

Problem/Reason #1	
Mother thinks she does not have enough milk or the milk is not good quality.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Breastfeed whenever the baby wants (on demand). b. Breastfeed more frequently. c. Take time to breastfeed longer. 	<ul style="list-style-type: none"> a. Encourage your wife to exclusively breastfeed the baby and reassure her that she can produce enough milk. b. Encourage her to breastfeed more often and longer, to help keep her milk supply up. c. Praise your wife for being a good mother and breastfeeding well; ask your wife about how she feels and how breastfeeding is going. d. Encourage other family members to praise and support your wife in breastfeeding the baby. e. Find ways to help your wife and let her rest more, so she feels more able to breastfeed (see more specific suggestions in next row).
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Your breastmilk provides all the water and nutrients your baby needs to be happy, healthy, and smart. • The more you breastfeed your baby, the more milk you will produce. So you will always have enough to satisfy the baby's needs. • The longer you breastfeed at each feed, the more nutrient rich milk your baby will get. You should finish all the milk in one breast, before offering the other breast. This way, the baby will get foremilk (which is high in water for thirst) and hindmilk (which is high in fat and sugar to make the baby feel full). • IF mother says breastmilk not enough because she doesn't eat enough food: Even when you don't have as much food or the types of food you would like, you can produce enough milk for your baby. 	<ul style="list-style-type: none"> • Breastmilk provides all the water and nutrients your baby needs to be happy, healthy, and smart. • Your wife's body can always produce plenty of nutritious milk. To increase the supply of milk, encourage the mother to feed more often and for longer. • The longer your wife breastfeeds at each feed, the more nutrient rich milk the baby will get. If your wife breastfeeds for a long time, the baby will get foremilk (which is high in water for thirst) and hindmilk (which is high in fat and sugar to make the baby feel full). • Ask your wife about how she feels and how breastfeeding is going. Reassure her that her milk is the very best food for the child and she will have plenty of milk if she breastfeeds frequently and fully. • IF father says breastmilk not enough because his wife doesn't eat enough food: Even when she doesn't have as much food or the types of food you/she would like, she can produce enough milk for your baby.

Problem/Reason #2	
Lack of time or opportunity to breastfeed (busy or away from home).	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Sleep with baby/feed at night. b. Ask other family members to help with household chores so you can rest and breastfeed baby fully. c. Ask others to help with work outside home so you can stay home more to breastfeed during the day. d. Take baby with you or ask someone to bring baby to you for feeding. 	<ul style="list-style-type: none"> a. Allow/ encourage your wife to sleep with the baby so that the baby can be fed in the night. b. Explain to other family members that the mother needs time to rest and breastfeed the baby, so they should not make demands on her. c. Help your wife with household chores, cooking or caring for your other children so she can breastfeed the baby. d. Ask others to help your wife with household chores, cooking or caring for your other children so she can breastfeed the baby. e. Reduce your wife's time outside the home by taking on tasks such as fetching water for household or doing agricultural work. f. Reduce your wife's time outside the home by asking someone else to fetch water for household or do agricultural work, care for livestock, etc. g. Bring the baby to your wife where she is working or ask someone else to bring the baby. h. Do not add to your wife's workload by asking her to fetch things or do things for you. i. Be patient when you return home from work and tell her you are willing to wait for meals, etc. so she can take time to breastfeed. j. Ask your wife what help or support she needs from you; listen to her requests and provide the help she asks for.
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • How could you increase the time you spend with your baby so you can breastfeed more frequently? • Who could help you so that you can breastfeed and rest while you are at home? • Who could help so that you don't have to be away from home as much? • Can you have your baby with you and breastfeed when you need to be away from home? <p>EMPHASIZE:</p> <ul style="list-style-type: none"> • Frequently: The more you breastfeed your baby, the more milk you will produce. So you will always have enough to satisfy the baby's needs. 	<ul style="list-style-type: none"> • How could your wife increase the time she spends with the baby so she may increase frequency of breastfeeding? • How can you help your wife so that she can breastfeed often and fully while she is at home? • Who else could help your wife so that she can breastfeed often and fully while she is at home? • How can you help your wife so she doesn't have to be away from home as much? • Who else could help her so she doesn't have to be away from home as much?

