



Maternal nutrition for safe motherhood

Messages: By-gestational month

Cards

No.	Gestational month	Page No.
1	1 st Month	2–3
2	2 nd Month	4–5
3	3 rd Month	6–7
4	4 th Month	8–9
5	5 th Month	10–11
6	6 th Month	12–13
7	7 th Month	14–15
8	8 th Month	16–17
9	9 th Month	18–19
10	Common Messages 1	20–21
11	Common Messages 2	22–23

Instructions for users

- **Who is the user of these cards?**

Auxiliary Nurse Midwife (ANM) in health facility and during outreach activities like Village Health Sanitation and Nutrition Days (VHSNDs); to be used with pregnant women, and also their husband or other family members, if available

In situations where ANMs are unable to provide counselling services, a trained ASHA or other nurses should provide the counselling

- **How much time is needed to go through a card?**

8 minutes (2 minutes more to discuss common messages relevant to any stage of pregnancy)

- **How to use these cards?**

1. By gestational month cards consist of messages specific to the month of pregnancy; thus, there are nine cards. In addition, there are two cards on messages relevant for all months of pregnancy
2. These cards have illustrations with its explanation in the front and key messages on the reverse side
3. On first contact, congratulate the pregnant woman on confirmation of pregnancy; on every contact, ANM should greet and appreciate the pregnant woman for availing antenatal care (ANC) services
4. Pregnant woman should then be asked to sit such that she is at the same eye level as the ANM
5. After being seated comfortably ANM should check record for month of pregnancy and confirm with pregnant woman; according to the month, ANM should pick up the relevant card and counsel
6. After the gestational month specific counselling, the ANM should also deliver common messages by using the common cards
7. At the end of the counselling session, any queries or doubts should be cleared by the ANM
8. ANM should repeat and reinforce the messages
9. It is very important for the ANM to familiarize with the content of the cards before conducting the counselling session
10. These cards are designed for individual counselling but may be used for group counselling if it is possible to form a homogenous group of pregnant women that is, all being in the same month of pregnancy

1st Month

CARD 1



Your baby is smaller than a grain of rice but vital organs like the heart, brain and spinal cord have already started forming

What is important to know?

1. Congratulations! Your pregnancy is confirmed; register soon so that you get a unique ID number, Mother Child Protection (MCP) card and start getting ANC services
2. You should get ANC services 8 times throughout your pregnancy (including PMSMA on the 9th of every month); Services should include:

Measurements	Tests	Check for
Height	Blood hemoglobin level	Pallor (conjunctivae, tongue, palms and oral mucosa)
Weight (weight gain)		
Mid Upper Arm Circumference (MUAC)	Blood sugar level (OGTT)	Palpable goitre
Blood pressure	Other blood parameters	Dental and skeletal fluorosis
Body Mass Index (BMI)	Urine sugar and albumin	Pedal edema and puffiness of face

This is important for timely identification and treatment of pregnancy related problems

3. It is normal to experience nausea and vomiting in early pregnancy; still you should try to eat at least 3 main meals and 1 nutritious snack as this will help you and your baby to meet nutrient requirements
4. As your baby's brain and spinal cord are developing, include foods rich in folate such as catla fish, moth beans, kidney beans, soyabean, spinach, *sem ki phali*, *sarson ka saag*, and chicken liver in your meals and snacks
5. In addition, consume one folic acid tablet (400 mg) daily

1st Month

CARD 1

ANC services



Height



Weight (weight gain)



