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**FINAL REPORT
WELLSTART INTERNATIONAL
EXPANDED PROMOTION OF BREASTFEEDING
PROGRAM IN CAMEROON**

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WELLSTART INTERNATIONAL

Expanded Promotion of Breastfeeding Program

3333 K Street, NW, Suite 101

Washington, DC 20007

USA

Tel (202)298-7979 ■ Fax (202)298-7988

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EXECUTIVE SUMMARY

Wellstart International's Expanded Promotion of Breastfeeding (EPB) program initially began working in Cameroon in January of 1992. EPB began by collaborating with the Ministry of Public Health (MOPH), USAID, PRITECH, and local non-governmental organizations. One month later the first Cameroonian team of Wellstart Associates attended the Lactation Management Education course in San Diego. The highlight of the first eighteen months of collaboration was Cameroon's Workshop for the Development of a National Breastfeeding Promotion Policy. From this workshop, a National Breastfeeding Policy was developed that has been used as a model in countries around the world.

Toward the end of 1993, EPB submitted an add-on proposal for additional funding to promote optimal infant feeding practices in three regions of Cameroon. Shortly after receiving the funding in early 1994, EPB was informed that the USAID/Cameroon mission would be closing in June of 1994 and EPB would have to cease in-country operations at that time. These final six months marked a period of "rapid investment" by EPB in Cameroon so as to have the biggest, most sustainable, impact possible given the abbreviated time frame.

A Country Program Administrator was hired full-time for this six month period in order to help run the project. During these six months EPB and MOPH were able to achieve the following results:

- complete an initial round of assessment/qualitative research
- develop, pretest and print basic information sheets for health workers
- adapt and pretest a curriculum for use in in-service training
- develop draft materials for use by community outreach workers
- develop and pretest a poster promoting exclusive breastfeeding
- work with UNICEF to ensure its support for use of the curriculum, as well as printing and distribution of materials
- provide technical assistance to the Nutrition Education Project to ensure integration of breastfeeding into its qualitative research, communication strategy development and baseline/evaluation plans
- support the participation in LME of a four-person team from medical and nursing schools to improve pre-service training on breastfeeding
- train 76 health workers (15 doctors and 61 nurses and nursing assistants) using the new curriculum
- sensitize approximately 70 pediatricians on optimal breastfeeding practices through a presentation at the National Pediatrics Conference
- provide family planning and primary health care projects with reference materials on breastfeeding and curriculum modules to be integrated into their training programs

EPB hopes to be able to follow-up on its work in Cameroon in order to ensure sustainability. The most important follow-up activities would be to finalize curriculum on discussion guides, continue developing IEC material targeting community sensitization and conduct in-service training of health workers in conjunction with UNICEF BFHI.



EXPANDED PROMOTION OF BREASTFEEDING/CAMEROON

Preamble: Worldwide assessment of breastfeeding promotion projects and programs has revealed that breastfeeding practices have improved the most where countries have had the combination of characteristics displayed in the table on the next page. USAID has requested that Wellstart - in coordination with other donors - assist national programs move toward inclusion of these programmatic elements. USAID has asked Wellstart to work with countries to report on the status of these national characteristics at the beginning of any Wellstart assistance and annually thereafter until the conclusion of such assistance.



