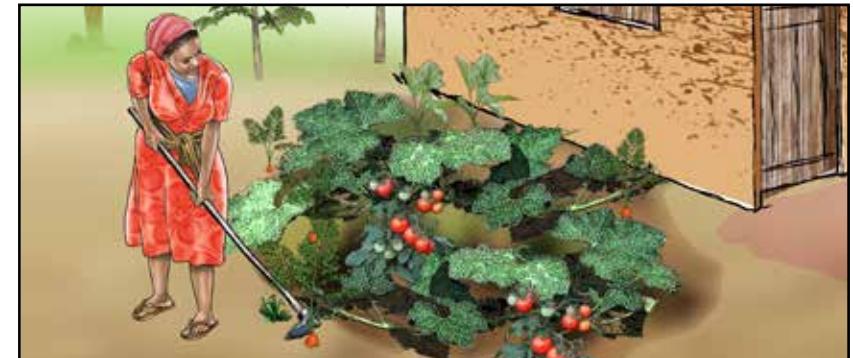
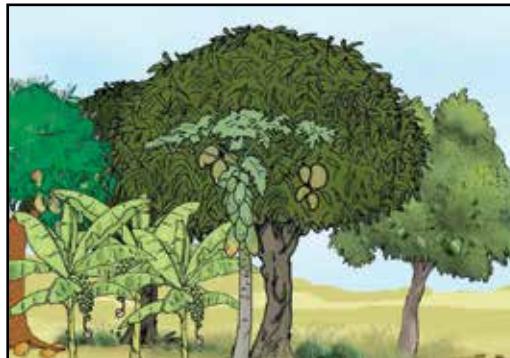
Minimum 3 meals each day and offer snacks



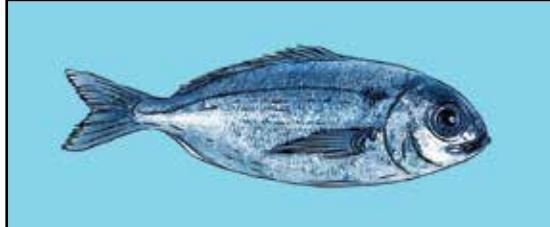
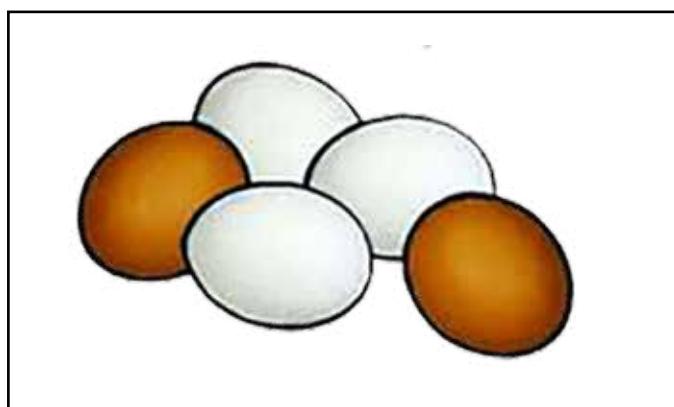
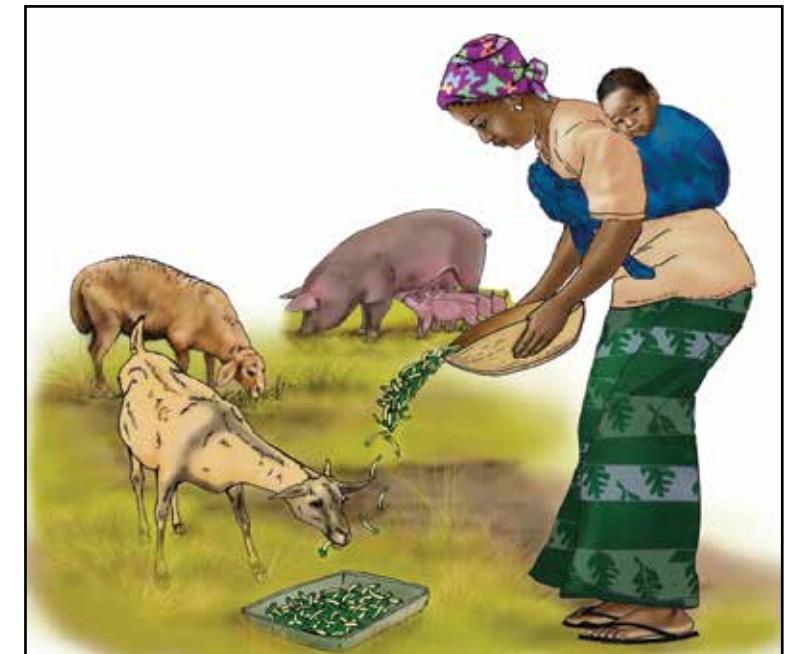
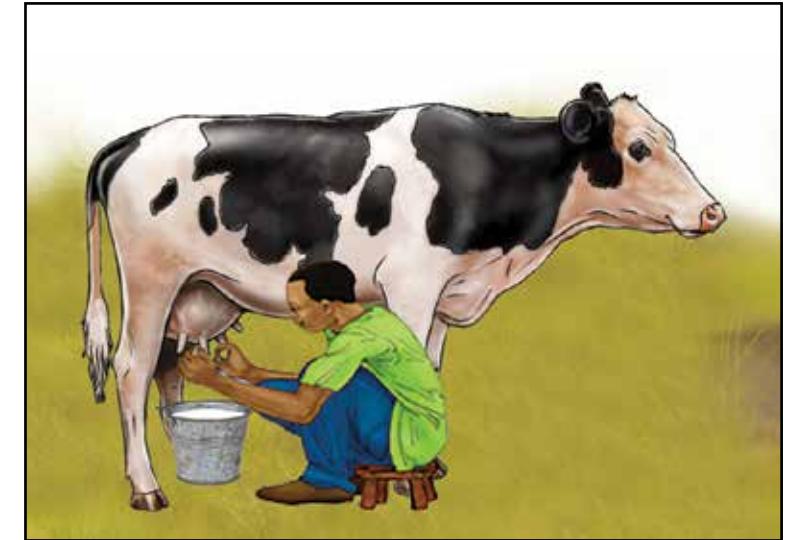
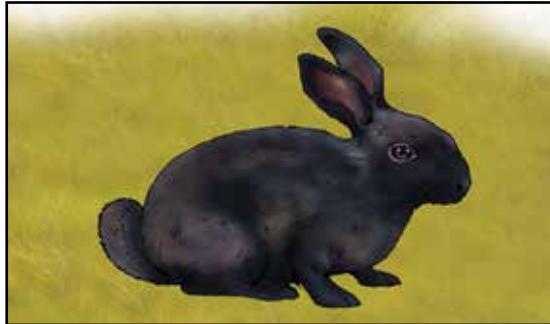
Feed your baby a variety of foods