MUAC



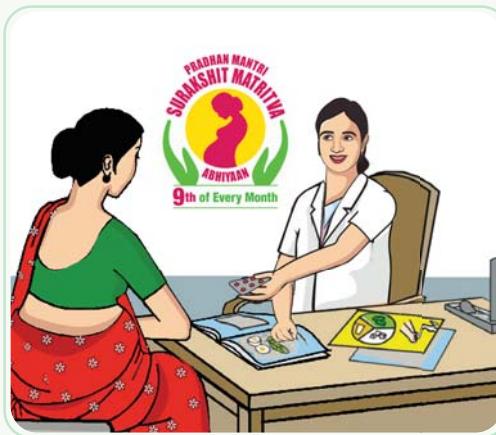
Blood pressure



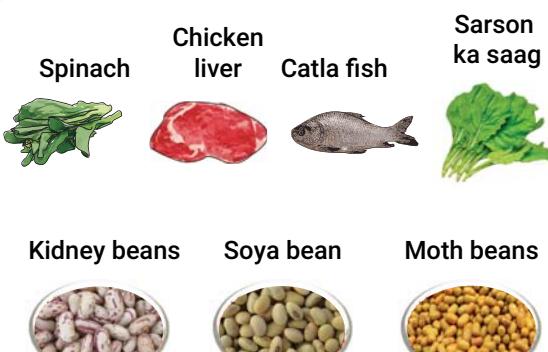
Clinical
examination



Blood test



Early ANC registration and receiving folic acid tablet



Folate rich food sources

Eat at least 3 main meals and 1 nutritious snack



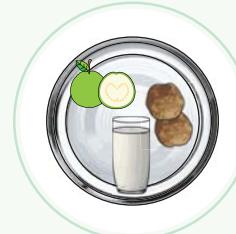
Breakfast



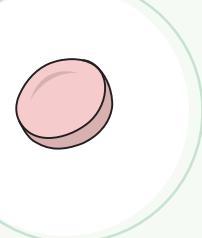
Lunch



Dinner



Snack



One Folic acid tablet daily

2nd Month

CARD 2

Now your baby has grown to the size of a rajma (kidney bean); that still seems small, but you can already hear your baby's heartbeat; your baby's nervous system is developing rapidly; the bones are still soft but they are beginning to harden; if an ultrasound is done, then the baby's face can be clearly seen



What is important to know?

1. Last month you underwent a blood and urine test; this time we will only measure your weight and blood pressure
2. Like the last time, we will look for any signs of deficiencies or disorders
3. The nausea and vomiting will continue for some more weeks; try to eat at least 3 main meals and 1 nutritious snack as this will help you and your baby to meet nutrient requirements
4. As your baby's bones are hardening at this time, remember to include calcium rich foods such as milk, curd, *paneer*, *ragi*, sesame seeds, *bathua* leaves and *methi* leaves in your diet
5. Continue consuming one folic acid tablet (400 mg) daily and foods rich in folate such as catla fish, moth beans, kidney beans, soybean, spinach, *sem ki phali*, *sarson ka saag*, and chicken liver which are important for the normal development of your baby's brain and spinal cord

If the pregnant woman is receiving her first ANC contact in this month, then refer to 'What is important to know?' from Card 1 (Messages 1 to 5)

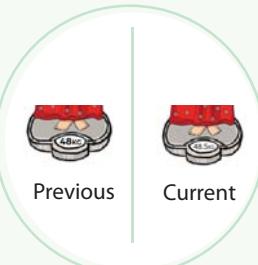
2nd Month

CARD 2

ANC services



Weight



Gestational weight gain



Blood pressure



Clinical examination

Eat at least 3 main meals
and 1 nutritious snack



Breakfast



Lunch

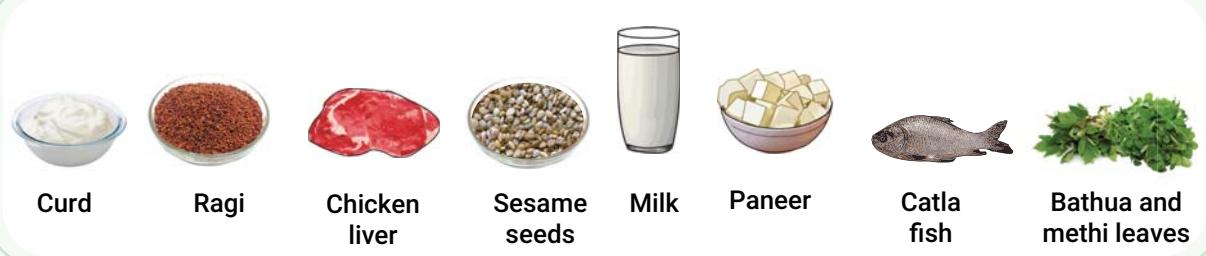


Dinner



Snack

Continue consuming one
Folic acid tablet daily

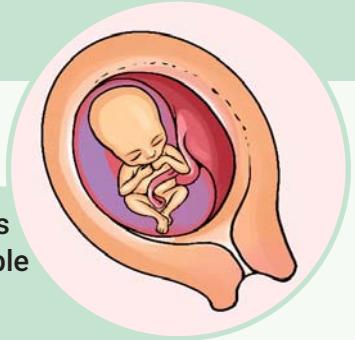


Calcium and folate rich foods

3rd Month

CARD 3

Your baby is now the size of a lemon (*nimbu*); all the vital organs are fully formed; the arms, hands, fingers, feet and toes are visible in an ultrasound; nails and teeth are beginning to develop



What is important to know?