WELLSTART/USAID COOPERATIVE AGREEMENT PURPOSE LEVEL GOALS AND STATUS: CAMEROON

GOALS	STATUS: JANUARY 1992	STATUS: JUNE 1994
1. Visible, accountable person of authority responsible for breastfeeding within the country.	1. No	1. Yes. A member of the initial LME course became the National Breastfeeding Coordinator within the MOPH.
2. National breastfeeding steering committee composed of representatives from relevant government departments, NGOs, medical associations, donor organizations and PVOs.	2. No	2. A national breastfeeding steering committee has been planned but has not yet gone into effect.
3. National breastfeeding policy with targets for improving breastfeeding policy.	3. None	3. Policy was drafted in 1992 at National Breastfeeding Policy Workshop but as of yet has not been officially approved.
4. Comprehensive, national breastfeeding program based on assessments.	4. None	4. Assessment and initial qualitative research completed. Baby Friendly Hospital Initiative began in 1992. Significant coordination between Wellstart, UNICEF and CARE
5. Significant host government budget allocations for breastfeeding activities.	5. None	5. Position of National Breastfeeding Coordinator along with related activities currently supported by the government.
6. Breastfeeding promotion integrated into overall health and development policies.	6. Extremely limited pre-service training and no integration established	6. A modular curriculum was developed in 1994 that is designed for integration into other health and development fields. Breastfeeding information sheets were developed and used to support in-service training of National Family Planning Program.
7. Improved monitoring and evaluation mechanisms established.	7. None	7. Supplied technical assistance to the planning and implementation of the Nutrition Education Project evaluation strategy.
8. Results of research disseminated widely to, and applied by, policy makers to improve breastfeeding programs.	8. Limited research conducted.	8. Assessment and initial qualitative research distributed to policy makers in May, 1994.



INTRODUCTION

Project Purpose

Wellstart International's Expanded Promotion of Breastfeeding Program (EPB) began working with the Ministry of Public Health (MOPH), USAID, PRITECH and various non-governmental organizations (NGOs) in Cameroon in early 1992. The first team of Wellstart Associates participated in the Lactation Management Education (LME) course in February 1992. EPB began working with PRITECH and the Ministry of Public Health (MOPH) to plan for Cameroon's Workshop for the Development of a National Breastfeeding Promotion Policy, which was held in March. Previously, Cameroon had participated in the International Forum for Francophone Africa on Infant Feeding and Child Survival (Lomé, Togo, September 1991), and several studies were carried out on infant feeding in Cameroon with the support of PRITECH.

Over the next eighteen months, Wellstart International kept in touch with the MOPH, USAID, and PRITECH regarding efforts to have the National Breastfeeding Policy officially signed and the possibilities for EPB support for breastfeeding promotion in Cameroon. Planning visits assisted with the development of a national plan and resulted in the submission of an add-on proposal. In late 1993, EPB received add-on funds from USAID/Cameroon to support EPB's goal of working with the MOPH to promote optimal infant feeding practices in three regions of the country: Far North, South and Littoral. At the same time, it was decided that EPB would hire a part-time Country Program Administrator to assist the MOPH with planning and logistics and administer EPB funds in Cameroon. In late November 1993, a second team of Cameroonians, representing the three regions, entered the LME program.

After EPB received the add-on funds, it was announced that the USAID/Cameroon mission would be closing and that EPB activities would have to be completed by June 30, 1994. This marked the beginning of a period of "rapid investment" using EPB staff, consultants, and other resources, to provide concrete breastfeeding information and encourage the institutionalization of breastfeeding promotion in Cameroon before the USAID close-out deadline.

Targets/Objectives

The primary goal of EPB activities in Cameroon was to work with the Ministry of Health of the Republic of Cameroon and others to promote and support exclusive breastfeeding for the first six months of life and appropriate supplementary feeding thereafter.

Originally, EPB intended to work in Cameroon through September, 1996, and therefore its objectives were developed with a longer time frame in mind. The plan included the development and implementation of a strategy for integrating breastfeeding promotion into provincial and district hospitals in three provinces, and to support communication and community outreach activities.

When it was announced that the USAID mission was closing and no EPB activities could take place after June 30, 1994, EPB decided to continue to focus on providing the support outlined above by working with the National Program for the Promotion of Breastfeeding (NPPB), officially launched in 1993. However, activities designed to meet these objectives were reviewed and revised to maximize impact and sustainability given the short time period.