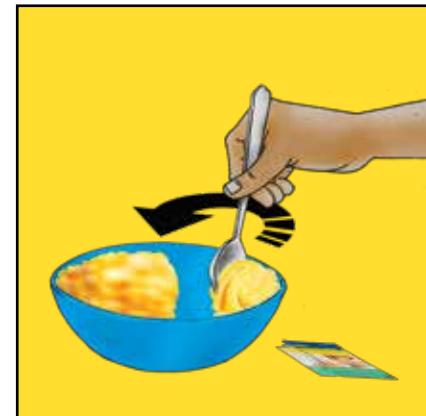
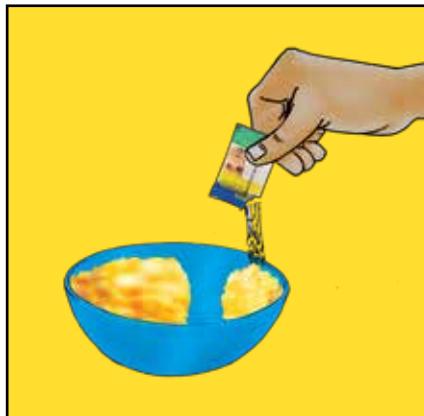
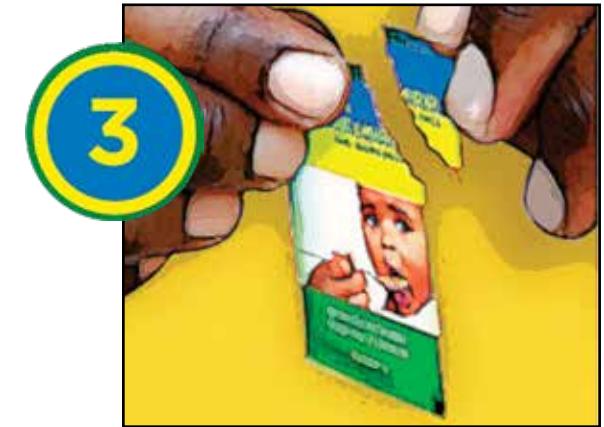
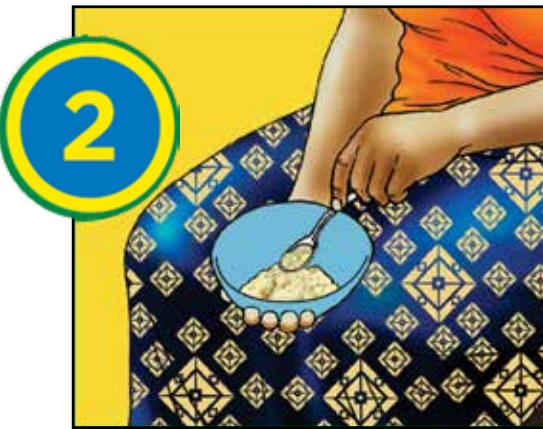
Eat fresh foods from your kitchen garden



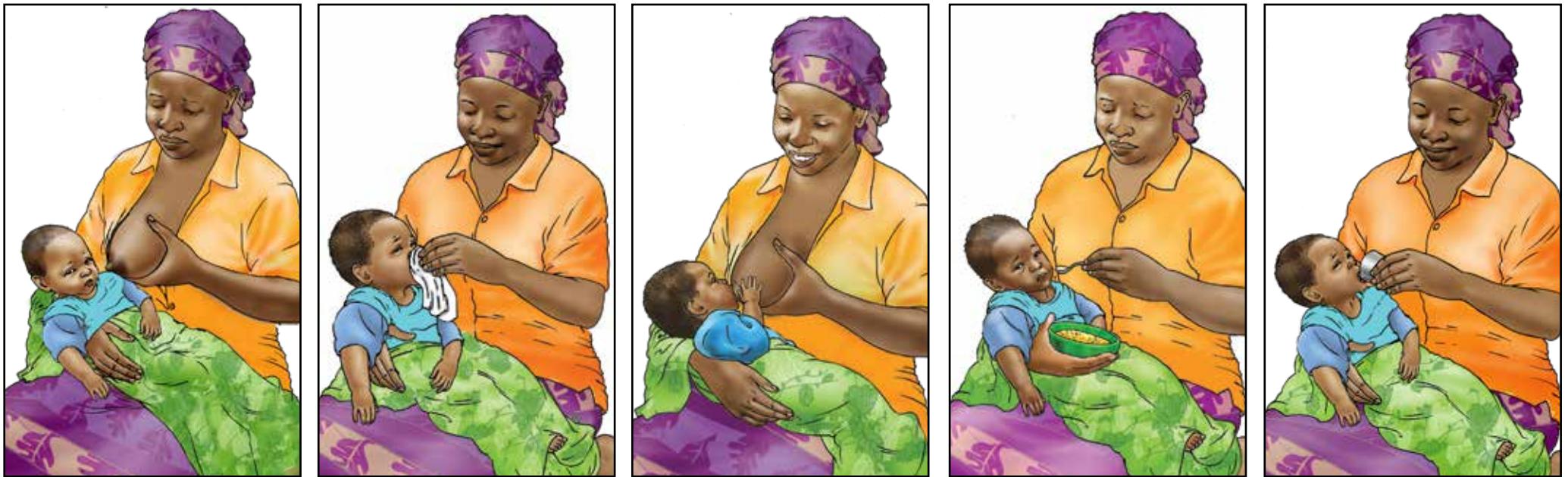
Give animal source foods starting at 6 months



How to add multiple micronutrient powders



Feeding your sick child older than 6 months



As your child is recovering from illness, feed more food and more often for about 2 weeks.

Care and feeding of children with disabilities

Difficulty controlling head or body



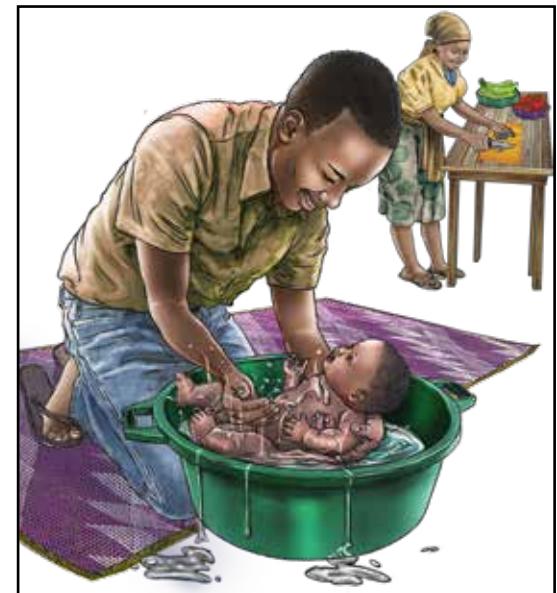
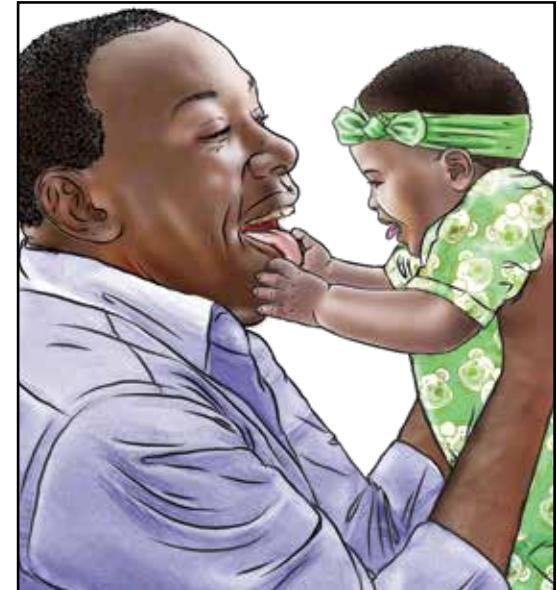
Difficulty chewing or swallowing



