

4<sup>th</sup>

# National Breastfeeding Conference

June 5-7, 2013  
Bangkok, Thailand

“Breastfeeding Movement in Global and Country Level”  
*Emergency Situation*  
&  
*the Power of Lactation Massage Intervention*

Presented by:  
Ma. Ines Av. Fernandez, Philippines



# The Amazing Battle: from Bottle to Breast

in 54 Days

Transforming Moms and Babies  
thru Relactation, Wetnursing, Expression of Breastmilk by hand,  
Expressed Breastmilk (EBM) Drips, Donor's Breastmilk

by ARUGAAN 51 Lactation Experts  
in 154 Areas  
keeping abreast 3,434 Moms

(1,401 exclusive breastfeeding, 71 breastfeeding with vitamins and water, 774  
mixed feeding, 462 bottle feeding)

Presented by: MA. INES AV. FERNANDEZ  
UNICEF Regional IFE Meeting  
August 24-27, Dusit Hotel, Makati City, Philippines

# UNICEF Funded IFE Project in Cooperation with Save the Children Philippines and ARUGAAN

## 54 Days Relactation Wetnursing Journey for Disaster Preparedness by ARUGAAN Lactation Experts Team



460 moms give their babies Nestle Milk Products:  
Nestogen, Bear Brand, Nido





610 moms give their babies  
Wyeth Milk Products  
Bonna, Bonamil, S-26, Promil



153 moms give their babies Mead Johnson  
Milk Products



79 moms give Alaska Powdered  
Milk

25 moms give Am, Sugar water etc.



ARUGAAN Wetrnurse Catherine breastfed the malnourish baby from Talim Island, Rizal.



ARUGAAN Breastfeeding Guru Diana collected Expressed Breastmilk for his transition supply during Mom's Relactation process

# Breastfeeding is 90% psychological and 10% physical. Breastfeeding is a learned behaviour.



The first hour of the session.....

Breastfeeding Briefs :

Benefits to the Mom

Benefits to the Baby

Benefits to the Country







Human Right: the right of the mom to breastfeed, the right of the baby to be breastfed

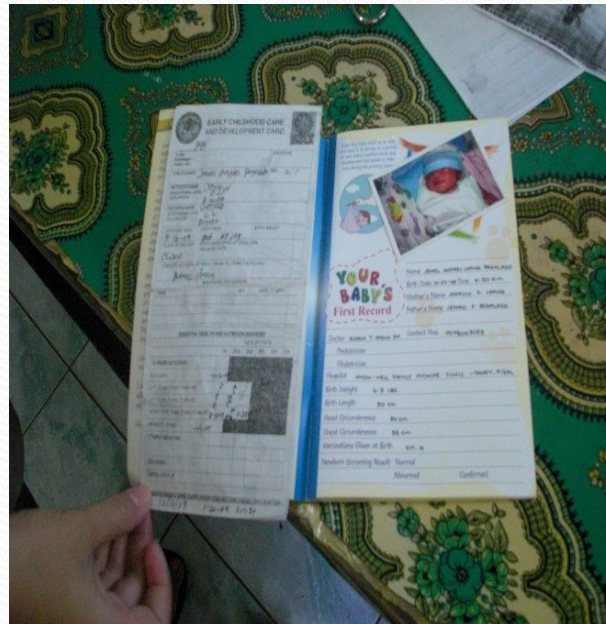


Doctor's testimony how her right was violated by the milk companies. Misleading information propagated.





Milk Code Law violations on-going....



Wyeth-RITM project visits moms at home and supply 6 months S-26 Gold to the newly born in Cabuyao, Laguna and Muntinlupa.