- **Fully:** The longer you breastfeed at each feed, the more nutrient rich milk your baby will get. You should finish all the milk in one breast, before offering the other breast. This way, the baby will get foremilk (which is high in water for thirst) and hindmilk (which is high in fat and sugar to make the baby feel full)

- Can your wife have the baby with her and breastfeed when she needs to be away from home?

Problem/Reason #3	
Mother thinks baby needs other foods because baby cries after feeds or cries often.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Burp the baby during and after feeds. b. Soothe or distract baby in other ways (rock baby to sleep, play with baby, ask other family members take hold and sooth the baby). 	<ul style="list-style-type: none"> a. Reassure your wife (and other family members) that the baby does not need anything other than breast milk. b. Buy nutritious food for your wife and encourage her to eat well to build her confidence in her breastmilk supply. c. If the baby cries after breastfeeding fully, rock, burp or play with the baby since baby may be crying for a reason other than hunger.
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Babies cry for many reasons other than hunger, such as being tired, uncomfortable, or having colic (stomach pain) or other pain. • Crying does not mean there is any problem with breastmilk or baby needs other food. How can you help the baby stop crying? Who else can help you? • If your baby will not stop crying or seems very sick, see a health worker 	<ul style="list-style-type: none"> • Babies cry for many reasons other than hunger, such as being tired, uncomfortable, or having colic (stomach pain) or other pain. • Crying does not mean there is any problem with your wife's breastmilk or that the baby needs other food. How can you help the baby stop crying? Who else can help you? • If your baby will not stop crying or seems very sick, you should go and see a health worker.

Problem/Reason #4	
Giving other food (e.g. porridge) because it is normal practice, or a family member thinks it is important/gives it to the baby.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Stop giving porridge or other food to the baby before 6 months. (Reduce the number of times you give porridge and breastfeed more often). b. Talk to other family members about the importance of exclusive breastfeeding. 	<ul style="list-style-type: none"> a. Encourage your wife to exclusively breast feed the baby and reassure her that the baby should have no other foods. b. Ask your wife not to give porridge or other food to the baby before 6 months. c. Ask you wife to reduce the number of times she gives porridge and breastfeed more often. d. Explain to other family members that health workers say that baby should be exclusively breastfed and not be given other food.
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • In the first 6 months, your breastmilk provides all the water and nutrients your baby needs to be happy, healthy, and smart. • Your baby’s tummy is still very small. Any other foods (that are not breastmilk) will take up space in the baby’s tummy without giving the baby proper nutrition, and leave very little room for breastmilk which has the best nutrition for the baby. • Other foods will make the baby breastfeed less and reduce the amount of milk your body makes for the baby. • These other foods might also make the baby sick. 	<ul style="list-style-type: none"> • In the first 6 months, breastmilk provides all the water and nutrients your baby needs to be happy, healthy, and smart. • Your baby’s tummy is still very small. Any other foods (that are not breastmilk) will take up space in the baby’s tummy without giving the baby proper nutrition, and leave very little room for breastmilk which has the best nutrition for the baby. • Other foods will make the baby breastfeed less and reduce the amount of milk your body makes for the baby. • These other foods might also make the baby sick.

Problem/Reason #5	
Painful to breastfeed (or difficulty latching).	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Continue to breastfeed, increasing the frequency of feeds and Take time to breastfeed longer. b. Speak to an older woman, or another experienced mother to assist you with latching and positioning. c. See health worker for assistance with latch on or breast problems persist. 	<ul style="list-style-type: none"> a. Take your wife to the health worker to help solve problems or pain with breastfeeding. b. Encourage your wife to keep breastfeeding; sympathize with her pain and praise her for trying hard to feed your child well. c. Encourage older women in family to support your wife and talk to her about how she is doing in feeding the baby and if she needs advice.
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Sometimes the breast or nipple is painful because the baby is not latched on properly to the breast or the baby is not positioned properly while breastfeeding. • It may be helpful to talk to older women in your community or other women who are experienced with breastfeeding, so that you can improve your latching and positioning. • Breastfeeding frequently and fully can sometimes reduce the pain. • If you have a lot of pain, and your breast is hot and hard, you should go and talk to a health worker; they are trained to assist with problems like yours. 	<ul style="list-style-type: none"> • Sometimes the breast or nipple is painful because the baby is not latched on properly to the breast or the baby is not positioned properly while breastfeeding. • It may be helpful to ask older women in your family or community, or other women who are experienced with breastfeeding to talk to your wife, so that she can improve your latching and positioning. • Encouraging your wife to breastfeeding frequently and fully can sometimes reduce the pain. • If your wife has a lot of pain, and her breast are hot and hard, you should go with your wife to talk to a health worker; they are trained to assist with problems like yours. <p>EMPHASIZE:</p> <ul style="list-style-type: none"> • Frequently: Breastfeeding frequently means that your wife breastfeeds the baby whenever s/he wants to, and very often. • Fully: Breastfeeding fully means allowing your wife to sit and breastfeed the baby for a longer period of time. This way, the baby will get foremilk (which is high in water for thirst) and hindmilk (which is high in fat and sugar to make the baby feel full).

