

***WBW Theme:
Communication Skills in
Practice***

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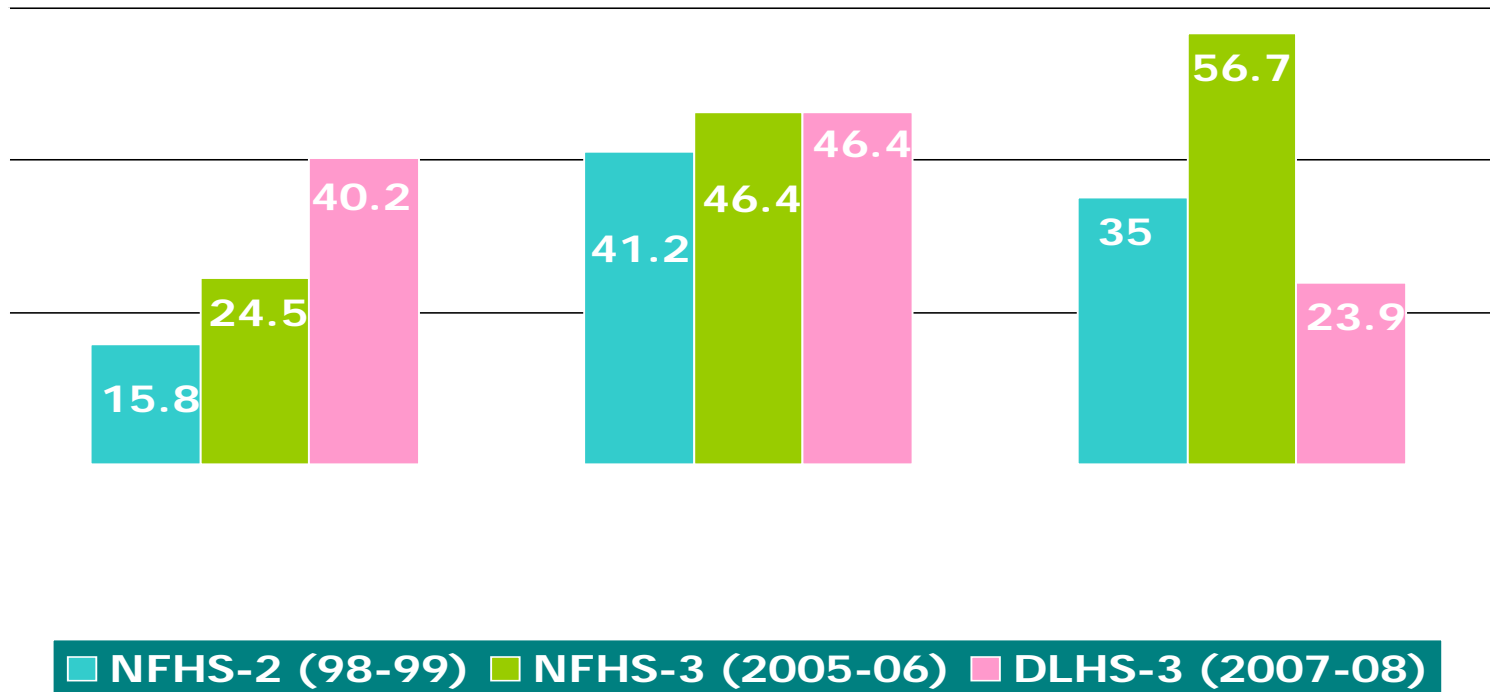
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Optimal Breastfeeding

- **Initiation of first feeding as exclusive breastfeeding within one hour**
- **Exclusive breastfeeding up to 6 months**
- **Continued breastfeeding for 2 years along with complementary feeding**

State of Infant and Young Child feeding in INDIA



Poor Breastfeeding Indices

- Lack of awareness about infant feeding
- Socio-cultural practices and taboos
- Inadequately trained health worker
- Indifferent health care system
- Lack of support at all levels--health facility, work place, community
- Commercial exploitation by IMS manufacturers

Is Breastfeeding Easy?



