

Infant and Young Child Feeding Counselling Cards



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

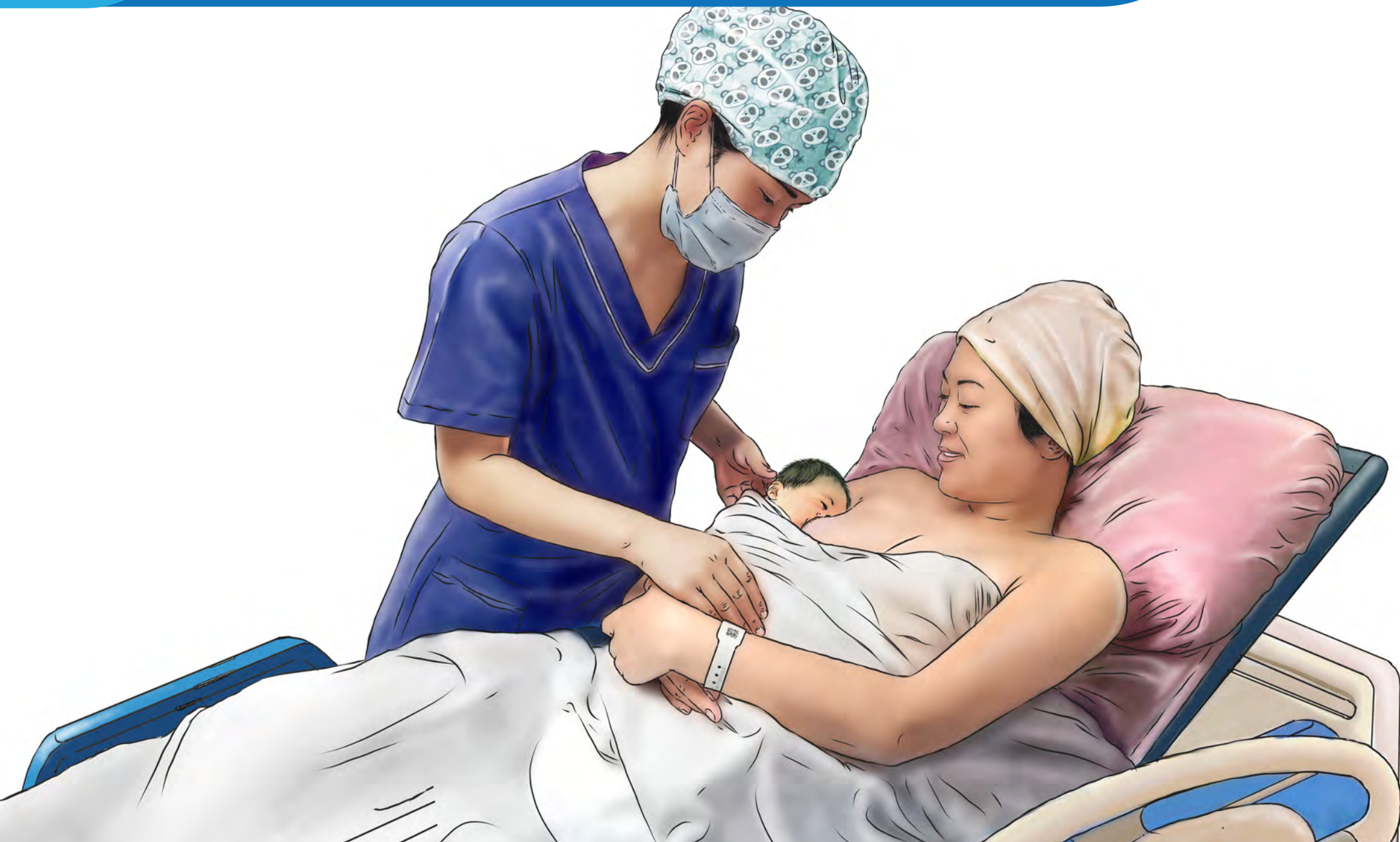
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Pregnant and lactating women need good nutrition

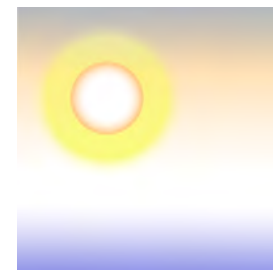


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Early Initiation of breastfeeding after birth is critical