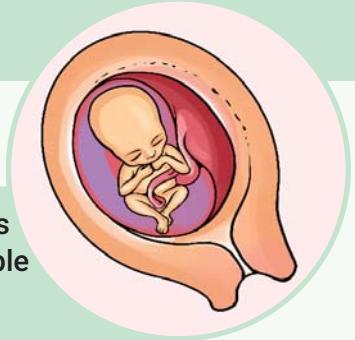
1. We will measure your weight and blood pressure and will look for any signs of deficiencies or disorders
2. Hope your nausea and vomiting are subsiding. Ensure that you eat 3 main meals and 1 nutritious snack
3. As your baby's bones are hardening and teeth have also begun to form, remember to include calcium rich foods such as milk, curd, paneer, *ragi*, sesame seeds, *bathua* leaves, *methi* leaves, etc., in your diet
4. Continue consuming one Folic Acid tablet (400 mg) daily and dietary sources of folate such as catla fish, moth beans, kidney beans, soybean, spinach, *sem ki phali*, *sarson ka saag*, chicken liver which are important for the normal development of your baby's brain and spinal cord
5. From next month, start consuming 1 Iron Folic Acid (IFA) tablet and 2 calcium tablets daily

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1(Message 2 only)

3rd Month

CARD 3

Your baby is now the size of a lemon (*nimbu*); all the vital organs are fully formed; the arms, hands, fingers, feet and toes are visible in an ultrasound; nails and teeth are beginning to develop



What is important to know?

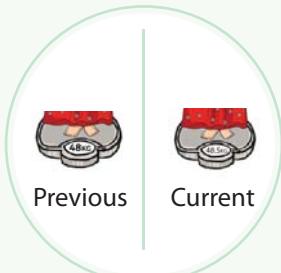
1. We will measure your weight and blood pressure and will look for any signs of deficiencies or disorders
2. Hope your nausea and vomiting are subsiding. Ensure that you eat 3 main meals and 1 nutritious snack
3. As your baby's bones are hardening and teeth have also begun to form, remember to include calcium rich foods such as milk, curd, paneer, *ragi*, sesame seeds, *bathua* leaves, *methi* leaves, etc., in your diet
4. Continue consuming one Folic Acid tablet (400 mg) daily and dietary sources of folate such as catla fish, moth beans, kidney beans, soybean, spinach, *sem ki phali*, *sarson ka saag*, chicken liver which are important for the normal development of your baby's brain and spinal cord
5. From next month, start consuming 1 Iron Folic Acid (IFA) tablet and 2 calcium tablets daily

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1(Message 2 only)

3rd Month

CARD 3

ANC services



Gestational weight gain

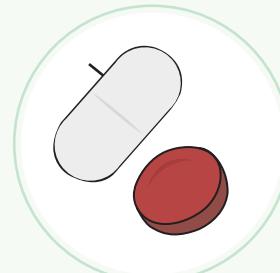


Blood pressure

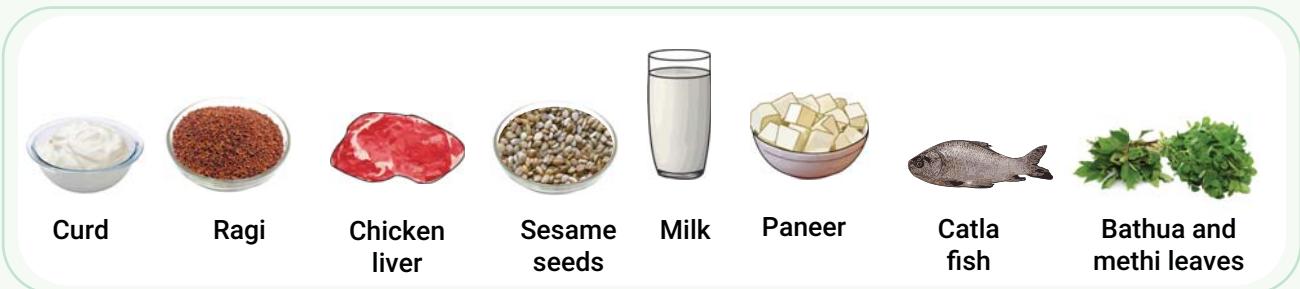
Eat 3 main meals and 1 snack daily



Continue consuming one Folic acid tablet daily



IFA and calcium tablet consumption from 4th month of pregnancy



Clinical examination



Calcium and folate rich foods

4th Month

CARD 4

Your baby is now almost the same size as an apple and weighs approximately 110 grams; you may be able to feel your baby's movement now; the baby's blood circulation has begun and the brain, spinal cord and nerve network have become fully functional; the teeth and bones have become denser



What is important to know?