Here

Here

***Offspring** makes position ***Mother** makes position

YOU NEED TO CHANGE

ATTITUDE

TOWARDS BREASTFEEDING

Changing Attitude

Danger imminent



Advantages not visible



Changing Attitude



Requires:

- ❖ **Communication skills**
- ❖ **Patience**
- ❖ **Reinforcement**

Changing Attitudes

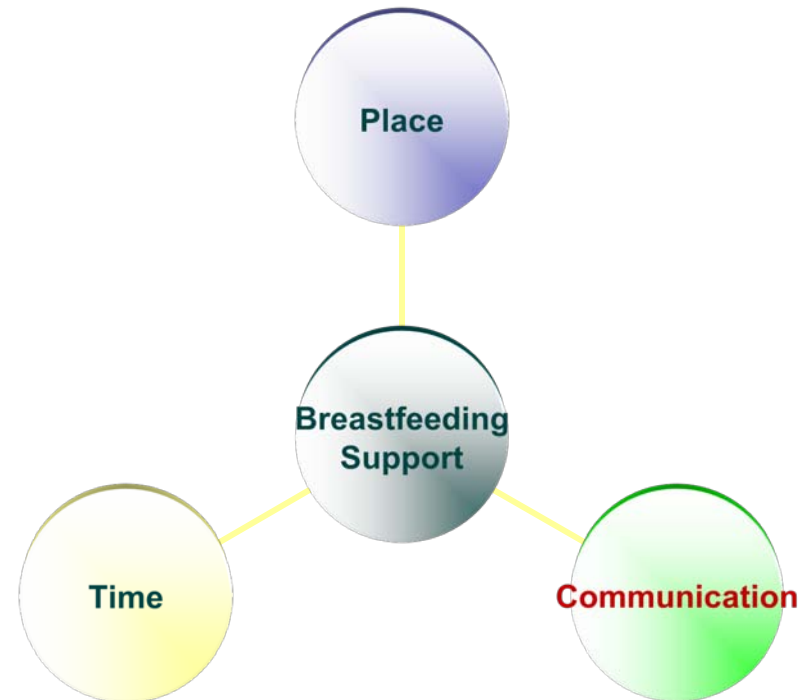
You practice
what
You learn



“Talk to Me! Breastfeeding – 3D experience”

Why **3D**

- Usually we take Two-dimension Approach while dealing with Breastfeeding issues.
 - *Time* i.e. From Pre pregnancy to weaning.
 - *Place* i.e. Home, Community, Health care system.
- **THIRD dimension is “COMMUNICATION”**
 - The theme deals with communication at various levels and between various sectors.



What is Communication?

- Bloomsbury Dictionary defines it as:
 1. **“To give to another as a partaker; transmit, impart”**
 2. **“To make known”**
 3. **“To have interchange of thoughts”**

Talk to Me! Breastfeeding – 3D experience

- **Talk about Breastfeeding**
 - **As a decision maker**
 - **As a Caregiver**
 - **As a health administrator**
 - **As a family member**
 - **As a member of the society**

Communication skills

- **Listening and learning skills**
- **Confidence building skills**
- **Checking understanding skills**

Communication skills have to be acquired

- ***Closed questions***

a. Did you breastfeed?

b. Can you donate blood?

c. Can you look after this baby at home?

- ***Open questions***

a. How are you feeding?

b. How will you arrange blood?

c. What will you do for this baby at home?

Confidence building

- **Accept what a person thinks or feels**
- **Praise what a person doing right**
- **Offer some practical help**
- **Provide relevant information**
- **Use simple language**
- **Give suggestions not 'commands'**

Communication skills have to be learnt

- ***Commands***

a. Give only expressed milk to the baby

b. Do not allow relatives to kiss the baby

c. Do not bathe baby daily

- ***Suggestions***

a. Many mothers feed expressed milk. Is it possible for you to do that?

b. Can you ask relatives not to kiss the baby?

c. How about not to give bath daily?



Thank You