3 Breastfeed on cue, both day and night



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Exclusive breastfeeding during the first 6 months



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Breastfeeding positions

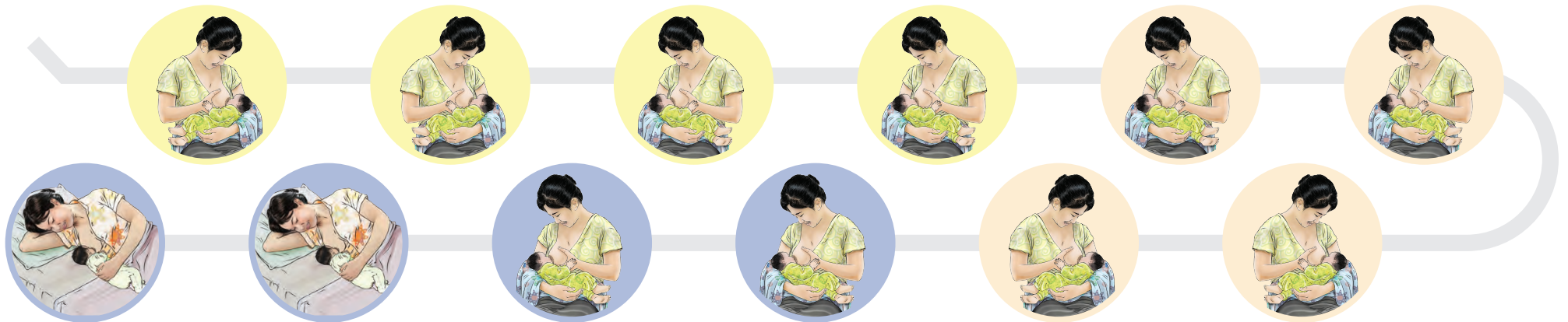


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Good attachment is very important



7 Feeding sick baby less than 6 months



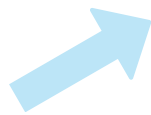
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How to hand express/pump breast milk, store and cup feed



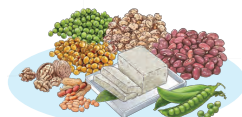
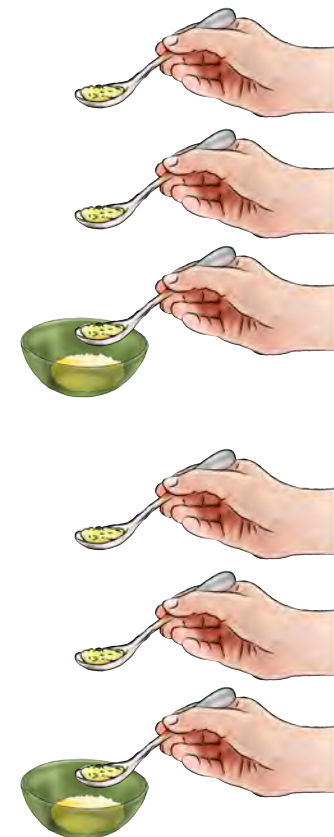
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Good sanitation and hygiene