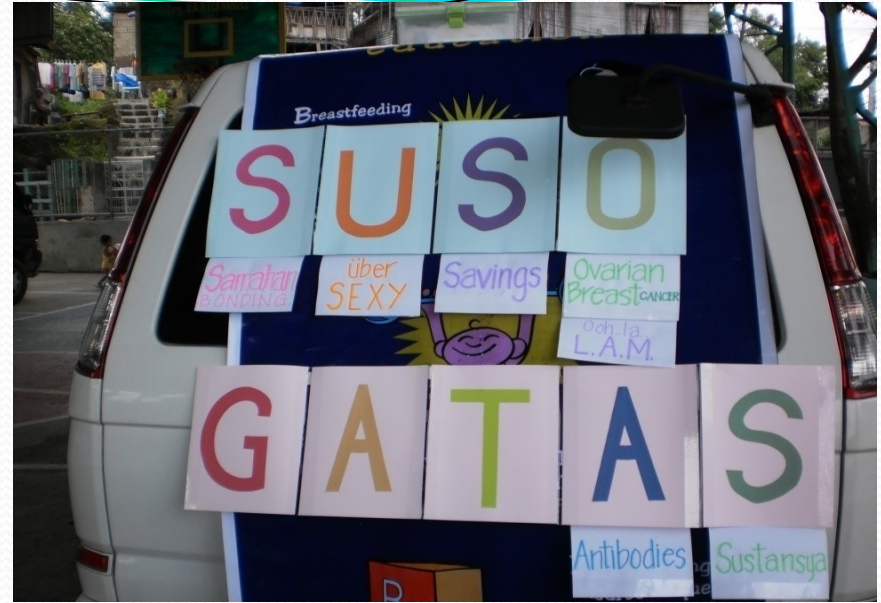


Human Rights violation!!!

Milk Code/ E.O 51 Law violation!!!

# Second Visit/ Encounter

The first hour learning session is an interactive breastfeeding recall through games and play



Demonstrating proper breastfeeding positions. Do's and Don'ts



Hands-on is the most effective learning .

Twin positioning



# • Special Lactation Massage Skills



# Learning proper accupoints to enhance lactation and handling sensitive breasts



# Different positions, different strokes for breastfeeding supply





# Dads involved in the learning session to support breastfeeding working moms.



Have confidence you've got loads of breastmilk.





Mobile creche nursery beside the mothers breastfeeding session.



# C U for working women

EBMh-Expressed breastmilk by hand



Letter C position



Letter U position

# Hands-on demo has an impact in teaching how to's in breastfeeding technicalities



# Early education imprints psychological preparedness in breastfeeding right.





Out winning each other in EBM skills to donate to PGH human milk bank to save a sick child.



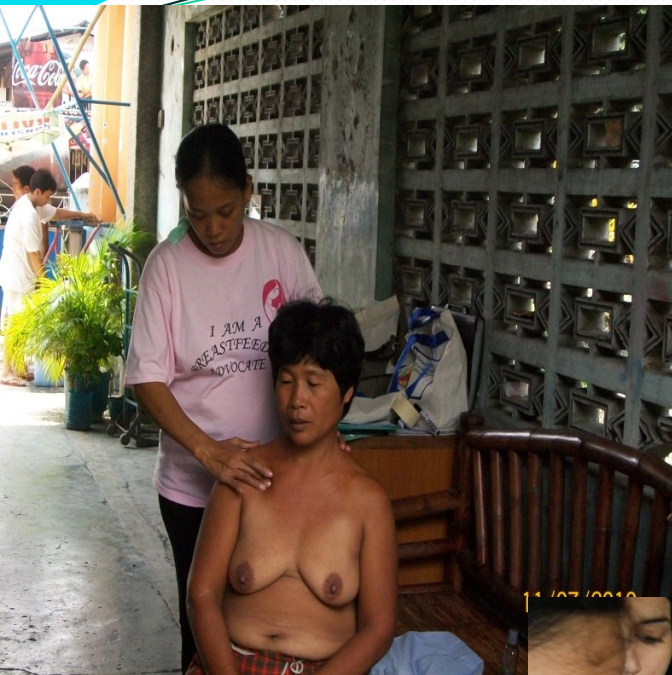


The “Bayanihan” spirit- community collectiveness: five moms helping a determined bottle feeding mom to be transformed as breastfeeding mom/ factory worker. Intervention: donor’s breastmilk and cross nursing.





