

# AWARENESS ON THE PREVENTION OF BREASTMILK INSUFFICIENCY

Output indicator

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## Indicator Phrasing

**English:** % of women of reproductive age (15 – 49 years) aware of at least four promoted ways to prevent breast milk insufficiency

**French:** % de femmes en âge de procréer (15-49 ans) informées d'au moins quatre des moyens promus pour éviter l'insuffisance de lait maternel

**Portuguese:** % de mulheres em idade reprodutiva (15-49 anos) que sabem pelo menos quatro das formas promovidas para prevenir a insuficiência de leite materno

**Czech:** % žen v reprodukčním věku (15 – 49 let) se znalostí alespoň čtyř propagovaných způsobů prevence nedostatečného přísunu mateřského mléka

## What is its purpose?

Real or perceived insufficiency of breast milk is among the main reasons why women stop exclusive breastfeeding. Discontinued breastfeeding often results in a situation where babies are fed with liquids that are of inadequate nutritional quality and expose them to an increased risk of diarrhoeal diseases. The indicator therefore measures the proportion of women that are aware of at least four promoted ways of preventing breast milk insufficiency.

## How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of women of reproductive age:

### RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

**Q1:** *Can you please tell me all the different things a woman can do to ensure that she is able to provide her baby with a sufficient amount of breast milk?*

**A1** (you can delete the content in brackets)

- 1) consume a sufficient amount of nutritious meals
- 2) start breastfeeding the baby within one hour after birth
- 3) only give breastmilk during the first six months (the more milk is fed, the more milk the mother's body produces)

- 4) breastfeed the baby whenever s/he is hungry
- 5) actively offer the breast to the baby
- 6) breastfeed frequently (it encourages breastmilk production)
- 7) breastfeed at night (with no feedings overnight, the milk supply drops)
- 8) ensure good attachment (so baby can consume all the produced milk)
- 9) continue feeding until the baby stops
- 10) do not give bottles and pacifiers
- 11) express breast milk when away from the baby
- 12) let the baby suckle from one breast, then offer the second one
- 13) keep the baby close to the mother's skin, so that the baby can feed whenever s/he needs

**NOTE:** Encourage the data collectors to probe for further answers if the initial response s/he receives is limited (for example, by asking: *What else can she do?*). Adjust the pre-defined answers based on what your project promotes.

**Calculate the indicator's value** by dividing the number of respondents who knew at least four promoted ways of preventing breast milk insufficiency by the total number of respondents and multiplying the result by 100.

Disaggregate by