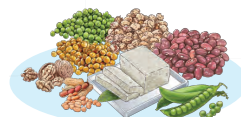
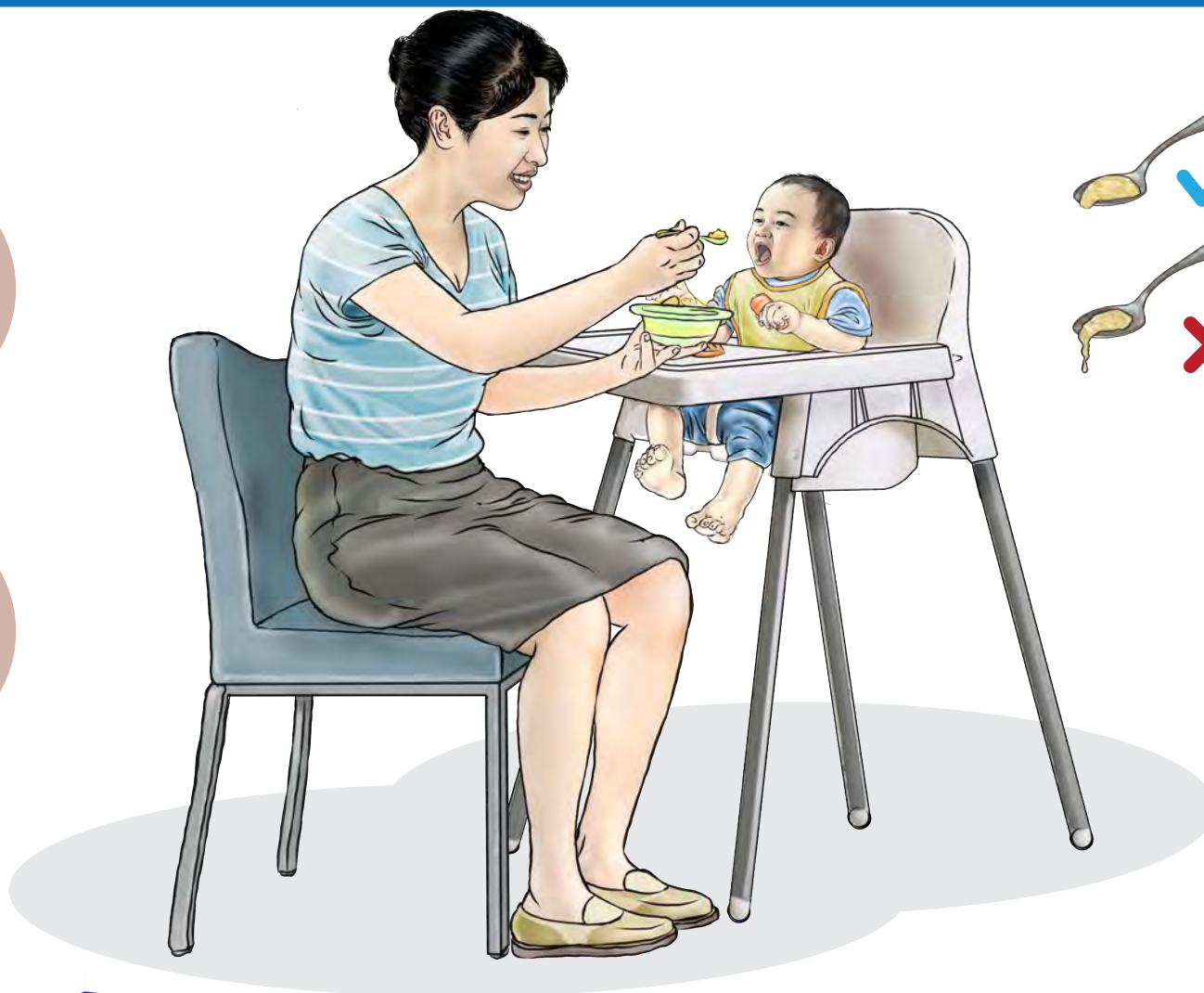
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Start complementary feeding at 6 months



