



Behaviour change counselling for healthy child feeding

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Overview

- Pre-test
- What is and why did we select behaviour change counselling as an intervention?
- Using the WHO Infant and Young Child Feeding Counselling Integrated Course
- Outcomes from the training
- Next steps in implementing the strategy

What is behaviour change counselling?

- Based on individualistic theories of behaviour change
- Practical, 'do-able' goals, targeted information
- Key skills:
 - Listening
 - Learning
 - Building confidence
 - Giving (offering) support
- Motivating, empowering approach
- Use as an entry point for community development

Why IYCF counselling?

Developing country evidence

- Systematic review and modelling of interventions to prevent maternal and child undernutrition (Bhutta et al, 2008)
- Focus on 36 high-burden countries
- Recommended for implementation in all countries:
 - Promotion of breastfeeding (individual and group)
 - Behaviour change communication for improved complementary feeding

Australian context

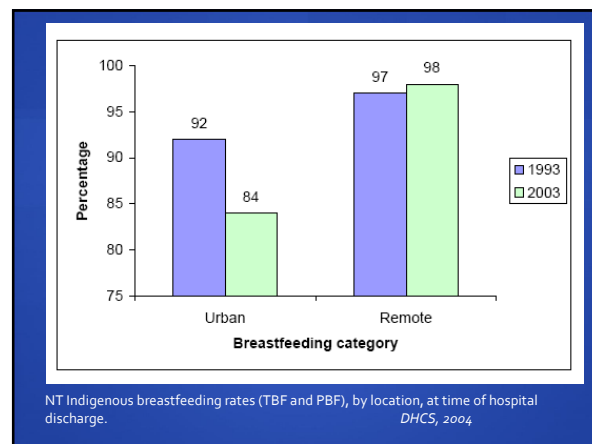
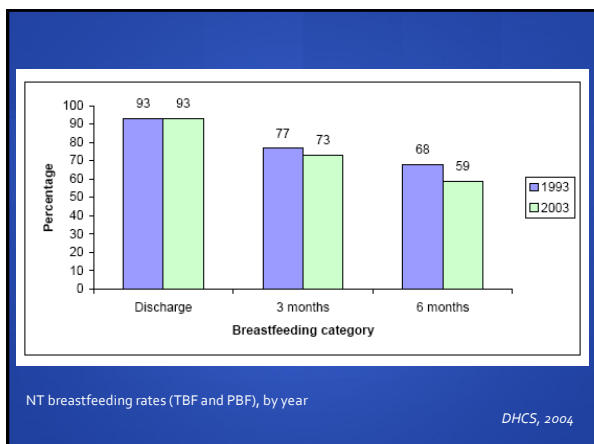
- Review of interventions to prevent growth faltering in remote Indigenous communities (McDonald et al, 2006)
- Developed and developing countries
- Most clearly supported by evidence:
 - Community based nutrition counselling
 - Nutrition counselling skills of doctors
 - Multifaceted interventions

Formative research

- Eight NT communities
- January-June 2007
- Semi-structured interviews and focus groups with carers of 6-24 month olds

Knowledge and practices

- Varying ages of introduction of foods and drinks
 - Food- 1-9 mo- weetbix, porridge, "baby foods", potato, pumpkin
 - Drinks 5-7 mo- water, juice, formula, milk
- Half respondents reported tea given, others strong against
- Snacks- breastfeeding, salty plums, popcorn, chips, sweet biscuits
- Fed by mothers or close family members
- Shared plates initially, then own at 1-2 years
- Issues with transport, book up
- Mixed messages
- Generally good knowledge about 'healthy' vs 'unhealthy' foods



WHO Infant and Young Child Feeding Counselling Course

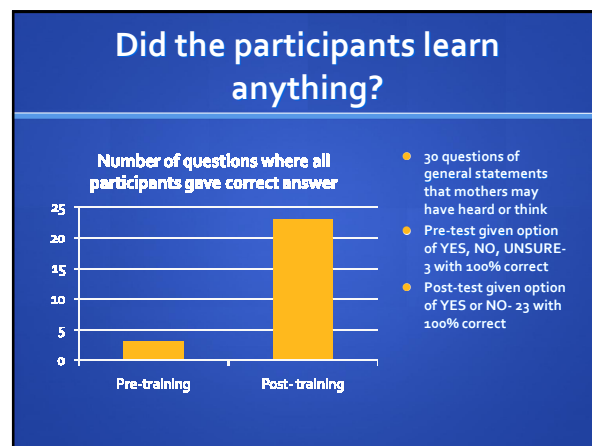
- Two weeks
 - Week 1: Training of Trainers
 - Practice delivering the training to the other trainers
 - Familiarise with the training materials and activities (role plays, practical sessions)
 - Key points for adaptation for the following week (graphs, wording, images)
 - Trainers from across northern Australia, from sites for the Early Childhood Anaemia Project
 - Week 2: Trainers delivered course
 - Delivered to group of participants from range of backgrounds (grass roots people and professionals)
 - Shared training role
 - Adapted language, feedback along the way, inviting stories and linkages with community practices

Training techniques

- Role plays
- Demonstrations
- Practical sessions
 - With mums
 - Preparing foods
 - Preparing artificial feeds
- Group discussion
- Lecture-style
- Visual materials- pictures, graphs, video
- Written exercises in small groups

Content of course

- Structured course focusing on counselling and supporting mothers/carers with feeding infants and young children
- Can be used in group or individual settings
- Key areas:
 - Breastfeeding
 - Complementary feeding
 - Counselling and practical support skills
- HIV module removed due to low prevalence



Outcomes of course

- Overall very positive feedback
- Practical sessions with mothers highlighted confusion and conflicting messages
- Adding cultural content, linking to cultural practices
- Adapt language, use local language
- Shorten some sessions, lengthen others- focus more on practical sessions and less time on lecture sessions

Next steps

- Consolidate feedback from trainers and participants
- Integrate current materials into course materials, incorporate cultural elements
- Focus on complementary feeding components, counselling skills components
- Need also to consider module around infant and young child feeding and substance use
- Delivery in communities
- Adaptation and translation based on community feedback
- Consolidate into package
- Training in second iteration of course