

Questions and Answers

Webinar: Communicating Infant and Young Child Feeding during emergencies and the role of the media: Getting the right message across

Date: October 31, 2023

#	Question	Answer
1	Is it possible to have transcript on the screen?	live answered
2	I know today's discussion on media role on IYCF during 1. emergency response but I would like to ask the basic difference between IYCF and IYCF-E?	<p>This is a common and very good question. IYCF focuses on building infant feeding practices across the population through support, counselling, policy, funding, etc. While this is important as well in emergencies we often don't have the chance to focus on everyone and so it requires a level of triage to prevent the most malnutrition and death. So the focus in an emergency stopping and mitigating the risk of infant formula donations, counselling directed with at the most at risk (orphaned, undernourished, those not breastfed) and accessible safe spaces where infants can be breastfed and support can be provided (mother baby areas, for example).</p> <p>It is extremely difficult to have strong IYCFE if there isn't strong IYCF (policies, capacity, funding, awareness, etc) before the emergency.</p> <p>Within this, communication is really important as within an emergency there is very often a lot of information flowing and rapidly changing.</p> <p>A couple of documents that might be useful:</p> <p>https://www.enonline.net/breastfeedingcounsellinginemergencies</p> <p>https://www.enonline.net/supportivespacesicyfetechnote2020</p> <p>https://www.enonline.net/ife/iycfe</p>
3	is it possible to share your ppt slide with us?	Recordings and slides will be shared after the webinar
4	Please share the link for the Operational guidance presented at the start, thanks	https://www.enonline.net/operationalguidance-v3-2017
5	Thanks Dr. Kerleen: One of the best practices for media relations in emergencies starts before the crisis/emergency, i.e., forming and maintaining a good relationship with the media, providing the media continued facts/information on good breastfeeding practices and its benefits etc., so that we control the narrative by the media in emergency situations. Curious to know if this was the case for the case studies given in Sri Lanka, i.e., a continued and strong relationship with the media.	live answered
6	I have few more question but would like to ask later. How can I communicate later? I am from Bangladesh.	<p>Absolutely. My contact details are bbauer@actionagainsthunger.ca You can reach out anytime.</p> <p>Additionally, you (and anyone else) can also reach our team at this website: https://www.nutritioncluster.net/ and go to the top right of the screen to the green button that says "request support". Any and all questions can also go through there to be answered.</p>
7	We need to ensure that communications departments of humanitarian and development agencies give clear messages too. Often, we'll see messages with mismatched images and text (especially in terms of age of infant or child), or messages that talk about IYCF-E without mentioning breastfeeding and breastmilk at all. This can inadvertently reinforce myths and harm IYCF-E.	This is exactly why we have organized this webinar. The idea is to sensitize about the need for appropriate communication & information about IFE during emergencies. We promote the 'do not harm' approach ,and would like to make sure that stakeholders, such as communication departments, have tips and guidance for good communication

8	<p>Was the media conveying information and communication in different languages that was understood.???</p> <p>How about individual with disabilities...??</p> <p>Were they considered?</p> <p>Thank you</p>	live answered
9	<p>Social media here, didn't emphasize the infant and young child feeding in emergency such as crisis event. How to engage with the media this highlight. Because most of time spend on socail media.</p>	Sorry I'm not sure to understand your question ; can you please reformulate it? Thanks
10	<p>Merci Aissa! Good lessons shared, and great use of multimedia and social media! Did you expereince any social media crisis in your communication, i.e., spread of misinformation on IYCF or it was smooth sailing?</p>	live answered
11	<p>To what extent do you think key influential actors such as men and grandmothers were engaged/reached through the messaging efforts and initiatives - to what degree were the messages also tailored to reach this group and have them as 'supporting actors' for optimal IYCF practices. In my experience and work in Zimbabwe, I have found that a lot more work/effort is required to engage these supportive actors.</p>	live answered
12	<p>Good points! Do you have any documented examples of "spillover" when free commercial formula is distributed?</p>	live answered
13	<p>Was there any communication or spreading of the WHO/UNICEF recommendations before the September communication in Burkina?</p>	We will respond to your question in a separate document related to answered question during the Q&A session ; thanks for your understanding
14	<p>Question from Ethiopia. So my question is that we know the disadvantage of formula in any setting. However is there any options may be under some preconditions that allows giving formula ?</p>	<p>Use of formula can happen in some situations ; the Code, followed by the WHA resolution, provide some guidance on when and how to use formula.</p> <p>There are two relevant documents that can be helpful here. First and foremost counselling must be completed. This can start through a simple rapid assessment and then full assessment if challenges for breastfeeding are present. The steps before resorting to infant formula is to understand if relactation or wetnursing or milk donation is possible. If no other options then infant formula can be considered IF it is done through a controlled distribution, has appropriate supply and follow up, and is done through a trained health or nutrition worker in coordination with the lead agency for infant formula distribution.</p> <p>First point of call is counselling. This document outlines breastfeeding counselling in emergencies: https://www.enonline.net/breastfeedingcounselinginemergencies In Annex A and B you can see the simple and full assessments that must be completed.</p> <p>Secondly, if no other option is available (including relactation, wetnursing, donation, etc) then infant formula can be considered according to strict protocols as Brigitte describes above.</p> <p>You can see here in this document the criteria and steps for infant formula use in emergencies. In particular, for this question, Chapter 4 is relevant.</p> <p>https://www.unicef.org/documents/procurement-and-use-breastmilk-substitutes-humanitarian-settings</p> <p>And lastly, the guidance that both of the above documents are based upon is the Operational Guidance for Infant Feeding in Emergencies: https://www.enonline.net/operationalguidance-v3-2017</p> <p>Chapter 6 is relevant to the question above.</p>
15	<p>Often times you find that the stories that may protray the mentioned misconceptions and mischaraterization are the ones which are sellable(or attract attention to the emergency situation), Do were have an experience where the media fraternity was willing to drop a story because it was promoting an IYCF misconceptions?</p>	live answered