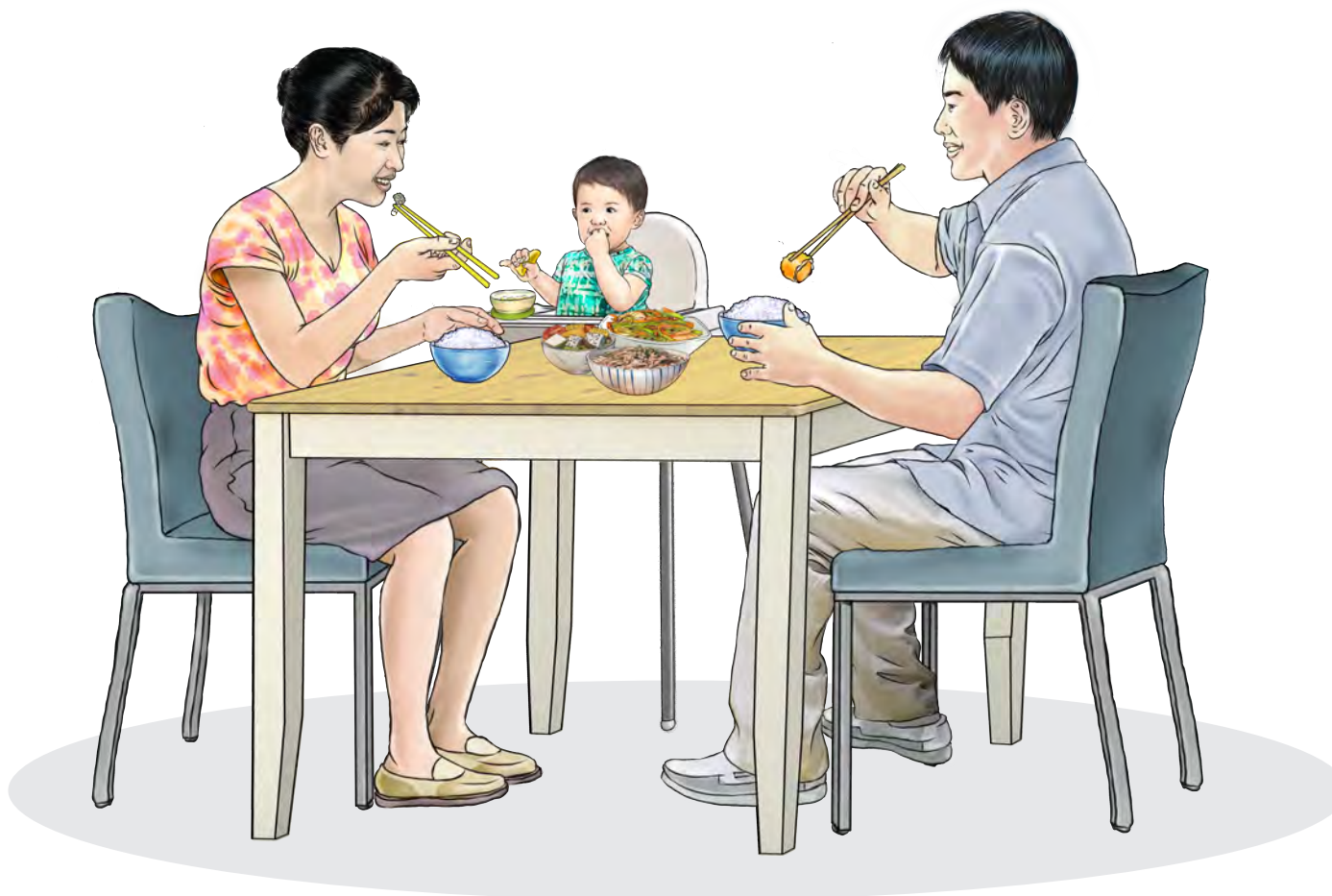
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Infant feeding from 6 through 8 months



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Infant feeding from 9 through 11 months



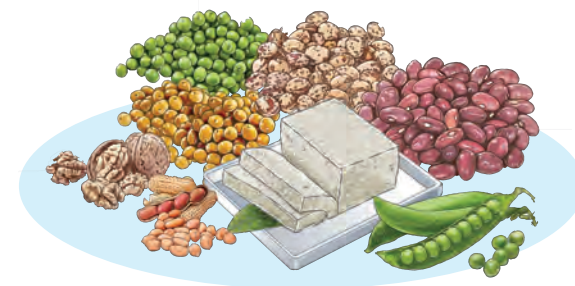
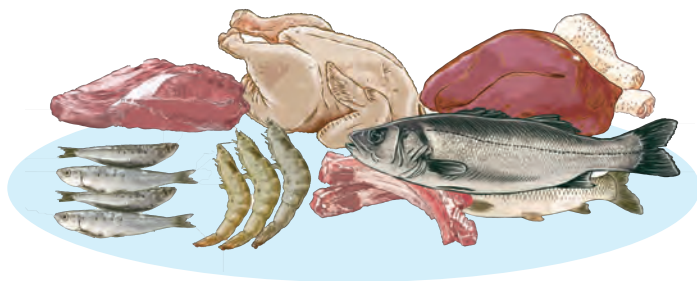
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Young child feeding from 12 through 23 months



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Feed your baby over 6 months a variety of foods



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Add Ying Yang Bao to baby's food (in project areas with children in need)



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Feeding sick child from 6 through 23 months



Maternal and Child Health Department

National Health Commission of the People's Republic of China

unicef  | for every child