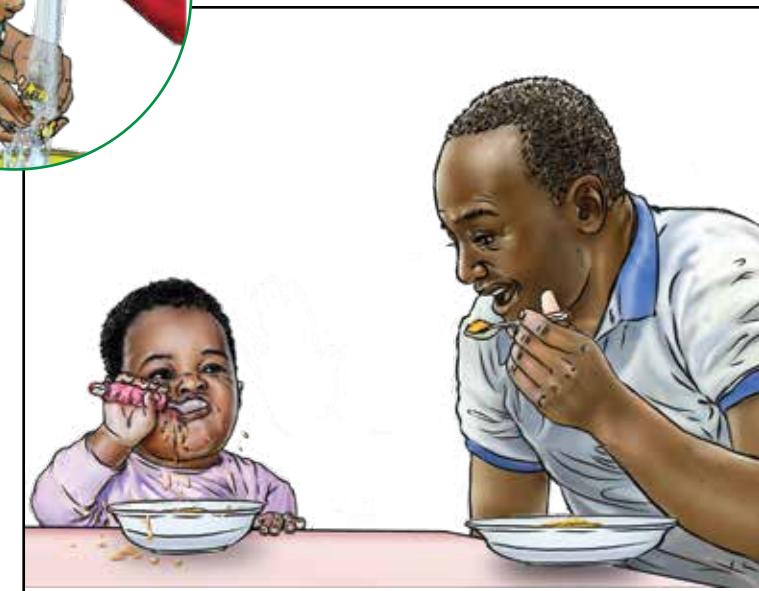
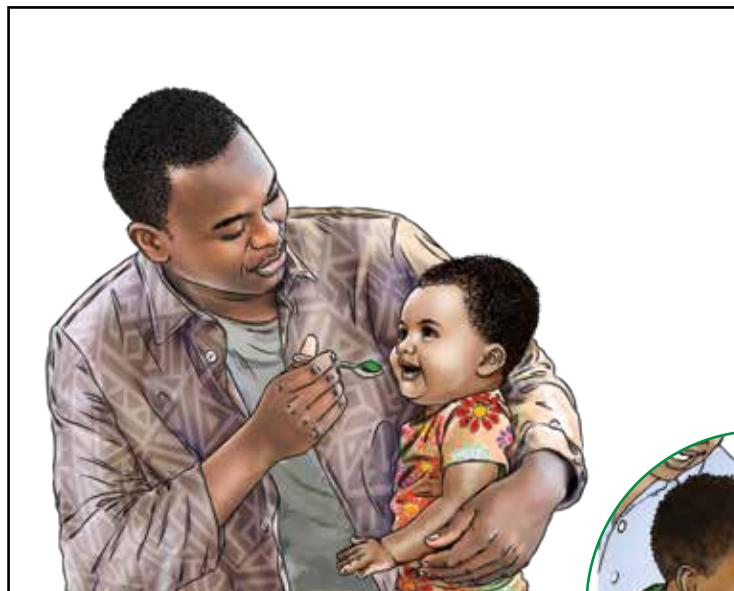
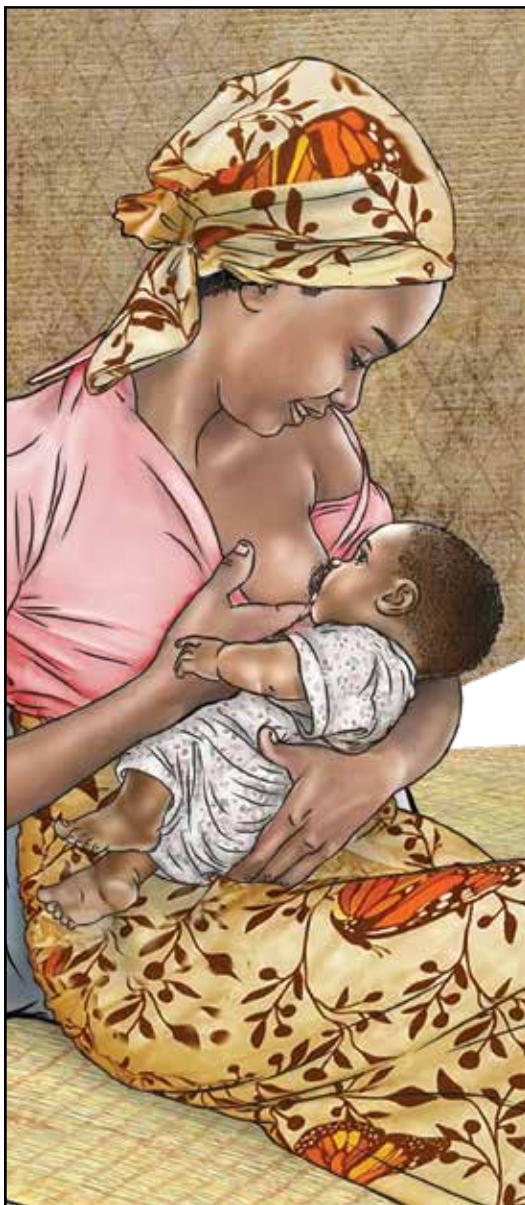
Difficulty self-feeding



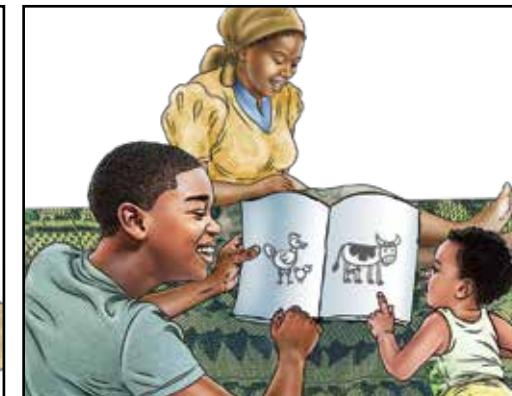
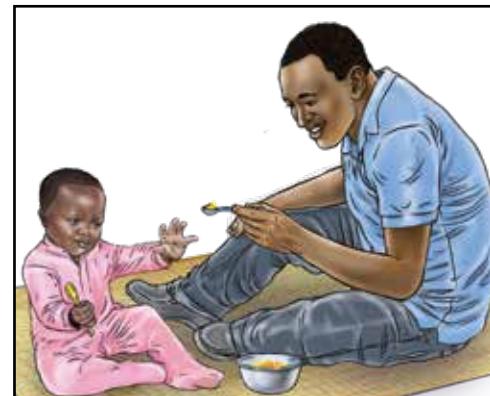
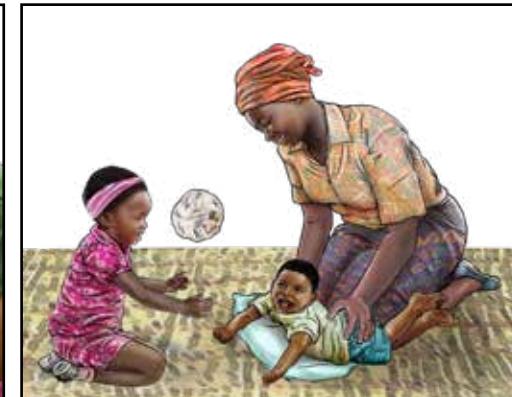
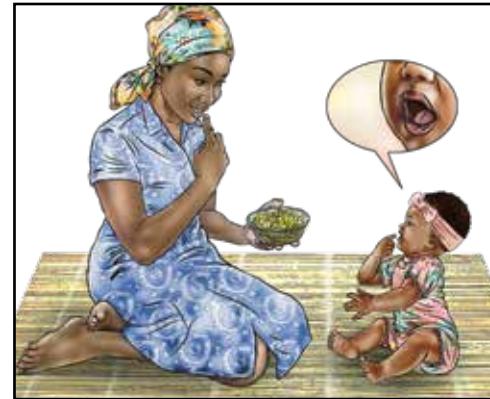
Loving care helps your child grow and develop