# The Challenge: Grandma relactated to breastfeed abandoned twins by her teenage daughter



## The Intervention: ARUGAAN BREASTFEEDING COUNSELLING MANAGEMENT



ARUGAAN Lactation  
Massage Specialist

ARUGAAN Breastfeeding  
Guru

ARUGAAN Wetrnurse  
with baby

# Adoptive breastfeeding



ARUGAAN Wetnurse Monica and baby breastfeeding for the first time



The wonders of lactation massage

# Spoon dripping of EBM.



Spoon feeding EBM, the first taste.....



First acquaintance  
of EBM  
(Expressed  
Breastmilk)

# Meet ARUGAAN'S Wetnursing Babies and Wetnurse Mom



“Boy  
Busog”



“Boy  
Kulot”



“Baby  
Nissan”



Wetnurse  
Tinay



Express Delivery to  
PGH Human Milk Bank



Donors' EBM



# Baby Wearing



Breastfeed anytime, anywhere, we travel together.





ion w



Appropriate, Accessible, Affordable Food for All





# Foods that heal, foods that nourish



# Micronutrient rich foods



“ We have applied the yummy foods at home and integrated into the feeding program and joined in the recipe contest for the Nutrition Month.”



Some cumbersome venues, sweltering heat, garbaged cramped space, noisy basketball courts, leaking roofs, along the road where trucks pass continuously and muddy paths.....



# 154 mother support groups formed



June 17- August 16, 2010 Relactation Wetnursing  
Journey of 51 ARUGAAN Lactation Experts

**Mabuhay! Long live!**



**ARUGAAN**  
A Support System for Women  
With Infants and Young Children

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++63 9192330 200

Lessons Learned  
from  
Training  
and  
Mentoring

Activities Towards  
Sustainable Action

*“Mom’s Secrets”*

Tales of Ten Women  
and  
a Male Participant

# WHO PROJECT

*Training and Mentoring  
of Peer Counselors  
on Exclusive Breastfeeding  
complemented with  
Process Documentation  
Community-Based*



# Andrea's Experience from Bottle to Breast



**Counseling (psychological preparation)**



**1<sup>st</sup> step for massage**



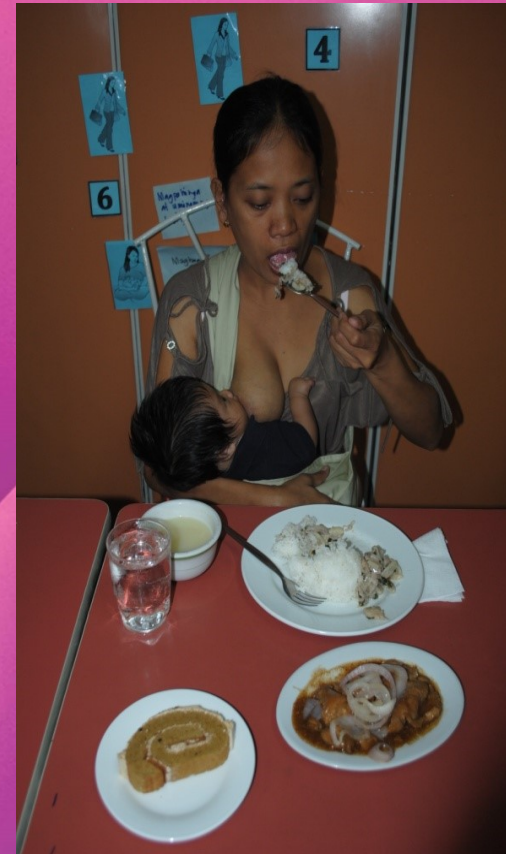
**Relaxing massage**



# lactation acupoints



wetnursing support from Arugaan Staff



Eating Together

DOUBLE WORK

Andrea's Experience  
from  
Bottle to Breast

Introducing  
Baby to the  
Taste and  
Latch-on



Memory Imprinting



Yummy EBM

**Success!!!  
Back to the Breast**



**Happy Together  
For  
Breastfeeding**

**learning intently to the relactation process**

# Divine, Lactating Participant



active participant



TSEK exercise



Relaxing massage



active participant



role play

## Massage the Trainor (Lita)



## Buddy Massage Practicum



**lactation massage model**

**EBM**



**spoonfeeding  
with  
first taste of  
Donor's EBM**



**borrow baby  
for wetnursing**



**babywearing  
Maria Fe's baby**



# Maria Fe Lactating Participant



"touched together"



