

How might complementary feeding be addressed in baby-friendly care? There are many options.

- If BFHI has expanded into the paediatrics areas, it may include the “guiding principles” of complementary feeding and use of the new growth charts.
- If baby-friendly communities are in place, locally available foods may be identified for best feeding at this age.
- If BFHI Step Ten has reached out to community workers, whether from the health, agricultural, educational, or lay sectors, their training and efforts can include the “guiding principles”.

In all cases, collection of data on feeding patterns and content by age of child, whether ongoing or periodic, will provide invaluable feedback for programme improvement.

Mother-baby friendly health care - everywhere!

The principles of mother-child centred care, protection of optimal mother and child conditions, and the recognition that maternal-child dyad deserves respect and support, are the underlying principles of all of these mother and baby-friendly expansion possibilities, and can be translated to a wide variety of environments, including:

- Hospitals, including all paediatric and women’s health care units, as well as general medicine and surgery.
- Other health care facilities such as clinics, MCH centres, etc.
- Community outreach and mobilization programs.
- Faith based communities.
- Physician’s offices.
- International initiatives, such as Community IMCI, partnership activities, Accelerated Child Survival and others.

The mother and baby-friendly activity may be added into one of these other efforts, or vice versa. The priority must be to ensure a comprehensive approach to support for Infant and Young Child Feeding, including legislating the International Code of Marketing, BFHI in the health system, and mother and baby-friendly community activities, as well as any of the above synergistic activities.