

MAA (Mothers Absolute Affection) Programme

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Abstract - Exclusive breastfeeding is very important for 6 months of initial life of child. Breastfeeding improves the health and immunity system of child. Although most infants born in 2017 started breastfeeding (84.1%), only 58.3% of infants were breastfeeding at 6 months. The percentage of breastfed infants supplemented with infant formula before 2 days of age was 19.2% among infants born in 2017, an increase from 16.9% among infants born in 2016. Breastfeeding is most important to child survival in day-to-day life . If breastfeeding were scaled up to near universal levels, about 820 000 child lives would be saved every year . Globally, only 40% of infants under six months of age are exclusively breastfed. An intensified program with an attempt to bring undiluted focus on promotion of breastfeeding, in addition to ongoing efforts through the health systems. This will be called: 'MAA' (Mothers' Absolute Affection) Programme. The Programme would be launched at the national level on 5th August 2016.

Index Terms - Mother, Child, Breastfeeding, programme.

INTRODUCTION

MAA - "Mother's Absolute Affection" is a nationwide program of the Ministry of Health and Family Welfare in an attempt to bring undiluted focus on promotion of breastfeeding and provision of counselling services for supporting breastfeeding through health systems.

Breastfeeding is an important child survival intervention. Breastfeeding within an hour of birth could prevent 30% of newborn deaths. Infants who are not breastfed are 15 times more likely to die from pneumonia and 10 times more likely to die from diarrhea than children who are exclusively breastfed. Given the overwhelming evidence available on the impact of breastfeeding on reduction of neonatal mortality and infant mortality, it is imperative that efforts are intensified to improve optimal breastfeeding practices.

Thus, "MAA – Mother's Absolute Affection" an initiative to improve Infant and young child feeding

(IYCF), is being implemented in Tamil Nadu since August 2016.¹

Aims to enhance optimal breastfeeding practices in the country.

Program:

- It seeks to create an enabling environment to ensure that mothers, husbands and families receive adequate information and support for promotion of breastfeeding.
- The programme has been named 'MAA' to signify the support a lactating mother requires from family members and at health facilities to breastfeed successfully
- The chief components of the Programme are
- Community awareness generation,
- Strengthening inter personal communication through ASHA, USHA
- Skilled support for breastfeeding at Delivery points in Public health facilities, and
- Monitoring and Award/recognition

Facts About Breast-Feeding

- It enhances immunity level in child and better growth and development
- Helps to reduce under-six children deaths
- Around 30% new born deaths and 15% under-five deaths can be prevented by breastfeeding.
- Breastfeed infant also have higher intelligence quotient and sharp memory .²



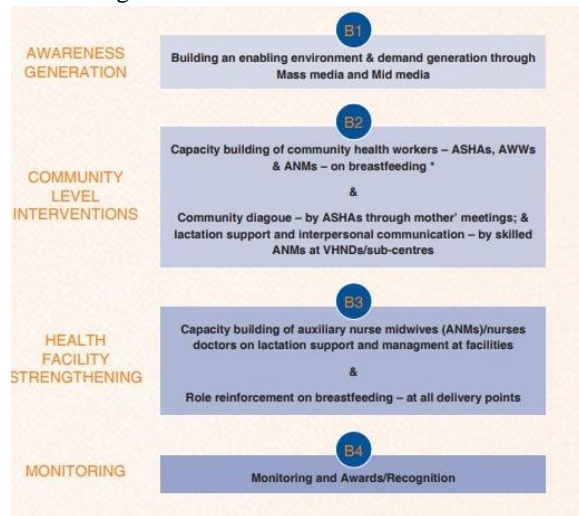
GOAL AND OBJECTIVES

The goal of the ‘MAA’ Programme is to revitalize efforts towards promotion, protection and support of breastfeeding practices through health systems to achieve higher breastfeeding rates.

The following are the objectives of the Programme in order to achieve the above mentioned goal:

- Build an enabling environment for breastfeeding through awareness generation activities, targeting pregnant and lactating mothers, family members and society in order to promote optimal breastfeeding practices. Breastfeeding to be positioned as an important intervention for child survival and development.
- Reinforce lactation support services at public health facilities through trained healthcare providers and through skilled community health workers.
- To incentivize and recognize those health facilities that show high rates of breastfeeding along with processes in place for lactation management.³

[4] <https://imp.center/gov/maa-programme-2018-mothers-absolute-affection-scheme-hp/>



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