16	Do you have examples on where untargeted breastfeeding donation has been timely reported and addressed ? and if so in what way	live answered
17	Alors qu'est ce qui est préconisé si l'enfant ne peut pas du tout être allaité pour multiple cause ?? est ce que le lait maternisé ne peut pas être l'une de solution ?? qu'est ce que vous conseillez??	Beaucoup d'alternatives existent pour compenser le manque de lait maternel. En 1er, il est conseillé de vérifier qu'il n'est vraiment pas possible d'allaiter pour la mère (avec des efforts de soutien, notamment pour la relactation). si l'allaitement n'est vraiment pas possible, vous pouvez prioriser par exemple l'allaitement par une personne tiers
18	Can you share document about the specific cases that its allowed to distribute formula to?	live answered
19	Monitoring of social media and "replying" with right messages seem to be a way to intervene!	Thanks for your interesting comment
20	Please can we save the chat - the save option is not switched on	We will share all relevant links that have been shared in the chat with the global restitution of this webinar (included with the PPT)
21	Most of the media personnel didn't have deep knowledge on the disadvantages of IFF, what is the IFE group strategic plan for addressing this knowledge gap among media personnel?	This question I hope was answered by Karleen and Deborah
22	and what about not having the access to the country in emergency to distribue baby food and clean water like whats happening now in Gaza. What should we do in this case to help	This has been answered during the Q&A session ; more resources will be shared after this webinar
23	I noticed some questions on whether BMS is appropriate in some situations. It would be great to mention that UNICEF is developing wetnursing guidance for those situations when mothers have died, are ill, have been separated from their infants, or need time to relactate.	Indeed wet nursing is crucial ; it has been reminded in the chat and we will make sure to share guidance/tools related to wet nursing (with the package of this webinar)
24	So crucial to build relationships with journalists - but how? in the UK, so many already had bad experience with breastfeeding and are already strongly biased by our bottle feeding culture.	live answered
25	Wetnursing is a potential solution in these situations.	Indeed wet nursing is a great solution in many crisis situation
26	Merci pour ton retour. Je me suis retrouvée dans une situation où la mère meurt suite à une césarienne, le bébé est non accompagné et personne n'est disponible pour allaiter le bébé abandonné à la maternité. Pas de service social viable.on fait comment ??	Ce sont des situations très difficiles à gérer. j'espère que certains recommandations disponibles dans les guides de l'IFE pourront vous aider. Wet nursing est 1 des solutions privilégiée. dans certains contextes, des donations de lait maternel sont également possibles ; je vous souhaite bone continuation
27	To what extent should I, as a nutritionist, be a fact-checker of media information?	live answered
28	En bref, quel est le meilleur message en faveur de l'allaitement maternel s'il existe une forte population non éduquée dans les zones de conflit ?	Vous pourrez trouver des modèles de communication adaptée sur le site du groupe IFE (https://www.enonline.net/ife/iferesourcesoutputs) et également sur le site ENN (https://www.enonline.net/)
29	IBFAN Venezuela trabajo en conjunción con el cluster de nutrición de Unicef y se generò un documento para el manejo adecuado de sucedaneos en emergencia	Gracias. Sí, ese enlace fue compartido en el chat.
30	Wetnursing is taboo in some cultural contexts in sub-Saharan Africa - esp with fear eg HIV transmission	This is something that is considered within the guidance that is being developed. It will be important to understand cultural context when recommending an intervention and to adapt messages and recommendations accordingly.