Teach your child to eat with love and patience



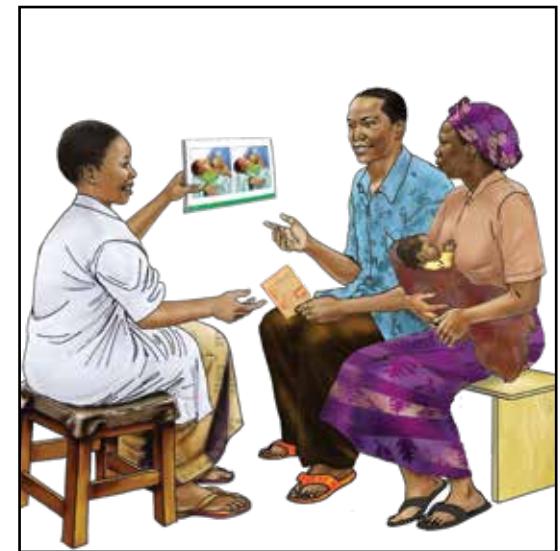
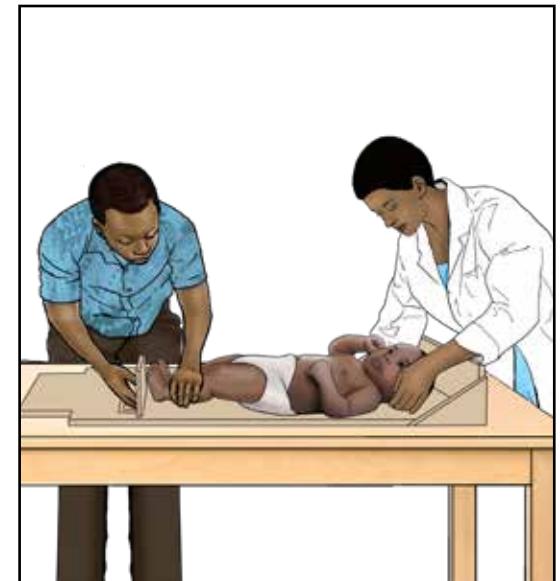
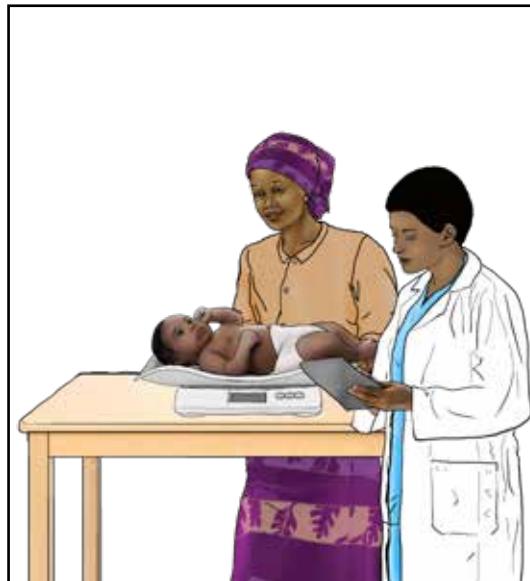
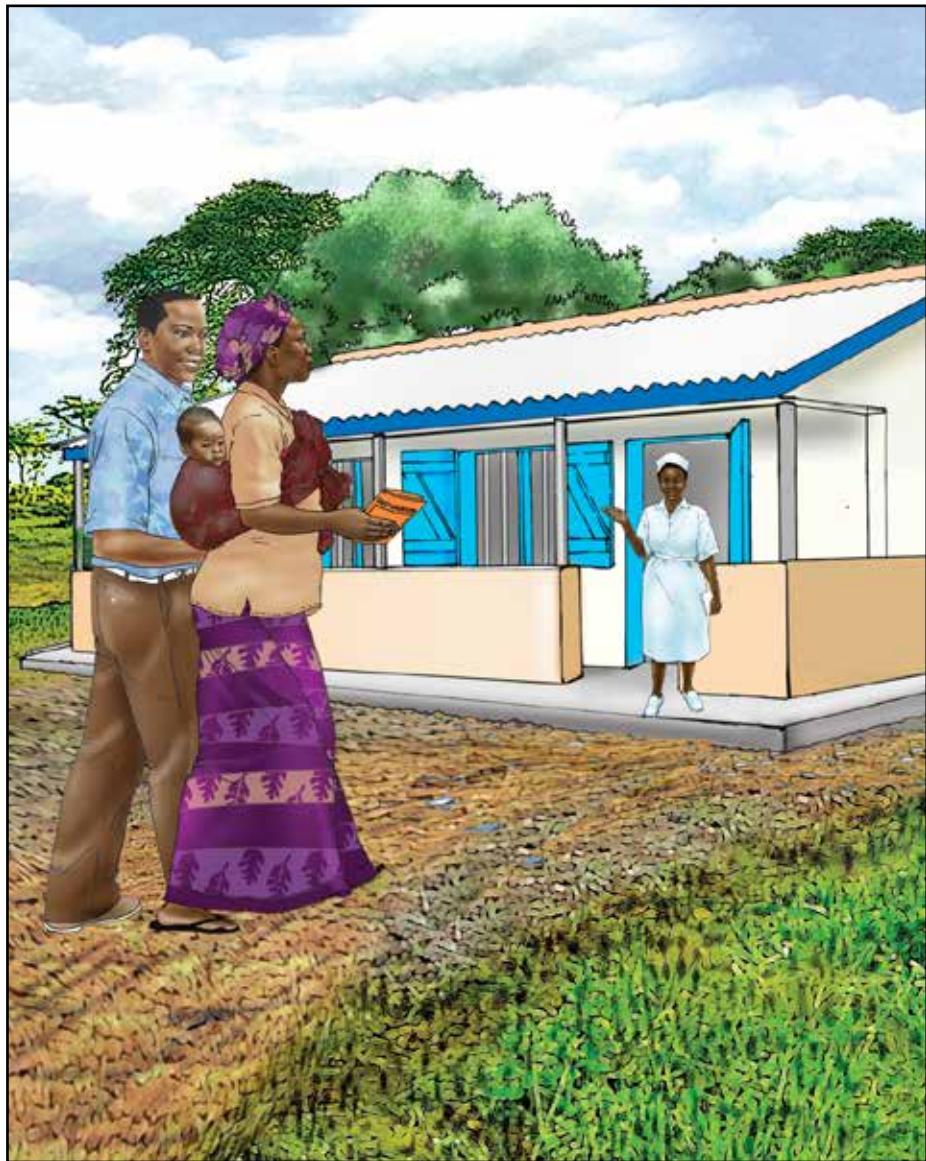
Talk with your child and teach through play