learning and  
breastfeeding

nursery  
corner



learning  
the issue



as a model  
during lecture/  
interactive learning



hands on learning



listening to the Trainer (Lita)

Sonia, the Lactating Lola (Grandma) participant

debate ng grupo



TSEK exercise



## Massage Buddy Partner



## relaxing massage

"massage ME, massage YOU"



**follow me, says the Trainor**



**self massage**



**stimulate lactation**

**Yes you can breastfeed Lola**



**Lola (Grandma) have loads of breastmilk**



Participant Rizalina,  
the lactating Lola  
(Grandma)

workshop session

guided by the Trainor (Ines)  
1<sup>st</sup> day training



massage by the  
Buddy partner



audience participation  
in the Hands-on  
Lactation Massage,  
in-house Practicum  
2<sup>nd</sup> day Training



measuring with your fingertips  
accupoints lactation

**Start first with  
relaxing massage**



**breast massage by the trainor**



**participants  
intently  
learning**







**Hola Lola!  
(Grandma)  
Breastmilk drips  
after massage**

**audience participants  
had the greatest  
surprise in their lives**



**serious learner**

The 3<sup>rd</sup> Lola (Grandma)  
participant lactating (Tess)  
(closet wetnursing her apo  
while mom goes to work)



**show and tell  
in massage  
skills**

**self-massage**

**action song**



consultation



learning accupoints



Buddy massage

coming up

Lola (Grandma) empowered  
with breastmilk supply



Guiding through  
with EBM



coming up

Lola's (Grandma's) secret closet wetnurse



Trained PCs in Taguig  
(Peer Counsellors)



# Lactation Massage Techniques



***Learn the How To's of massage strokes on heaviness or lightness***

# Lactation Massage Techniques



**head,**



**neck &**



**shoulder**

# Lactation Massage Techniques



**back massage**  
**shoulder massage**





# Lactation Massage Techniques

## Breasts Stimulation



## Butterfly stroke



# Lactation Massage Techniques



**Fingertip circles  
around each breast**



**Slide towards areola  
(diamond stroke)**

# Lactation Massage Techniques

67



## Accupressure Points



# Final Steps

(Also, useful to test clogged ducts. But apply complete lactation massage steps thereafter.)



One finger point and press circular around the areola



Two fingers press and twist gently



Two fingers pressed together



Thumb and point fingers in letter C position, express breastmilk

# Binay, Cancer Survivor- Peer Counselor



**Seriously listening  
to the Training inputs  
Binay, Cancer Survivor Participant  
in bonnet**

**Cancer Survivor Participant  
Brought a model for the  
in-house Practicum,  
her breastfeeding  
(mixedfeeding) daughter**





Action  
song



Enthusiastically  
Learning

Mom  
And  
Daughter





workshop  
session



**Trainer handling participant  
and participant  
with Buddy partner**



**releases tension**



**Lola (Grandma)  
cupfeeding Apo**

**Teaching Mom  
to cupfeed EBM  
when she goes  
back to work**







**Breastfeeding Baby  
at the training**

# Breastfeeding Mom and Baby Participant



Mommy Joy breastfeeding baby

workshop  
session





learning intently

practising lessons





**counselling session**



**Massage practicum  
With Buddy partner**



**Buddy partner massage here**

# Preggy Bernadette on the way...

**Serious learner  
transformed as  
Peer Counsellor**



**Lita, the participant  
brought her pregnant daughter  
to the training for Breastfeeding Preparation**





**workshop session on  
Orasan for Working moms  
and Breastfeeding Management**



**Bernadette learning  
the TSEK forms**



# Male Participant “Allen”

Listening and Learning



fun learning



watching role play



exercise



group debate



role play





for the  
first  
time  
in my  
life



Take turns to  
Learn EBM  
(Expressed Breastmilk)