- As the 4th month has started, we will have to repeat some of the tests; your physical examination and tests will include the following:

Measurements	Tests	Check for
Weight	Blood hemoglobin level	Pallor (conjunctiva, tongue, oral mucosa and palms) Palpable goitre
Blood pressure	Urine sugar and albumin	Dental and skeletal fluorosis Pedal edema or puffiness of face

- As your baby is rapidly increasing in size now, eat at least 3 main meals and 2 nutritious snacks to meet the increased nutrient requirements to ensure proper growth and development of the baby
- As your baby's blood circulation has begun, include rich sources of iron and folic acid like *bajra*, *ragi*, fenugreek leaves (*methi*), spinach, amaranth leaves (*chaulai*), moth beans, Bengal gram whole, horse gram whole, *rajma*, soyabean, raisins, egg, catla fish, chicken liver in your diet and consume one IFA tablet daily without fail; this will also prevent you from being anemic

Ideally, the IFA tablet should be consumed on an empty stomach. However, some women experience gastritis, vomiting or nausea which are the normal side effects of IFA tablets and can be minimized by consuming it 1 hour after the meal

Consume one deworming tablet today to prevent or treat worm infestation; worm infestation can lower your nutrient absorption and is one of the causes of anemia

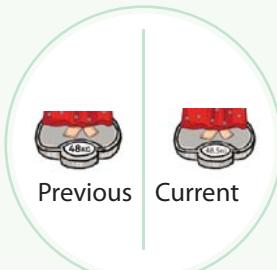
- Vitamin C rich foods like *amla*, citrus fruits (orange, guava, lemon, *mausambi*) and sprouted grains/pulses should be included in meals as it improves absorption of iron in the body; IFA tablet may be taken with lemon juice for better absorption of iron; IFA tablet should never be consumed with tea or coffee, milk or calcium tablets
- As your baby's bones and teeth are becoming denser, remember to include calcium-rich sources of food like milk, *paneer*, curd, *ragi*, and consume 2 calcium tablets every day with water or milk immediately after meals to avoid gastritis; calcium also reduces your risk of increased blood pressure and convulsions; calcium tablets should never be taken along with IFA tablets as they interfere each other's absorption

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1(Message 2 only)

4th Month

CARD 4

ANC services



Gestational weight gain



Blood pressure



Blood & urine test



Clinical examination

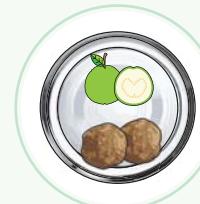


Consume IFA tablet (atleast 1 hour after meal)

Eat at least 3 main meals
and 2 nutritious snacks



Breakfast



Mid-morning
snack



Lunch



Evening snack



Dinner



Receiving IFA and calcium tablet



Consume calcium tablet (morning and evening, immediately after meal)

5th Month

CARD 5



Your baby is now as long as a carrot and weighs half a kilogram; your baby is growing rapidly and muscle and skin are also forming

What is important to know?

1. We will measure your weight and blood pressure and look for any signs of deficiencies or disorders
2. As your baby is growing rapidly, include energy and protein rich foods such as wheat flour, *bajra*, rice, maize, lentil *dal*, horse gram whole (*kulthi*), soyabean, sweet potato, banana, groundnut, walnut, milk, *paneer*, egg, chicken, jaggery/sugar, fish, and oils in your diet
3. Ensure that you eat at least 3 main meals and 2 nutritious snacks to meet increased nutrient requirements
4. Continue consuming one IFA tablet with water or lemon juice 1 hour after a meal
5. Consume 2 calcium tablets every day with water or milk immediately after meals

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1 (Message 2 only) and from Card 4 (Messages 3, 4 and 5)