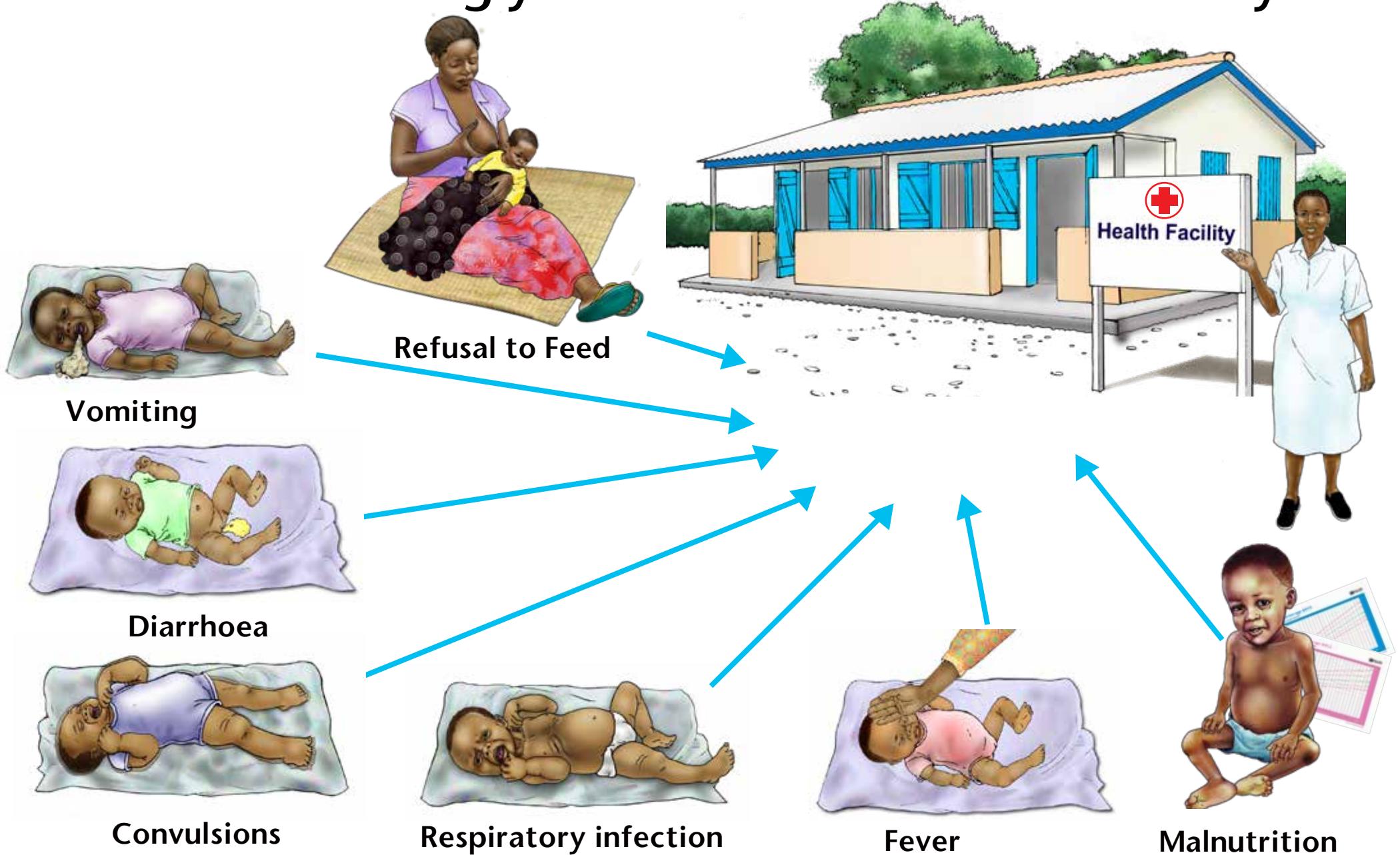
Monitor your child's growth and development



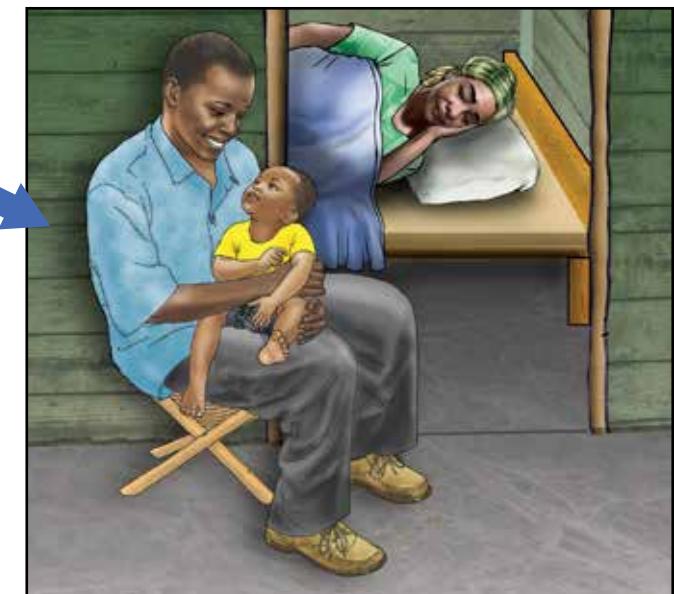
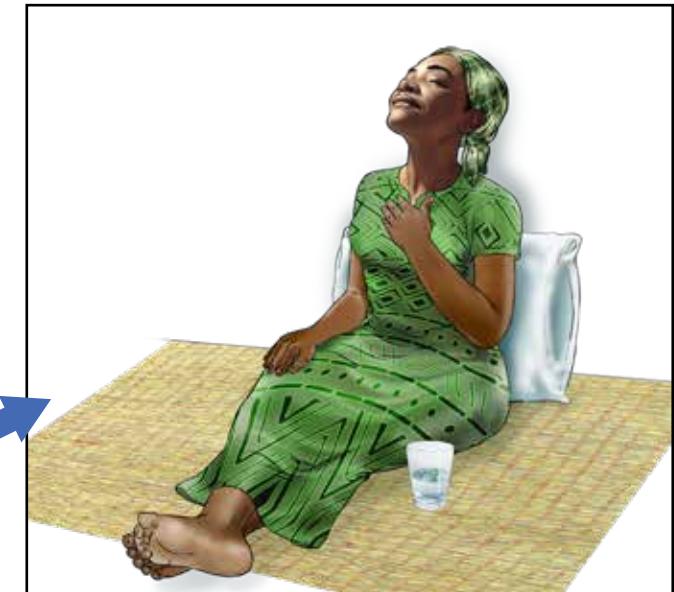
Bring your child for check-ups and immunizations