AREAS	# BRGY. TRAINED	# PC TO BE TRAINED IN PROPOSAL	# TRAINED PC	% PC TRAINED	COMPLETE ATTENDANCE	INCOMPLETE ATTENDANCE
<b>PILOT</b>						
Pasig City	21	192	187	97.40%	166	21
Marikina City	17	192	188	97.92%	157	31
Quezon City	82	576	592	102.78%	446	146
<b>TOTAL</b>	<b>120</b>	<b>960</b>	<b>967</b>	<b>100.73%</b>	<b>769</b>	<b>198</b>

AREAS	# BRGY. MENTORED	# OF TRAINED PC MENTORED	# OF TRAINED PC NOT MENTORED (complete)	# MOTHERS COUNSELED BY PC	% of PC MENTORED
<b>PILOT</b>					
Pasig City	19	153	13	422	92.17%
Marikina City	17	121	36	316	77.07%
Quezon City	65	371	75	988	83.18%
<b>TOTAL</b>	<b>101</b>	<b>645</b>	<b>124</b>	<b>1726</b>	<b>84.14%</b>

AREAS	# BRGY. TRAINED	# PC TO BE TRAINED IN PROPOSAL	# TRAINED PC	% PC TRAINED	COMPLETE ATTENDANCE	INCOMPLETE ATTENDANCE
<b>PHASE 2</b>						
Naga City	23	66	46	69.70%	46	0
Iloilo City	147	172	168	97.67%	163	5
Zamboanga City		315			105	
<b>TOTAL</b>	<b>170</b>	<b>553</b>	<b>214</b>		<b>314</b>	<b>5</b>

AREAS	# BRGY. MENTORED	# OF TRAINED PC MENTORED	# OF TRAINED PC NOT MENTORED (complete)	# MOTHERS COUNSELED BY PC	% of PC MENTORED
<b>PHASE 2</b>					
Naga City	23	39	7	121	84.78%
Iloilo City					
Zamboanga City					
<b>TOTAL</b>	<b>23</b>	<b>39</b>	<b>7</b>	<b>121</b>	<b>84.78%</b>

# OF BRGY. TRAINED	# PC TO BE TRAINED IN PROPOSAL	# PC TRAINED	% TRAINED PC	COMPLETE ATTENDANCE	INCOMPLETE ATTENDANCE
64	480	419	87.29%	396	23
27	256	288	112.50%	245	43
12	128	143	111.72%	128	15
18	99	86	86.87%	73	13
17	222	223	100.45%	196	27
21	64	60	93.75%	59	1
5	32	32	100.00%	32	0
<b>164</b>	<b>1281</b>	<b>1251</b>	<b>97.66%</b>	<b>1129</b>	<b>122</b>

# OF BRGY. TRAINED	# PC TO BE TRAINED IN PROPOSAL	# PC TRAINED	% TRAINED PC	COMPLETE ATTENDANCE	INC ATTENDANCE
28	136	153	112.50%	116	37
26	108	132	122.22%	129	3
16	192	198	103.13%	172	26
<b>70</b>	<b>1252</b>	<b>483</b>		<b>417</b>	<b>66</b>

AREA	# BRGY. MENTORED	# PC TO BE MENTORED IN PROPOSAL	# ACTUAL TRAINED PC MENTORED	# MOTHERS COUNSELLED BY PC	% of MENTORED PC t ment
<b>PHASE 3</b>					
Caloocan City	13	96	102	289	106
Taguig City	11	60	63	165	105
Mandaluyong City	0	0	0	0	
Navotas City	7	40	41	131	102
Parañaque City	7	40	44	105	110
Makati City	0	0	0	0	
Pateros		8	jan 31 mentoring		
<b>TOTAL</b>	<b>38</b>	<b>244</b>	<b>250</b>	<b>690</b>	<b>105</b>