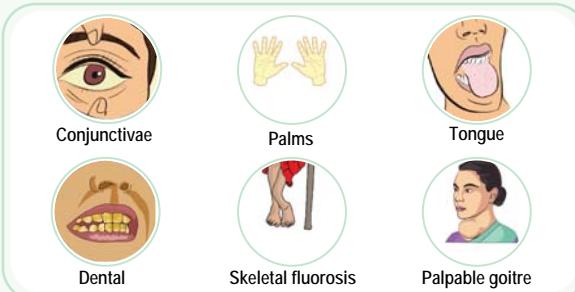
5th Month

CARD 5

ANC services



Gestational weight gain Blood pressure

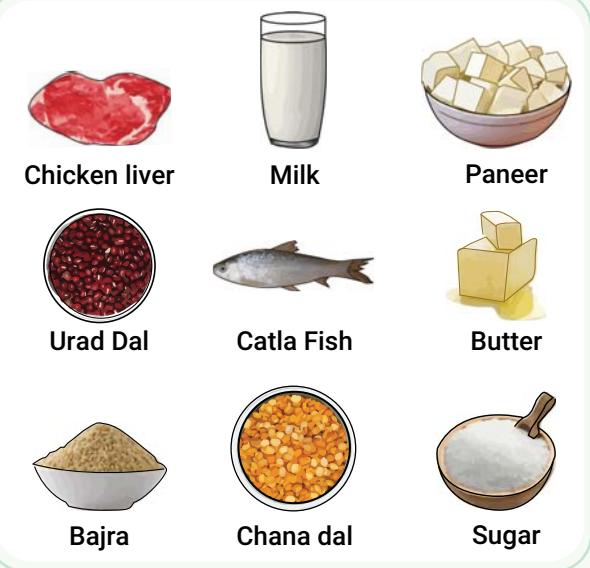
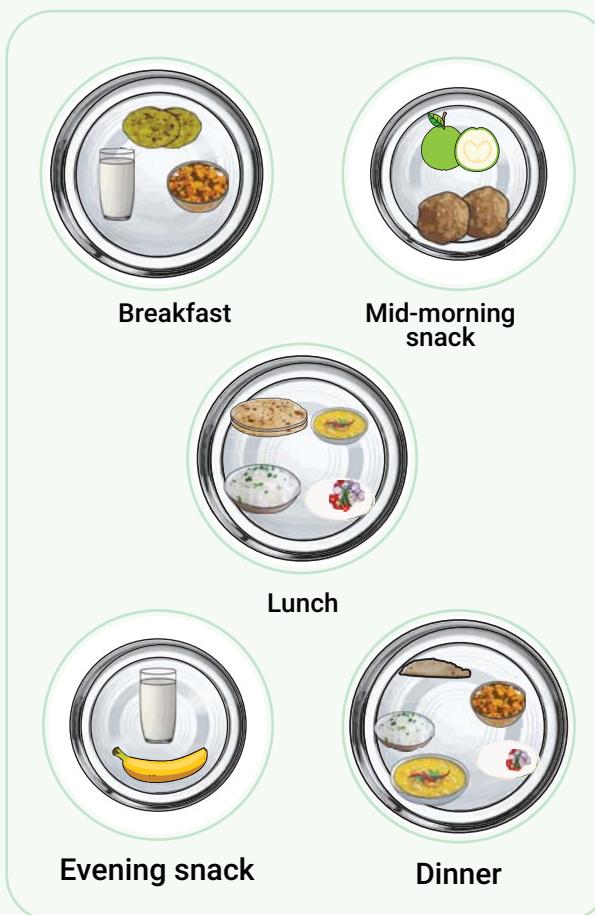


Look for clinical signs and symptoms



Continue consuming IFA tablet
(at least 1 hour after meal)

Eat at least 3 main meals and
2 nutritious snacks



Energy and protein rich foods



Continue consuming calcium tablets
(morning and evening)

6th Month

CARD 6

Your baby is now as long as a corn cob (*bhutta*) and weighs almost 1 kg; the internal parts of your baby's eyes are developing; the baby's reflexes and hearing are improving making the baby respond better to sound and touch



What is important to know?

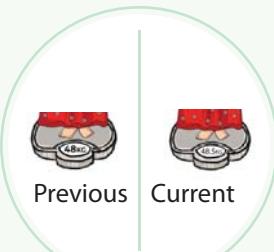
1. We will measure your weight and blood pressure and will look for any signs of deficiencies or disorders; in this month, it is critical to screen for diabetes, so blood sugar level will be tested again
2. Ensure you eat at least 3 main meals and 2 nutritious snacks to meet increased nutrient requirements and proper growth and development of the baby
3. As your baby's eyes are developing, to ensure their proper development, remember to include vitamin A rich sources of green leafy vegetables like drumstick leaves (*sehjan ke patte*), fenugreek leaves (*methi*) and yellow and orange colour fruits and vegetables like papaya, tomato, musk melon, carrot, sweet potato, pumpkin, milk and milk products and egg and goat liver in your meals and snacks daily
4. Continue consuming one IFA tablet with water or lemon juice 1 hour after meal
5. Continue consuming 2 calcium tablets every day with water or milk immediately after meals

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1 (Message 2 only) and from Card 4 (Messages 3, 4 and 5).

6th Month

CARD 6

ANC services



Gestational weight gain



Blood pressure



Blood tests (OGTT) Clinical examination



Continue consuming IFA tablet
(atleast 1 hour after meal)

Continue consuming calcium tablet (morning
and evening, immediately after meal)



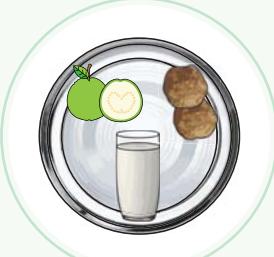
Vitamin A rich foods



Eat at least 3 main meals and
2 nutritious snacks



Breakfast



Mid-morning snack



Lunch



Evening snack

7th Month

CARD 7

Now your baby is as long as a bottle gourd and weighs almost 2 kg.; your baby is building fat stores and the brain is growing in size; your baby can now respond to light and sound



What is important to know?

