



**PHILANI**

**Maternal, Child Health and Nutrition Project**  
*Healthy mothers raising healthy children*

**BREASTFEEDING PEER  
COUNSELOR PROGRAMME**

**August 2014**

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# Outline

- Breastfeeding Peer Counselor (BFPC) Programme
- A day in the life of a BFPC
- Benefit and impact of the BFPC Programme
- Challenges
- My wish

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# The BFPC Programme - What we do...

- Promote exclusive breastfeeding for 6 months and continued breastfeeding for 2 years and beyond (first 1000 days)
  - Advantages
  - Positioning and latching
  - Early initiation
  - Breast conditions
  - Hand express and continue BF when separated

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# A day in the life of a BFPC

- Provide essential ante/postnatal breastfeeding support, knowledge, counseling and practical assistance to mothers attending DoH clinics
  - Group sessions
  - Individual counseling (minimum of 4)
  - Support groups
  - Cellphone contact
  - Refer high risk clients to Philani Mentor Mothers

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## Benefit and Impact

- I can spend quality time with mothers discussing feeding choices
- Always available to mothers
- Clients feel free to open up to me, are honest about their breastfeeding problems which allows me to help them
- More mothers are discharged from the MOU breastfeeding

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# What has changed

- More HIV positive mothers are choosing to exclusively breastfeed
- Mother Baby Friendly Initiative – more staff are trained (20 hours) and everybody speaks the same language to mothers
- Tshwane Declaration - government support for breastfeeding

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## The challenges...

- Mixed feeding and early introduction of solids
- Mixed messages - PMTCT replacement milk
- Myths
- Environment