

REPRODUCTIVE MATERNAL NEWBORN AND CHILD HEALTH BREASTFEEDING SUPPLIES



IMPACT BREASTFEEDING

Breastfeeding not only provides good nutrition, but it also plays an important role in food security and reducing inequalities by improving child development. Undernutrition is estimated to be associated with 2.7 million child deaths annually.

The first 2 years of a child's life are particularly important as optimal nutrition during this period lowers morbidity and mortality, reduces the risk of chronic disease, and fosters better development overall.

MOTHER AND CHILD HEALTH BENEFITS

Exclusive breastfeeding for 6 months has many benefits for the infant and mother such as protection against gastrointestinal infections and reducing newborn mortality. It is also offering a critical source of energy and nutrients for children between 6-24 months during illness and malnutrition.

The risk of mortality due to diarrhoea and other infections can increase in infants who are either partially breastfed or not breastfed at all. Longer durations of breastfeeding also contribute to the health and well-being of mothers as it reduces the risk of ovarian and breast cancer

BREASTFEEDING SUPPLIES

IDA has added two breastfeeding related products to its portfolio; a feeding cup - supporting newborns with breastfeeding difficulties, and a manual breast pump - allowing mothers more options in their breastfeeding routines.

Source: WHO

www.idafoundation.org

FACTS & FIGURES

- Undernutrition is associated with 45% of child deaths.
- About 44% of infants 0-6 months old are exclusively breastfed.
- Over 820 000 children's lives could be saved every year among children under 5 years, if all children 0-23 months were optimally breastfed.
- Breastfeeding improves IQ, school attendance, and is associated with higher income in adult life.
- Improving child development and reducing health costs through breastfeeding results in economic gains for individual families as well as at the national level.

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Product

H433-720-17 Feeding cup autoclavable 40 ml, 50 pcs

Intended Use

Nifty Feeding Cup is a reusable cup for feeding breast milk to newborns with breastfeeding difficulties.

Specifications

Material: Silicone rubber

Volume: 5 to 40 ml

Features

- Reusable, boilable, and autoclavable.
- Monitor feeding with millimeter feeding measurements on side of cup.
- Soft silicone material is gentle against the mouth of the infant.
- Reservoir for the infant to lap milk from to control the pace of the feeding.
- Mother can express directly into Nifty Feeding Cup.

Nifty Feeding Cup has been developed and designed through a collaboration between the University of Washington, SeattleChildren's Hospital, PATH and Laerdal Global Health.



Product

8941-TY1-00 Manual breast pump Harmony essential, 1 pce

Intended Use

Medela Harmony single manual breast pump is designed for mothers who mostly breastfeed and is great for travel or as a backup to an electric pump.

Specifications materials

- Breast shield: Polypropylene, thermoplastic elastomer
- Connector, valve head: Polypropylene
- Diaphragm, valve membrane: Silicone rubber
- Bottle: Polypropylene
- Lid: Polypropylene

Features

- Easy to handle and clean.
- Enables mother to silently and discreetly extract the milk.
- Includes a 24 mm Personal Fit Flex breast shield to give the mother more comfort and more milk.



IMPROVING RMNCH IN LOW- AND MIDDLE-INCOME COUNTRIES

As part of our commitment to improving maternal and child health, IDA is focussing on supplying products identified as having the potential to save women and children's lives.

It is critical that these high-impact products continue to receive extra attention, as focus on reproductive, maternal and child health not only directly benefits the mother and her newborn child, but also strengthens families and communities.

IDA Foundation offers various RMNCH related medicines and products such as:

- Contraceptives
- Uterotonics
- Minerals
- Female hygiene products
- Other RMNCH commodities and supplies