

REPUBLIC OF KENYA



GOVERNMENT OF MAKUENI COUNTY



DEPARTMENT OF HEALTH SERVICES

OFFICE OF THE CHIEF OFFICER HEALTH SERVICES

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A Standard Template for Partner Collaboration

**COLLABORATION BETWEEN THE DEPARTMENT OF HEALTH AND ITS PARTNERS IN
IMPLEMENTING PUBLIC HEALTH INITIATIVES**

Department of Health Project/Program Report Template

Project/Program Title: Community Breastfeeding Ambassadors

Partner Organization: Maziwa Breastfeeding

Date Submitted: June 10th 2024

1. Background/Overview of the Project/Program:

Briefly describe the background and purpose of the project/program. Include information such as objectives, target population, and any relevant contextual information.

The Government of Makueni County and Maziwa are working together towards improving the rates of optimal breastfeeding among mothers in the Makueni community.

Maziwa's mission is to ignite the potential of mothers to take control of the health and economic wellbeing of their families and communities, by providing products and services to support their breastfeeding journey.

Breastfeeding is the foundation of life and contributes to short- and long-term health, good nutrition and food security in nonemergency and emergency situations. In addition, breastfeeding is a human right that needs to be respected, protected, and fulfilled. The WHO/UNICEF global recommendations (Global Strategy, WHO 2003) on breastfeeding are:

1. Initiation of breast feeding within the first 1 hour of birth
2. Promotion, protection, and support for exclusive breastfeeding for the first six months of life
3. Timely introduction of adequate, appropriate, and safe complementary feeding
4. Continuation of breastfeeding for two years or beyond
5. Optimal maternal nutrition, social and community support

Kenya is yet to attain the global recommended targets of exclusive breastfeeding of 90%. The national rates for early initiation and exclusive breastfeeding are 62% and 61% respectively (KDHS 2014). Exclusive breastfeeding rates decline with increase in age. According to KDHS 2014, 84.1% of children aged one month and below are exclusively breastfed while only 63% and 42% of children aged 2-3 months and 4-5months are exclusively breastfeed respectively.

Further, a similar decline is observed with continued breastfeeding. While about 90 % of children continue breastfeeding at 1 years, it is only 53% of children ho continue breastfeeding at 2 years.

Disparities in breastfeeding rates and practices exist across and within counties in Kenya due to barriers that include:

- Inadequate workplace support for breastfeeding for economically active mothers in both formal and informal sectors including denial/lack of paid maternity & paternity leave, lack of provision for lactation rooms and breaks during workday
- Socio-cultural beliefs and practices hindering breastfeeding
- Widespread promotion and unethical marketing of breast milk substitutes and coupled by poor monitoring and enforcement of the BMS Act
- Inadequate implementation of evidence-based practices in health facilities i.e. BFHI and community-based programmes BFCI including breastfeeding peer counselling and support
- Misinformation related to Covid 19 pandemic such as need for separation of mothers and babies due to perceived risks of transmission of the coronavirus among health care providers and caregivers

Maziwa Breastfeeding partners with public and private institutions to improve rates of optimal breastfeeding by training a network of Community Breastfeeding Ambassadors to provide peer-to-peer breastfeeding support to mothers and creating access to a superior breast pump technology for working mothers. Makueni is one of the counties that Maziwa Breastfeeding intends to support activities that shall improve the coverage of EBF, building on Baby Friendly Community Initiative that is already being implemented. Maziwa will provide its technical expertise and financial resources to complement GMC's existing activities in Makueni County, with a focus on breastfeeding support for economically active mothers including safe and affordable breastmilk expression technologies. Further, Maziwa is working closely with County health management teams to plan, implement, monitor, and evaluate activities.

2. Implementation/Intervention Sites/Duration:

- **Sites:** Makueni Sub-County, Mbooni Sub-County, Kibwezi East Sub-County, Kilome Sub-County
- **Duration:** October 2023 – September 2024 (1 year)

3. Achievements and Impact:

Outline the achievements and impact of the project/program. Include quantitative data if available. Additionally, provide pictures showcasing the project/program's impact.

- Trained 120 CHPs as Community Breastfeeding Ambassadors
- Initiated 208 Breastfeeding Support Groups
- Enrolled over 1500 Breastfeeding Mothers in Breastfeeding Support Groups

Pictures Specifications:

- *Resolution: Minimum 1920×1080 pixels*
- *Size: Maximum file size of 2MB per image*





4. Challenges:

Identify any challenges faced during the implementation of the project/program. Describe how these challenges were addressed or mitigated.

Challenge: CHPs were struggling with the reporting and M&E tool.

Mitigation: They have been trained on using their mobile phones and on the reporting platform to ensure proper monitoring.

Challenge: Some CHPs were not able to recruit mothers within the allocated time period.

Mitigation: They have not been included in the pilot program and will be considered for future programs.

5. Associated Publications:

List any publications, reports, or articles associated with the project/program. Include titles, authors, publication dates, and any relevant links or references.

NA – Impact Measurement Study in progress

Additional Notes/Comments:

NA

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Submission Instructions:

Please submit this report electronically to county.health@makueni.go.ke.

If you have any questions or need assistance, please contact webmaster@makueni.go.ke.

Thank you for your cooperation and contribution to our efforts in promoting health and well-being.