The goal of this period of intensive work was to assist the NPPB in expanding its ability to promote optimal infant feeding in Far North, South and Littoral provinces. Objectives were set to:



- encourage integration of breastfeeding into on-going in-service training and communication programs
- provide training and small materials support to three provincial hospitals designated as resource centers
- support sustainability of the NPPB and its goals through integration and coordination with other programs and organizations

As part of this strategy, the CPA position became full-time for the six month period. During this time, EPB and the MOPH were able to:

- complete an initial round of assessment/qualitative research
- develop, pretest and print basic information sheets for health workers
- adapt and pretest a curriculum for use in in-service training
- develop draft materials for use by community outreach workers
- develop and pretest a poster promoting exclusive breastfeeding
- work with UNICEF to ensure its support for use of the curriculum, as well as printing and distribution of materials
- provide technical assistance to the Nutrition Education Project to ensure integration of breastfeeding into its qualitative research, communication strategy development and baseline/evaluation plans
- support the participation in LME of a four-person team from medical and nursing schools to improve pre-service training on breastfeeding
- train 76 health workers (15 doctors and 61 nurses and nursing assistants) using the new curriculum
- sensitize approximately 70 pediatricians on optimal breastfeeding practices through a presentation at the National Pediatrics Conference
- provide family planning and primary health care projects with reference materials on breastfeeding and curriculum modules to be integrated into their training programs

Implementation by Objectives

1. *Tools for Integration : Training and Information, Education & Communication Materials*

Step one involved identifying training needs and reviewing existing information and education materials. To accomplish this the NPPB and EPB worked with Wellstart Associates and others in January, 1994 to complete a brief assessment of existing information and conduct some initial qualitative research to fill in some of the gaps in previous studies. This assessment was based on both the Guide for a Preliminary Country Analysis of Activities and Practices Supporting Breastfeeding (MotherCare, 1991) and questionnaires and procedures developed by EPB. In addition to the literature review, information was gathered from health workers and mothers in three provinces. (Copies are available upon request from the NPPB office in Yaounde or from the EPB office in Washington, D.C.).

During the review of existing materials, it became evident that basic information sheets on the benefits of breastfeeding and simple instructions on how to address mothers' concerns and problems were needed. These information sheets were drafted and pretested during site visits to Ebolowa, Douala and Maroua, and were tested further in and around Yaounde. Since their development, these sheets have been used to support in-service training conducted by the National Family Planning Program (NFPP). They have also been distributed at the National Pediatrics Conference (April 1994), following a presentation by Wellstart Associates representing the NPPB, and have been shared with a number of other organizations



included USAID-funded family planning and primary health care projects, UNICEF, the German Cooperation Fund and the Cameroon Infant Feeding Association (CIFAS). The NPPB plans to continue to use these sheets as it works with UNICEF to conduct training through the Baby Friendly Hospital Initiative and through other on-going programs. (Copies are available upon request from the NPPB office in Yaounde or from the EPB office in Washington, D.C.).

Another activity that EPB undertook to address the lack of information materials was to work with the NPPB on developing a poster to promote exclusive breastfeeding for the first six months of life. A prototype of the poster has been given to UNICEF/Yaounde, which has agreed to print the poster and distribute it to hospitals and health centers in conjunction with the NPPB. The process for developing and pretesting the poster included technical assistance to provide training on materials development, which will be useful for the NPPB as it continues to work with UNICEF.

EPB supported the participation of four representatives from medical and nursing schools in the second French LME program to improve the integration of breastfeeding into pre-service curricula. Follow up to work with this team is highly recommended although it is unclear if it will be possible due to the closure of the mission.