- As you have entered the 3rd trimester, we will have to repeat some of the tests. Your physical examination and tests will include the following:

Measurements	Tests	Check for
Weight	Blood hemoglobin level	Pallor (conjunctivae, tongue, oral mucosa and palms) Palpable goitre
Blood pressure	Urine sugar and albumin	Dental and skeletal fluorosis Pedal edema and puffiness of face

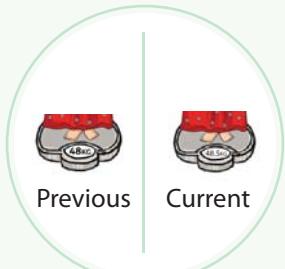
- Ensure that you eat at least 3 main meals and 2 nutritious snacks to meet increased nutrient requirements and for proper growth and development of the baby
- Your baby's rapidly growing brain and developing vision needs a variety of cooking oils (mustard oil, groundnut oil, soybean oil, coconut oil), nuts and oilseeds and fish. Ensure you eat these sources of 'good fat' and avoid 'bad fat' like *vanaspati*, margarine and reused oil
- Continue consuming one IFA tablet with water or lemon juice 1 hour after a meal and 2 calcium tablets every day with water or milk immediately after meals; you will continue to consume these tablets after delivery till your baby is six months old
- When your baby is born, initiate breastfeeding as soon as possible and within 1 hour of birth, the baby should only be breastfed till six months of age; no other liquid, including water, should be given to the baby during this time

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1 (Message 2 only) and from card 4 (Messages 3, 4 and 5)

7th Month

CARD 7

ANC services



Gestational weight gain



Blood pressure



Blood & urine tests



Clinical examination



Fish



Oilseeds



Cooking oil



Nuts

Essential fatty acid rich foods

Eat at least 3 main meals and 2 nutritious snacks



Breakfast



Mid-morning snack



Lunch



Evening snack

Dinner



Continue consuming IFA tablet (atleast 1 hour after meal)



Continue consuming calcium tablet (morning and evening, immediately after meal)



Breast feeding

8th Month

CARD 8



Your baby is now 1.5 feet in length and weighs about 2.3 kg; your baby will gain more weight and the brain and lungs will continue to develop in this month

What is important to know?

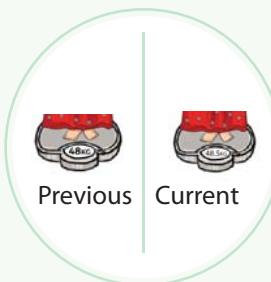
1. We will measure your weight and blood pressure and will look for any signs of deficiencies or disorders
2. As your baby is gaining weight, you should include energy dense food items like cereals (wheat, rice, *jowar, ragi, bajra*), pulses (green gram, Bengal gram, soyabean), milk and milk products, cooking oils (mustard oil, soyabean oil, groundnut oil, coconut oil), nuts and oilseeds (sesame seeds, groundnuts, flax seeds) and jaggery. Ensure that you eat at least 3 main meals and 2 nutritious snacks to meet increased nutrient requirements and proper growth and development of the baby
3. Continue consuming one IFA tablet with water or lemon juice 1 hour after a meal and 2 calcium tablets every day with water or milk immediately after meals; you will continue to consume these tablets after delivery till your baby is six months old
4. When your baby is born, initiate breastfeeding as soon as possible and within 1 hour of birth; the baby should only be breastfed till six months of age, no other liquid, including water, should be given to the baby during this time
5. Spacing of at least 3 years is desirable to allow you to restore your health and to avoid malnutrition in children due to repeated pregnancies. Family planning methods are available free of cost at any public health facility; in consultation with your husband, opt for a suitable family planning method after delivery

If the pregnant woman is receiving her first ANC contact in this month, then also refer to 'What is important to know?' from Card 1 (Message 2 only) and from Card 4 (Messages 3, 4 and 5).

8th Month

CARD 8

ANC services



Gestational weight gain



Blood pressure



Clinical examination



Continue consuming IFA tablet (atleast 1 hour after meal)



Continue consuming calcium tablet (morning and evening, immediately after meal)



Energy-dense foods



Early and exclusive breastfeeding

Eat at least 3 main meals and 2 nutritious snacks



Breakfast



Mid-morning snack



Lunch



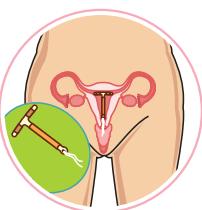
Evening snack



Dinner



Male condom



IUD (copper T)



Female condom

Family planning

9th Month

CARD 9

Your baby is little over 1.5 feet in length and weighs about 3 kg; now your baby is fully developed and will gain more weight



What is important to know?

