
NUTRITION MATTERS
COMMUNITY-BASED INFANT FEEDING PROMOTION WORKS
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Dear colleagues;

As you all know, the [Global Strategy for Infant and Young Child Feeding](#) recognizes the important role that community-based strategies can play in creating a supportive environment for optimal infant and young child feeding. Such community-based strategies need to focus both on individual and group/community behavior change; therefore, they need to include well-designed training of lay counselors and health workers to provide appropriate counseling and support to mothers and families; they also need to ensure the active involvement of women's groups.

This report by the World Health Organization and the Linkages Project presents a review of the literature in the area of community-based strategies for the protection, promotion, and support of improved infant feeding practices in developing countries; the report includes as well an analysis of three large-scale projects in three developing countries. The report assesses the impact of the interventions, the mechanisms through which individual and community behaviors/norms can be changed, and the factors that are necessary to maximize and sustain the benefits of the interventions.

The findings confirm that communities and community-based resource persons can make a major difference in improving infant and young child feeding. This is particularly true when communities participate in the design of interventions. Full engagement of health care providers and supportive policies are also crucial for success. The research literature and case studies analyzed in the report provide helpful guidance to governmental and non-governmental agencies who work towards effectively reaching all mothers and care-givers through community-based approaches for improved infant and young child feeding.

Attached; Community-based strategies for breastfeeding promotion and support in developing countries. World Health Organization, 2003.

ENJOY! (... and share with your colleagues and counterparts).

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