Problem/Reason #6	
Baby ill, poor appetite for breastfeeding, or refuses breast.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Stop all other foods and offer breast to baby frequently, even if need to wake baby. b. Feed baby in quiet place so not distracted. 	<ul style="list-style-type: none"> a. Encourage your wife to breastfeed the baby often and give only breastmilk. b. Help your wife to have a quiet place to breastfeed the baby so baby is relaxed and not distracted. c. Remove and discard feeding bottles so that to avoid nipple confusion which may lead to refusal to breastfeed. d. If your baby will not stop crying or seems very sick, take you wife and baby to see a health worker.
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Be patient with your baby and encourage him/her to feed more frequently and more fully (i.e. you should encourage your baby to finish all the milk in one breast, before offering the other breast). This will help to keep your milk supply good. • Your baby’s tummy is still very small. If you give other foods, this will make the baby breastfeed less and reduce the amount of milk your body makes for the baby. • If your baby will not stop crying or seems very sick, see a health worker 	<ul style="list-style-type: none"> • Some babies lack interest or even refuse the breast when ill, in pain, or distracted. Be patient and encourage your wife to breastfeed often and long enough to keep up milk supply. • Giving other foods will make the problem worse. Since the baby’s tummy is still very small, if you or anyone gives other foods, this will make the baby breastfeed less and reduce the amount of milk your body makes for the baby. • If your baby will not stop crying or refuses to breastfeed repeatedly they may be very sick. So it is important take your wife and baby to see a health worker. • Breastfeeding is very important for sick babies and health workers can help understand and solve the problem.

Problem/Reason #7	
Giving traditional medicines e.g. giving traditional medicine (including gripe water) for treating colic.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<p>a. Stop giving any medicines that have not been provided at the clinic.</p> <p>b. For colicky babies: Soothe or distract the baby in other ways (rock the baby to sleep; hold the baby on their tummy on your hand or lap while rocking the baby and rubbing the baby's back).</p> <p>c. For colicky babies: Ask other family members to hold and soothe the baby.</p>	<p>a. Ask your wife and other family members not to give traditional medicines or medicines that have not been provided at the health facility.</p> <p>b. For colicky babies: Assist the mother with soothing or distracting the baby in other ways (rock the baby to sleep; hold the baby on their tummy on your hand or lap while rocking the baby and rubbing the baby's back).</p> <p>c. For colicky babies: Ask other family members to hold and soothe the baby.</p> <p>d. If baby is sick, go with your wife and baby to see the health worker.</p>
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Giving only breast milk is the best way to protect baby's health. • Breastmilk protects babies from diseases such a diarrhea, upper respiratory infections and other diseases. <p>For colicky babies:</p> <ul style="list-style-type: none"> • Colic in babies is common and not unique to your baby. • Colic cannot be cured. So it is important not to give any medicines. However, your baby will grow out of this colic phase. • It may help to speak or sing softly to your baby while you are rocking or massaging the baby. 	<ul style="list-style-type: none"> • Giving only breast milk is the best way to protect baby's health. • Breastmilk protects babies from diseases such a diarrhea, upper respiratory infections, and other diseases. <p>For colicky babies:</p> <ul style="list-style-type: none"> • Colic in babies is common and not unique to your baby. • Colic cannot be cured. So it is important not to give any medicines. However, your baby will grow out of this colic phase. • It may help to speak or sing softly to your baby while you are rocking or massaging the baby. • It may also be helpful to give your wife a break to give her time to rest, by consoling the baby using any techniques that will help to console the baby.