When to bring your child to the health facility



Take care of yourself to manage stress and fatigue



Family planning improves health and survival



LAM
(Exclusive breastfeeding)



Male & Female Condom



Even in love, abstain



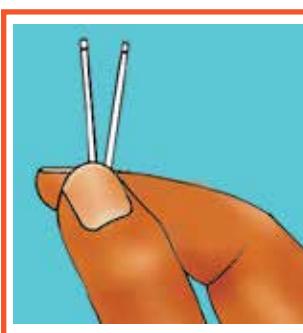
Cycle Beads



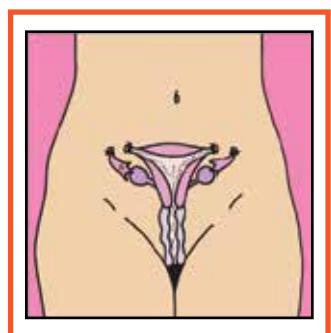
Injectables
(Depo-Provera®)



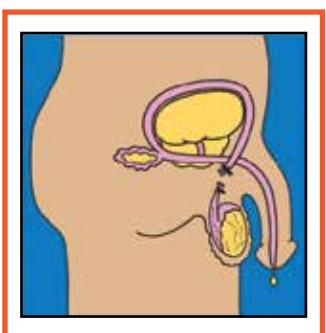
Oral Contraceptives



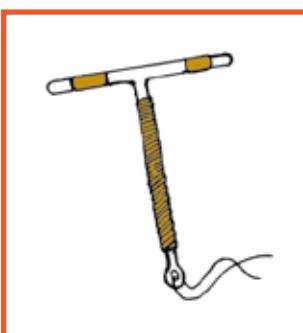
Implant



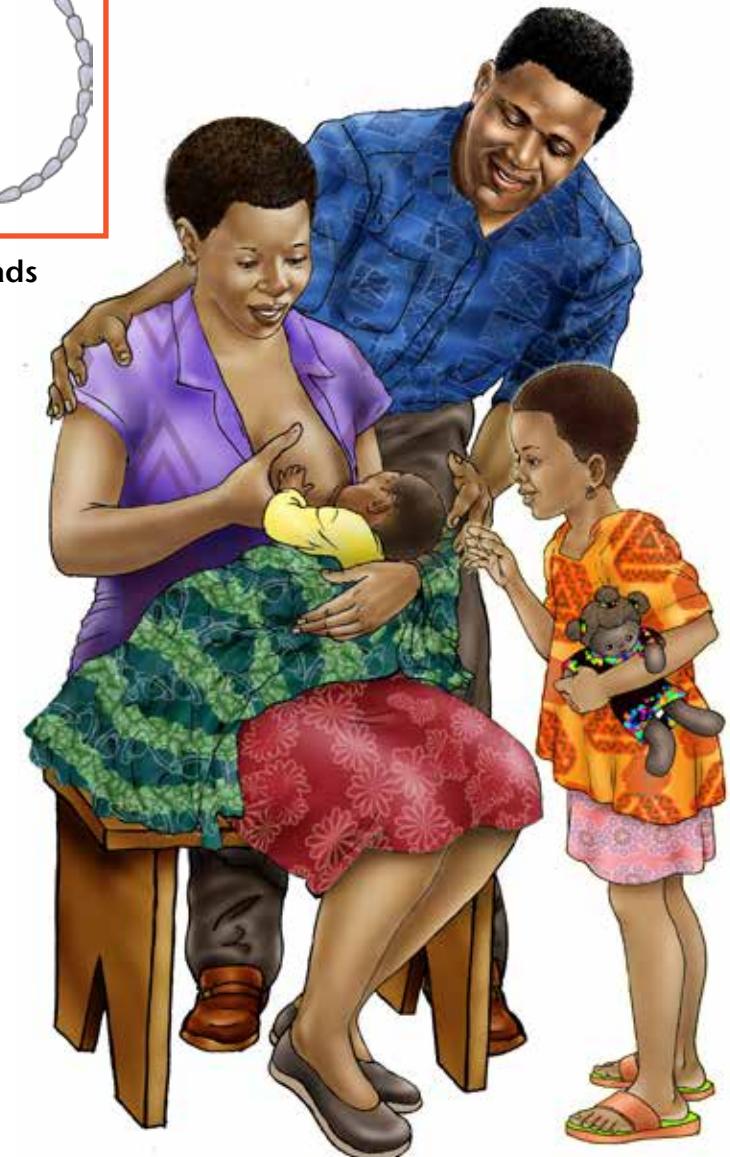