In March, EPB provided technical assistance and support for a workshop which resulted in the development of a modular curriculum on breastfeeding appropriate for use in Cameroon. The curriculum can be used as a whole or as pieces integrated into training in other areas of primary health care or family planning. Twenty-seven participants, including the NPPB, Wellstart Associates, representatives from the MOPH and representatives from other Ministries and NGOs, reviewed adult learning principles and existing curricula, and then drafted a twelve module curriculum for use in Cameroon. Also drafted were 30 discussion guide cards appropriate for use by community outreach workers, the further development of which has been discussed with the NPPB, UNICEF and other interested parties. Following the workshop, the curriculum was pre-tested in three provinces (see Implementation 2) and was reviewed by Wellstart LME staff for accuracy. Hand outs and other materials were also added to the curriculum package and pretested at these trainings.

The curriculum will be used for Baby Friendly Hospital Initiative (BFHI) training, and will also be shared with other agencies and other sections of the MOPH as a sound technical basis for the integration of breastfeeding into a variety of existing systems. (Copies are available from the NPPB office in Yaounde and from the EPB office in Washington, D.C.). The benefits of breastfeeding portion is specifically designed to be a "stand alone" to introduce the importance of breastfeeding to those who are not familiar with this topic.

The NPPB also participated during this period in a review of the national family planning curriculum, and convinced family planning trainers to include not only information on the fertility effects of breastfeeding but also to present on the overall benefits of breastfeeding in training sessions related to family planning. The NPPB is encouraged to pursue this crucial success and plans to provide the curriculum to primary health care projects to aide the sensitization of administrators and training of personnel in hospitals and health centers.

2. *Support for Provincial Hospitals*

From May 11-13, 1994, three separate training sessions took place in Douala, Ebolowa and Maroua. A total of 76 health workers (25 in Douala, 26 in Maroua, and 25 in Ebolowa) were trained using the new curriculum. Participants in each training were enthusiastic toward the curriculum and left the



training convinced that promotion of exclusive breastfeeding for the first six months of life is an essential child survival intervention. This training provided a strong base of informed personnel in each provincial hospital, gave valuable feedback to further refine the curriculum and helped the NPPB identify key trainers among the Wellstart Associates.

A one year follow up visit should be made by the trainers to assess the impact of the training, and to help institutionalize changes in attitudes and practices made as a result of the training.

In addition, at the request of the NPPB, small equipment was purchased locally and delivered to four hospitals to establish lactation clinics that can be used by the NPPB as regional training centers. Equipment included scales, syringes, cups, spoons, and small manual breast pumps and small refrigerators for breast milk storage in special cases (i.e. for infants in intensive care whose mothers could not visit more than once a day).

3. *Integration Strategies*

In addition to the integration of training and information activities mentioned above, EPB worked to ensure sustainability of breastfeeding promotion in Cameroon through coordination with UNICEF and through the provision of technical assistance to a new Nutrition Education Project.

Throughout EPB's involvement in Cameroon, contact was frequent with UNICEF. Once EPB's Country Program Administrator was in place, this contact became more institutionalized, and EPB worked to ensure that the products of its intensive work in 1994 will receive continued support from UNICEF. UNICEF has agreed to print and distribute the exclusive breastfeeding promotion poster, support the NPPB's plans for use of the curriculum and information sheets, and investigate further development of the community discussion guides.

The Nutrition Education Project is being carried out by a consortium of Ministries with technical coordination by CARE International and funding from the World Bank. At the request of CARE, EPB provided technical assistance in 1993 to improve the integration of breastfeeding and infant feeding information into qualitative research plans. In 1994, EPB again provided technical assistance at CARE's request. This assistance included planning and facilitation of a communication strategy workshop for community outreach workers and extensive technical assistance to assist with the planning and initial implementation of the Nutrition Education Project's evaluation strategy. As a result of EPB's support, the Nutrition Education Project will gather useful breastfeeding information during their research and be better prepared to work with the NPPB and others to promote breastfeeding as a key element of its program.