AREA	# BRGY. MENTORED	# PC TO BE MENTORED IN PROPOSAL	# ACTUAL TRAINED PC MENTORED	# MOTHERS COUNSELLED BY PC	% of MENTORED PC t ment
<b>PHASE 4</b>					
Malabon City		40			
Pasay City	4	40	32	96	80.
Manila City		96			
Valenzuela City		40			
Las Pinas City	9	40	40	120	100
San Juan City		8			
Muntinlupa City	4	40	47	135	117
<b>TOTAL</b>	<b>17</b>	<b>304</b>	<b>119</b>	<b>351</b>	

- TRAININGS
- 16 Metro Manila Cities
- 3 Provincial Cities
- 1 Municipality
- Final: 20

- MENTORING
- 2 cities will not be mentored (Makati and Mandaluyong City)
- 12 cities mentored
- 1 municipality to be mentored (Jan 31)
- (Initial data)

# Courtesy Call to the Brgy. Capt., Head Doctor or Head Nurse



# Introduction (Pagpapakilala at Layunin)



# Lactation Massage Practicum



# Wetnurse and Mentor in One





# Different Positions



# PC teaches Dad EBM dripping (Peer Counsellor)



# Success!



# Rain or Shine, the show must go on



# Health Center-based Mentoring



Tangos, Navotas City

# Courtesy Call to Brgy. LGU



Iloilo City



# House-to-House (Provincial Visit)



Iloilo City

# PC-Mentor Briefing (Peer Counsellor)



Iloilo City



# House-to-House Counseling

Iloilo City



# PC counseling Mom, Mentor observing



# PC teaching right positioning and latch-on



# Listening Intently



# Mentoring Massage and EBM, PC cupfeeding



# House-to-House community visit



Sto. Nino  
Marikina City

# Consultation before counseling



Sto. Nino  
Marikina City

# Mentoring Tools: Directory and Snacks



Sto. Nino  
Marikina City





# Hands-on demo and wetnursing support



# EBM (Expressed Breastmilk)



Gatas ng ina lamang  
sa unang 6 na buwan ni baby.  
Walang tubig, juice o am.  
At tuluy-tuloy na  
pagpapasuso  
hanggang 2 taon at bigat pa,  
kasabay ng pagbibigay ng  
iba't-ibang uri ng pagkain  
simula ika-6 na buwan.

Best for Baby  
Best for Mommy

breastfeed  
sa bagong generasyon

unicef

# WHO-COMBI Officer joins the briefing



# Mentor handles difficult case



# Group Counseling



# Preparing the PCs thru briefing of roles and responsibilities



# Resourceful Counseling



Breastfeeding  
Briefs



# Registration – Getting to know you





# Teaching and guiding



# Showing options



Nagkaisang Nayon,  
Quezon City

# PC counseling Mentor elaborating



Nagkaisang Nayon,  
Quezon City

# Street Mentoring



# Muslim PCs



Taguig City

Koran passage:  
“breastfeed for 2 years”



# Boat Ride House-to-house visits



Navotas City



# Basura paddies (garbage)



Navotas City

# Breastfeeding Positions



Navotas City





# Show and Tell

Navotas City





# Counseling under the tree - Muntinlupa



Navotas  
bangka,  
(boat)  
baha, basura  
(floods), (garbage)





**Creche Support  
in Mandaluyong**

## Marikina Milk Code role play



## Taguig Muslim Issue



Iloilo cramped venue



Pasay van with Trainers  
(typhoon)



food catered vs food favored







zonta

Rotary



# Harnessing Resources Within

Church-based Obispo and Pastor



Fathering the Mother



**(Riza Hontiveros)  
Congressional  
and Brgy. Funds**



**Teachers  
and students**







**Dr. Yella with  
Bicol journalist**

**news  
coverage**



**Singers and the Poet**



*“But thou art he that took me  
out of the womb thou didst  
make me hope when I was  
upon my mother’s breasts”*