Tubal Ligation



Vasectomy

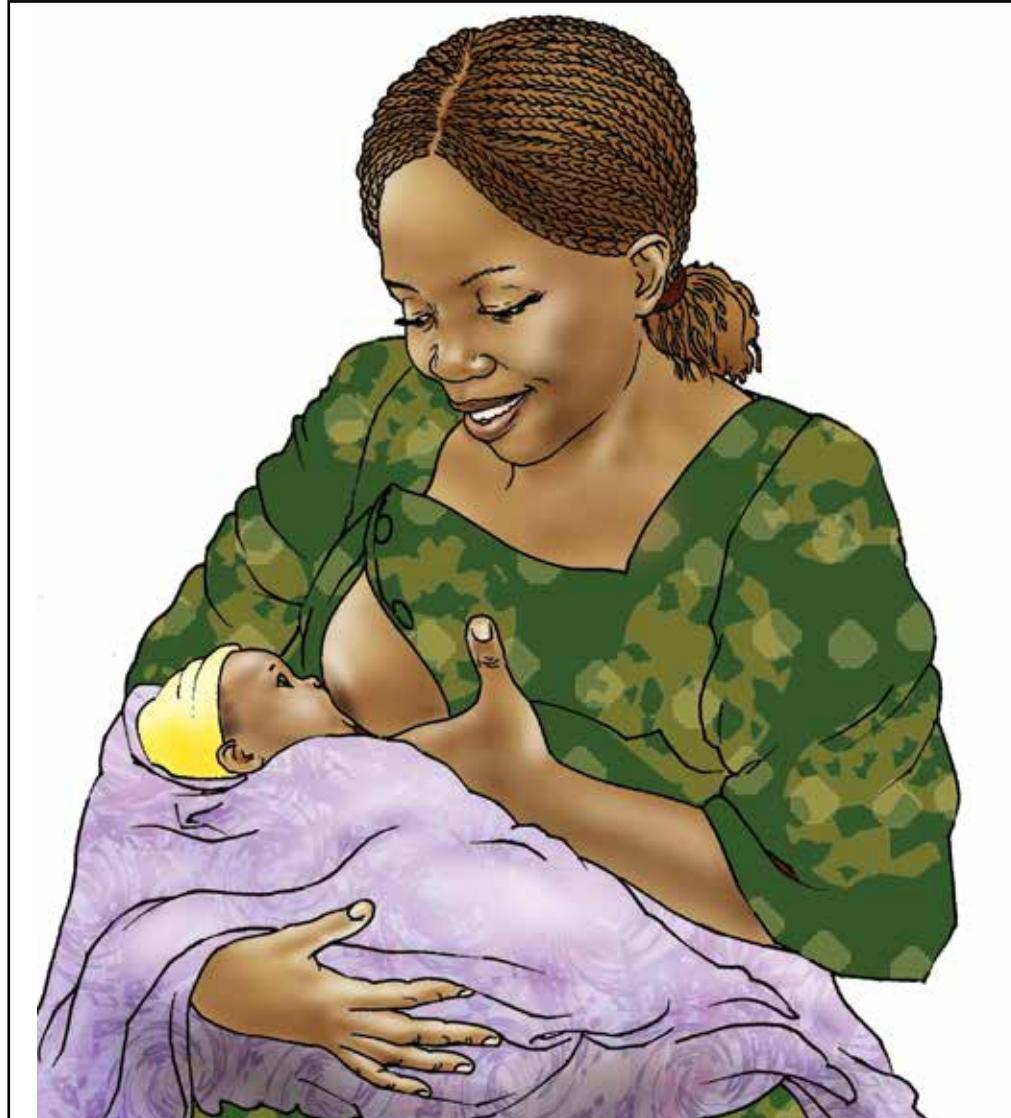


IUD



Supporting women living with HIV to breastfeed

Give only breastmilk up to 6 months



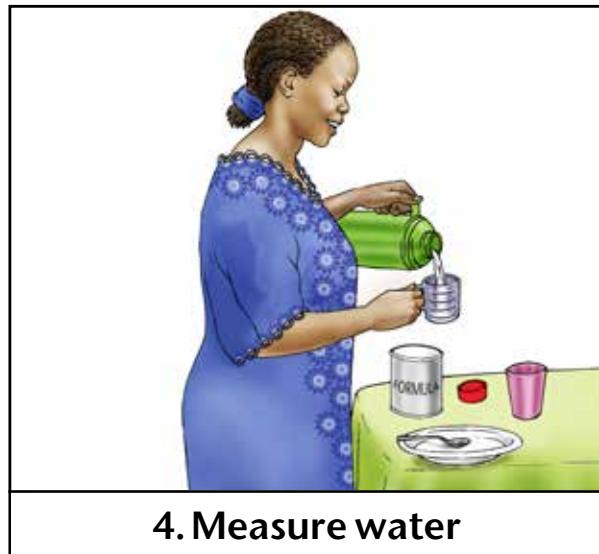
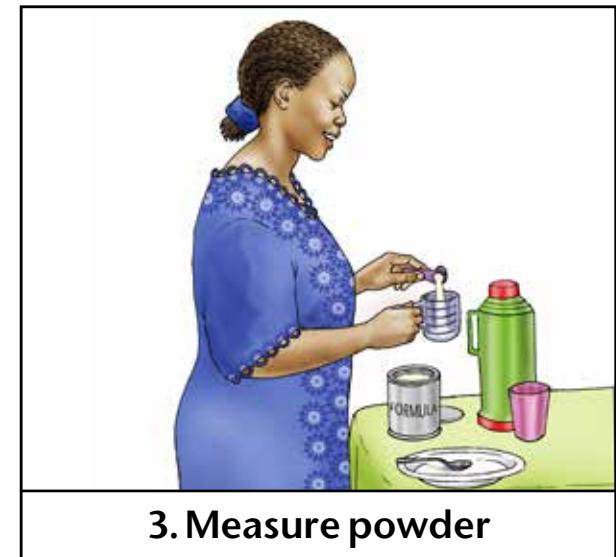
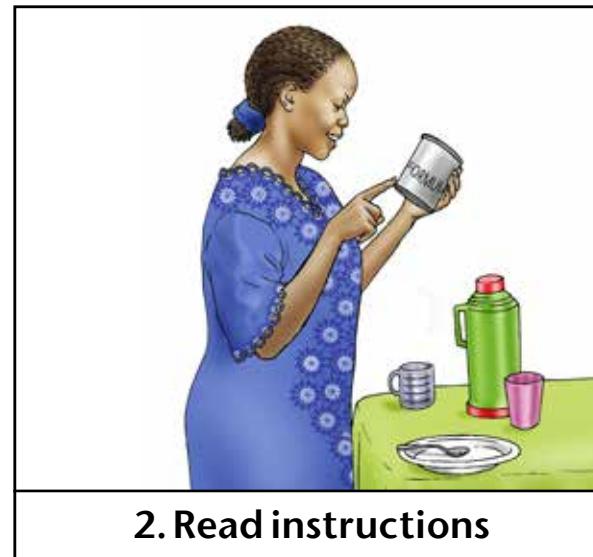
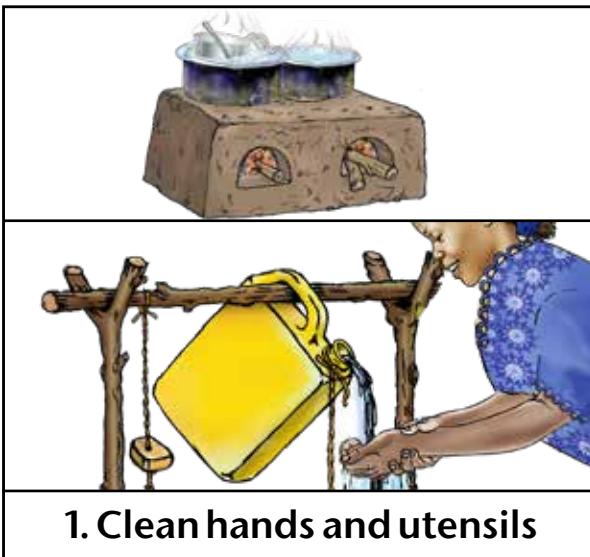
Take ARVs



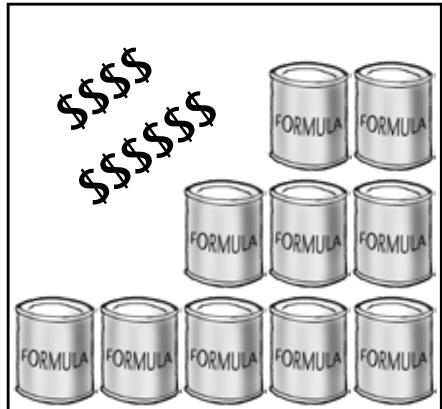
Give ARVs to infant



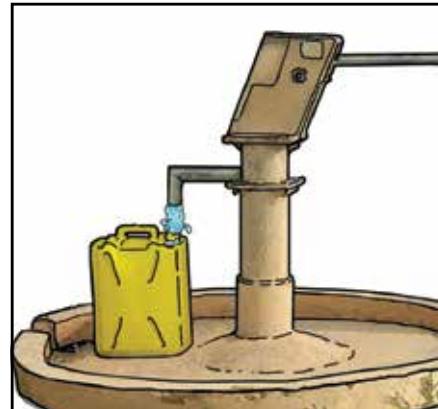
Feeding the non-breastfed infant 0 up to 6 months