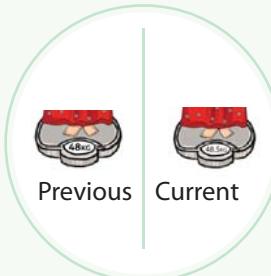
1. We will measure your weight and blood pressure and will look for any signs of deficiencies or disorders; since this is the last month of pregnancy, keep all your medical records and some cash handy
2. As your baby is gaining weight you should include energy dense food items like cereals (wheat, rice, *jowar, ragi, bajra*), pulses (green gram, Bengal gram, soya bean), milk and milk products, cooking oils (mustard oil, soyabean oil, groundnut oil, coconut oil), nuts and oilseeds (sesame seeds, groundnuts, flax seeds) and jaggery, ensure you eat at least 3 main meals and 2 nutritious snacks to meet increased nutrient requirements and for proper growth and development of the baby
3. Continue consuming one IFA tablet with water or lemon juice 1 hour after meal and 2 calcium tablets every day with water or milk immediately after meals; you will continue to consume these tablets after delivery till your baby is six months
4. When your baby is born, initiate breastfeeding as soon as possible and within 1 hour of birth; the baby should only be breastfed till six months of age; no other liquid, including water, should be given to the baby during this time
5. Spacing of at least 3 years is desirable to allow you to restore your health and to avoid malnutrition in children due to repeated pregnancies; family planning methods are available free of cost at any public health facility; in consultation with your husband opt for a suitable family planning method after delivery

If the pregnant woman is receiving her first ANC contact in this month, then also refer 'What is important to know?' from Card 1 (Message 2 only) and from Card 4 (Messages 3, 4 and 5)

9th Month

CARD 9

ANC services



Gestational weight gain



Blood pressure



Clinical examination



Continue to consume IFA tablets after delivery till your baby is six months



Continue to consume calcium tablets after delivery till your baby is six months

Be prepared for delivery

Arrange transport

Preparation for institutional delivery



Contraceptive injection



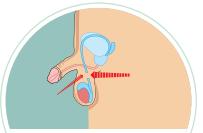
Male condom



Contraceptive pills



Female condom



Vasectomy



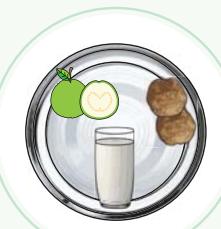
Tubectomy

Family planning

Eat at least 3 main meals and 2 nutritious snacks



Breakfast



Mid-morning snack



Lunch



Dinner



Evening snack

Common messages 1

CARD 10

What is important to know?

1. You should know your early pregnancy (1st trimester) weight, BMI, monthly weight gain and results of all the blood and urine investigations
2. As your baby's nutrient requirements increase with progressing pregnancy, it is important to include variety of foods in your diet along with roti/rice

Food groups	Food items	Nutrients
Pulses (Non-vegetarians may include meat products)	Whole <i>moong</i> , <i>arhar</i> , lentil, <i>chana</i> , kidney beans etc. and meat, egg, fish, chicken	Protein, Energy, Iron
Milk and milk products	Milk, <i>paneer</i> , curd, buttermilk etc.	Calcium, Energy, Protein, Vitamin A, Fat
Fresh dark green leafy vegetables	Spinach, fenugreek, mustard, amaranthus, <i>bathua</i> etc.	Vitamin A, Iron, Calcium, Vitamin C
Yellow/orange pulpy fruits and vegetables	Papaya, pumpkin, carrot, mango etc.	Vitamin A
Citrus fruits, other vegetables	Lemon, <i>amla</i> , guava, orange, sweet lime etc. cauliflower, capsicum, tomato etc.	Vitamin C
Fats/Oils, nuts and oilseeds and jaggery/sugar	Vegetable oil (mustard oil, soybean oil, groundnut oil) / butter / nuts and oilseeds [peanuts, flaxseeds (alsi), sesame seeds] (<i>til</i>), Jaggery/sugar	Energy, Vitamin A, Vitamin D, Vitamin E, Protein, Fat, Essential fatty acids

3. No food should be restricted during pregnancy; at the same time, under or over consumption of any food should be avoided as it may lead to malnutrition in pregnant woman and her baby
4. Always use double fortified salt (iodine and iron); iodine is very critical for your baby's brain development and iron is necessary for blood formation and overall growth and development; it is important to store double fortified salt in an airtight container, away from heat and humidity
5. To get the right nutrition during pregnancy and after delivery register your name under government schemes such as Anganwadi services, Janani Shishu Suraksha Karyakram (JSSK), Janani Suraksha Yojana (JSY), Pradhan Mantri Matru Vandana Yojana (PMMVY), Pradhan Mantri Surakshit Matriitva Abhiyaan (PMSMA), Public Distribution System (PDS), National Rural Livelihoods Mission (NRLM); some registrations require mandatory documents like Aadhaar card