Problem/Reason #8	
Giving water for perceived thirst or to clean the baby's mouth (thrush).	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<p>a. Stop giving water to baby and breastfeed frequently and on demand.</p>	<p>a. Ask your wife not to give water to the baby and to give only breastmilk.</p> <p>b. Help your wife understand that breastmilk will quench the baby's thirst.</p> <p>c. Reassure your wife that thrush will not hurt the baby and may go away on its own; encourage her to feed the baby often.</p> <p>d. If thrush continues or is interfering with baby's ability to feed, take your wife and baby to see a health worker.</p>
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Breast milk is the best way to quench your baby's thirst. It contains all the nutrients and water your baby needs, even in hot conditions. • Your baby's tummy is still very small. Water will take up space in the baby's tummy without giving the baby any nutrition, and leave very little room for breastmilk, which has the best nutrition for the baby to grow healthy and strong. • Giving the baby water may introduce diseases that the baby is not able to fight. 	<ul style="list-style-type: none"> • Breast milk is the best way to quench your baby's thirst. It contains all the nutrients and water your baby needs, even in hot conditions. • Your baby's tummy is still very small. Water will take up space in the baby's tummy without giving the baby any nutrition, and leave very little room for breastmilk, which has the best nutrition for the baby to grow healthy and strong. • Giving the baby water may introduce diseases that the baby is not able to fight.

Problem/Reason #9	
Mother is ill, on medication; or fears breastfeeding is bad for baby or for her.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<p>a. Continue taking your medication AND breastfeeding your baby as usual if you have a minor illness since breast milk is still best for the baby.</p>	<p>a. Encourage your wife to continue taking her medication AND breastfeeding the baby as usual if she has a minor illness since breast milk is still best for the baby.</p> <p>b. Give your wife extra support and allow her to rest when she is ill.</p>
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Unless your doctor/nurse advised you so, the prescribed medications that you take do not harm you or the baby who is breastfeeding. • Breastfeeding while resting will help both of you. • If you are seriously ill or concerned about your medication, see a health worker for appropriate advice. 	<ul style="list-style-type: none"> • If mother has common illnesses (malaria, diarrhea, stomach problems, cold) she can and should breastfeed as usual. But she is likely to be tired and needs extra support from her family so she can continue to breastfeed and also recover quickly. • Unless your doctor/nurse advised you so, the prescribed medications that you take do not harm your wife or the baby who is breastfeeding. • Encourage your wife to continue breastfeeding and allow her to rest. This will help both your wife and your baby. • If your wife is seriously ill or you are concerned about her medication, go to see a health worker for appropriate advice.

Problem/Reason #10	
Infant is given tastes when shows interest in other liquids/foods.	
Mothers	Fathers
Recommended Practices to Try	Recommended Practices to Try
<ul style="list-style-type: none"> a. Give the baby a safe object other than food (such as empty cup or spoon) to hold on to and look at during meals AND stop giving the baby tastes. b. Ask someone who is not eating to hold the baby while the mother eats her meal. 	<ul style="list-style-type: none"> a. Ask your wife (and other family members) not to share foods with the baby before 6 months. b. Offer to hold and play with your baby (away from the food) while your wife eats her meals. c. Ask someone else to hold and play with the baby while your wife eats.
Key Messages/Question for Counseling	Key Messages/Question for Counseling
<ul style="list-style-type: none"> • Babies are playful and curious and often want to explore what objects adults have and objects around them. They are even curious about dirt or chicken feces! • It is important not to give your baby adult food, until they are 6 months old. • Until 6 months, your breastmilk still provides all the water and nutrients your baby needs to be happy, healthy, and smart. 	<ul style="list-style-type: none"> • Babies are playful and curious and often want to explore what objects adults have and objects around them. You will see that they are even curious about dirt or chicken feces! • It is important not to give your baby adult food, until they are 6 months old. • In the first 6 months breastmilk provides all the water and nutrients your baby needs to be happy, healthy, and smart.