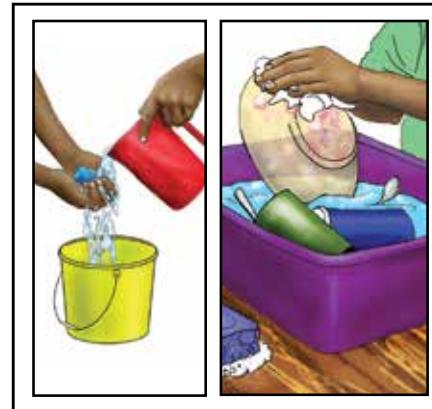
Conditions needed to feed the non-breastfed infant



Money to buy sufficient infant formula



Reliable source of safe water



Hand washing stations and clean utensils



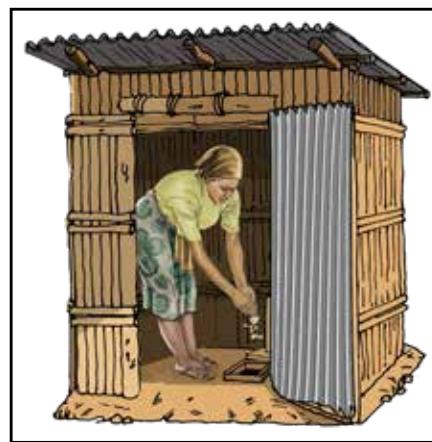
Adequate fuel to boil water



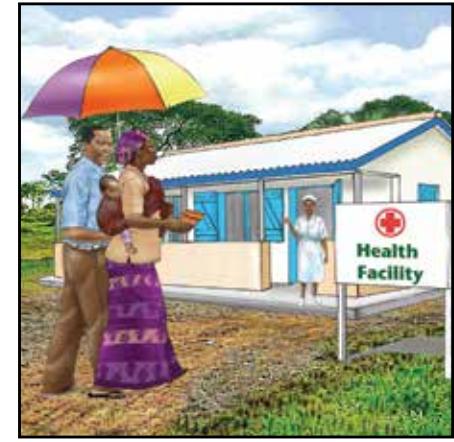
Safe place to store water and infant formula



Ability to mix infant formula - day and night



Adequate sanitation facilities



Access to health care facilities

Feeding the non-breastfed child from 6 up to 24 months



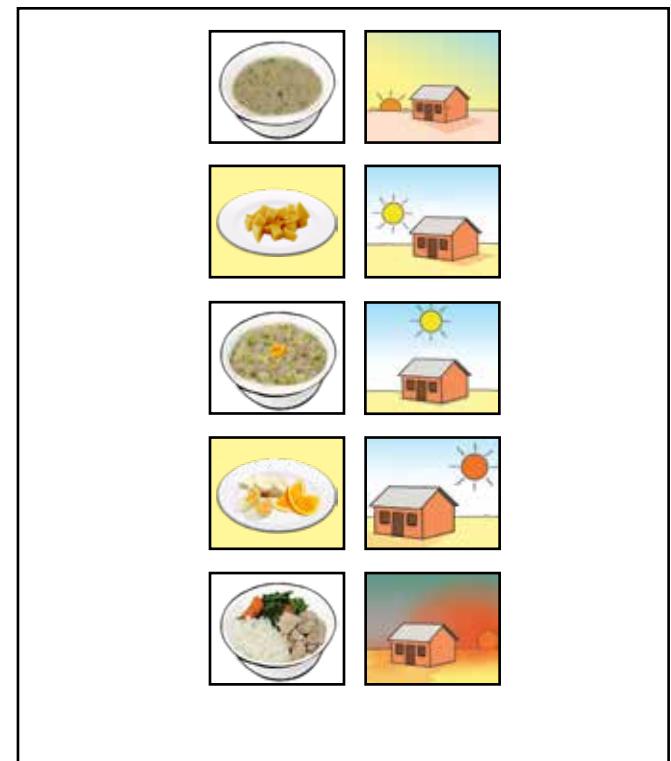
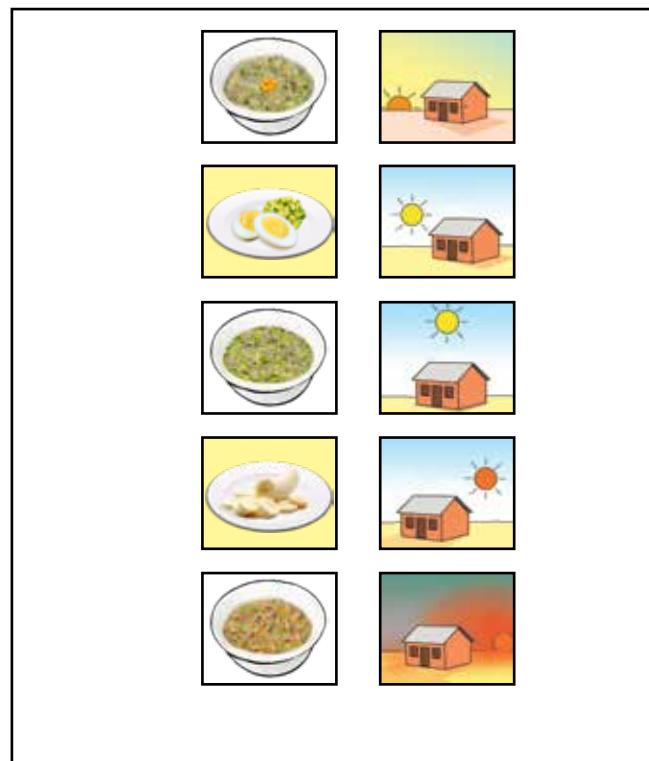
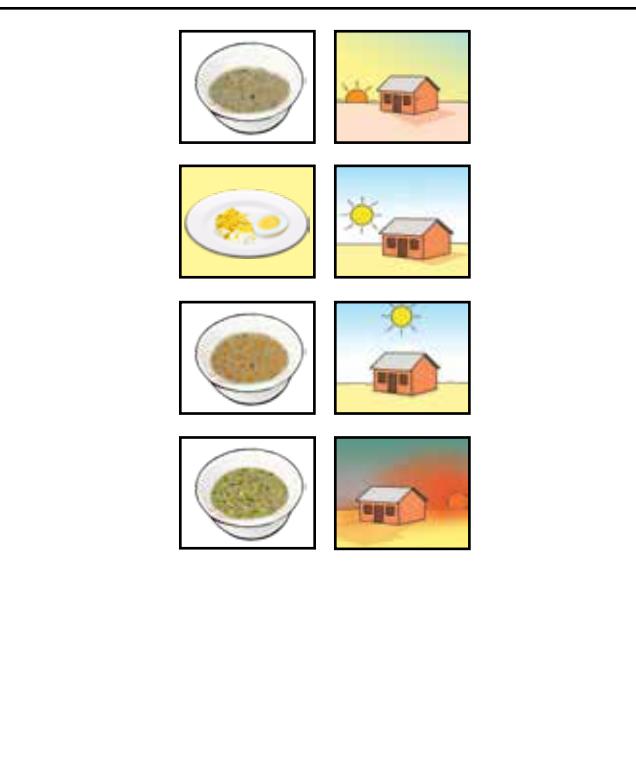
6 up to 9 months



9 up to 12 months



12 up to 24 months



4 to 5 meals and 1 to 2 cups of milk each day