Common messages 1

CARD 10

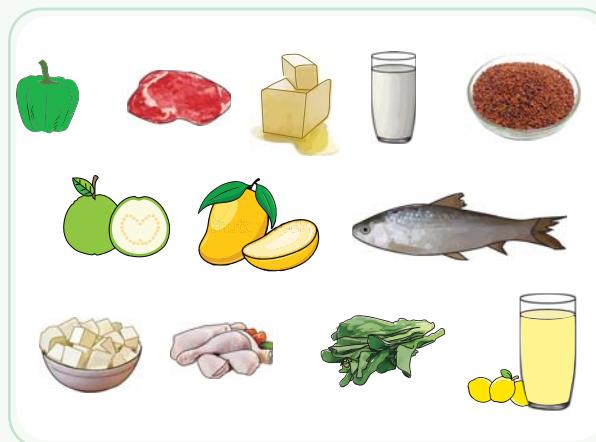
Know your early pregnancy (1st trimester) weight, BMI, monthly weight gain and results of all the blood and urine tests



Weight



BMI



Diet diversity



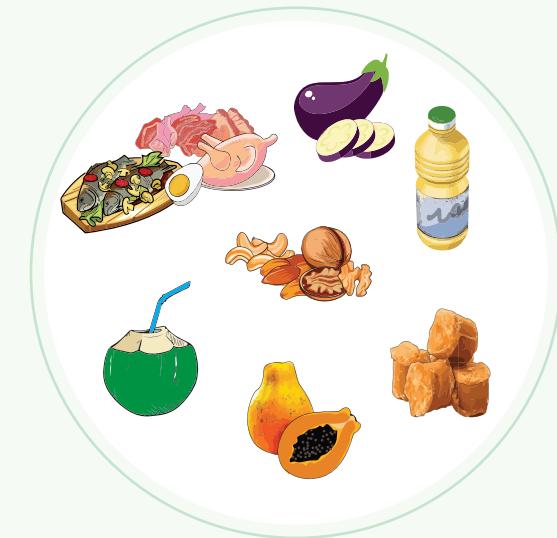
Gestational weight gain



Blood & urine test



Government entitlements



No food restrictions



Use double fortified salt (Iodine & iron)

Common messages 2

CARD 11

What is important to know?

1. Follow all personal cleanliness practices: 1) Oral hygiene by rinsing the mouth after every meal and brushing teeth twice daily, 2) bathing daily, 3) washing hair and cutting nails, 4) use toilets and avoid open defecation; wash hands with soap and running water before cooking, eating food, feeding children, and after using toilet, disposing child faeces, handling any animal or cleaning its faeces, cleaning house, disposing garbage and returning from outside home
2. Do at least 20 to 25 minutes of brisk walking or light exercise/yoga every day. It is important to be in sunlight for formation of Vitamin D which is essential for baby's bone development
3. Take rest for 2 hours during the day and sleep for 8 hours at night; sleep on your left side as this improves blood circulation in the baby. Further, be careful about lifting heavy loads or work requiring long duration of standing time or 46 hours or more of work in a week as they may lead to preterm birth, low birth weight baby or fetal growth retardation
4. Do not have more than 2 cups of tea or coffee in a day as caffeine in these beverages may lead to low birth weight baby and pregnancy loss; avoid intake of alcohol and tobacco as these may impair baby's physical growth and brain development
5. Consult to a doctor as soon as you experience any of the nine danger signs – 1) Excessive swelling in the feet and puffiness on face 2) Difficulty in breathing 3) Severe pain and burning sensation during urination 4) Repeated fever during pregnancy or within one month of delivery 5) Severe stomach ache 6) Bleeding from vagina 7) Bursting of water bag prior to delivery 8) Headache, blurring of vision, convulsions 9) Not able to feel baby's movement inside the womb

*Use institutional delivery services irrespective of risk.

Baby is sensitive to the external environment the moment it is conceived. Second trimester onwards, the baby is receptive towards external sounds. Therefore, during the entire pregnancy, family should maintain an atmosphere of peace and affection in the house and ensure pregnant woman is never under mental or physical stress.

Common messages 2

CARD 11

Maintain personal hygiene



Brushing teeth



Bathing daily



Washing hair



Cutting nails



Use of toilets



Handwashing

Brisk walking & light exercise



Sleep on your left side



Reduced caffeine
intake and no
alcohol/tobacco



Consult a doctor if
experiencing any
danger signs



Do not pick heavy loads

Counselling Tips



Do's

- Use simple and common language so that the mothers can understand easily
- Use open-ended questions
- Practice active listening
- For effective counselling and explanation, use voice modulation, facial expressions and body languages



Don'ts

- Panic
- Misinterpret
- Attempt solving problems in haste
- Frequently interrupt women who are being counseled
- In-depth enquiry about bitter and bad experiences
- Negative remarks on mother's behaviour or decisive attitude

For more information, contact your nearest Anganwadi centre, Anganwadi worker, ANM or ASHA worker