Infant and Young Child Feeding Counselling Cards

Maternal and Child Health Department
National Health Commission of the People’s Republic of China
3-Step Counselling

(1) **Assess age-appropriate feeding and condition of mother/father/caregiver and child:** ask, listen and observe
(2) **Analyze feeding difficulty:** identify difficulty and if there is more than one – prioritize, and
(3) **Act:** discuss, suggest small amount of relevant information, agree on feasible doable option that mother/father/caregiver can try

Skills for using the counselling cards

**Skill 1: Observe**
Ask mother/father/caregiver what they **OBSERVE** in the *Counselling Card*?

**Skill 2: Think**
Ask mother/father/caregiver what they **THINK** about that situation?

**Skill 3: Try**
Ask mother/father/caregiver whether they would be willing to **TRY** what they observed. Why, why not?

**Skill 4: Follow-up**
Ask mother/father/caregiver to return to talk about what happened when they tried the new practice and how they managed to overcome any obstacles. Ask mother/father/caregiver to **SHARE** what they have learned with family, a pregnant woman or breastfeeding mother.

Counselling Skills

**Listening and Learning**

1. **Use helpful non-verbal communication**
   (1) Keep your head level with mother/father/caregiver
   (2) Pay attention (eye contact)
   (3) Remove barriers (tables and notes)
   (4) Take time
   (5) Appropriate touch

2. **Ask questions that allows mother / father / caregiver to give detailed information**

3. **Use responses and gestures that show interest**

4. **Listen to mother’s / father’s / caregiver’s concerns**

5. **Reflect back what the mother / father / caregiver says**

6. **Avoid using judging words**

**Building Confidence and Giving Support**

1. **Keep empathy, accept what a mother/father/caregiver thinks and feels (to establish confidence, let the mother/father/caregiver talk through her/his concerns before correcting information)**

2. **Recognize and praise what a mother/father/caregiver and baby are doing correctly**

3. **Give practical help**

4. **Give a little, relevant information**

5. **Use simple language**

6. **Use appropriate counselling card or cards**

7. **Make one or two suggestions, not commands**
Pregnant and lactating women need good nutrition.
Early Initiation of breastfeeding after birth is critical.
Breastfeed on cue, both day and night
Exclusive breastfeeding during the first 6 months
Breastfeeding positions
Good attachment is very important
Feeding sick baby less than 6 months
How to hand express/pump breast milk, store and cup feed
Good sanitation and hygiene
Start complementary feeding at 6 months
Infant feeding from 6 through 8 months
12
Infant feeding from 9 through 11 months
Young child feeding from 12 through 23 months
Feed your baby over 6 months a variety of foods
Add Ying Yang Bao to baby’s food (in project areas with children in need)
Feeding sick child from 6 through 23 months