4. *Evaluation*

Initial plans for evaluation in Cameroon had to be cancelled after the announcement of the USAID mission closure. However, the assessment provides a review of relevant information on infant feeding in Cameroon, and it is hoped that the work with the Nutrition Education Project's evaluation process will increase the possibility of the NPPB monitoring and evaluating its efforts in at least some portions of the country. The NPPB is encouraged to continue working closely with CARE and the Ministries involved in the Nutrition Education Project.

EPB plans to include evaluation of its Cameroon program in the up-coming mid-term evaluation of the EPB Cooperative Agreement.



EXPENDITURES

Funding used in EPB's Cameroon program came from three sources: USAID/Office of Health Core funds; USAID/Africa Bureau One Year Budget (OYB) transfers; and an add-on from USAID/Cameroon. A list of activities by funding source can be found in Annex A.

	EPB Core Funds - 11	Africa Bureau Funds - 14	Cameroon Add- on Funds - 21	TOTAL
Salaries and Related	52,357.65	79,752.92	20,507.36	152,617.93
Consultant Services	3,025.00	33,439.60	8329.37	44,793.97
Travel and Per Diem	20,500.62	88,447.94	54,627.10	163,575.66
Equipment	0.00	0.00	1243.90	1,243.90
Sub-agreements	0.00	17,180.05	0.00	17,180.05
Conferences	0.00	0.00	2,257.69	2257.69
Communication	805.11	7,394.30	3,211.77	11,411.18
Other Direct Costs	49.00	17,583.57	34,215.08	51,847.65
Indirect Costs ¹	16,283.90	35,049.08	18,090.57	69,423.55
TOTAL	93,021.28	278,847.46	142,482.84	514,351.58

¹ The indirect rate for FY '92 was 23.47% S&R, for FY '93 it was 32.43% S&R and the provisional rate for FY '94 is 26% of TMDC.



ACCOMPLISHMENTS AND LESSONS LEARNED

A Solid Base: the Importance of LME Training

The existence of Wellstart Associates in Cameroon was absolutely crucial to the success of EPB's intensive efforts. The seventeen Wellstart Associates have up-to-date technical skills and knowledge on lactation and are also committed to the cause of breastfeeding promotion both within their institutions and throughout Cameroon. Through the intensive training, the Wellstart Associates became experts on breastfeeding which perhaps gave them the confidence to take an active and vital role in the assessment and curriculum development on breastfeeding in Cameroon. They will provide a sustainable resource for the NPPB and for Cameroon for years to come.

"Rapid Investment" and Sustainability

Wellstart International and the NPPB achieved a great deal in a short time period with relatively limited funding. This was due to the concentration on developing specific tools along with the strategies on how to use them. In particular the fact sheets and posters provide excellent information and breastfeeding reinforcement. The dedication of the National Breastfeeding Coordinator, an essential investment on the part of the MOPH, and input from Wellstart Associates was absolutely crucial to this effort to make the most of the limited time available to EPB for support of the NPPB.

Another key factor was the presence of a Country Program Administrator (CPA) for EPB who was familiar with Cameroon, the MOPH and USAID. The ability of the CPA to "hit the ground running" was essential to the success of the program. In addition, the CPA's position outside of the MOPH allowed EPB to maintain control and financial records on expenditures during a very busy time -- it would not have been possible for a liaison within the MOPH to handle both the administrative and financial functions and serve as the National Breastfeeding Coordinator.

Flexibility of Funding

Africa Bureau funds allowed us to establish the base of the country program by supporting French LME, planning visits and initial technical assistance to CARE. Without the use of these funds, EPB would have had to wait for the approval of the add-on and would have lost valuable time. Far fewer of the objectives would have been met without the use of Africa Bureau funds. This type of fund flexibility should continue to be used in the future so as to compensate for the lengthy approval periods of new funding.

Counterpart in Ministry of Health

The effectiveness of Wellstart's Country Program Administrator in Cameroon was greatly enhanced due to the fact that her counterpart within the Ministry of Health was a Wellstart Associate. This facilitated many of the decisions that needed to be made before specific action could be taken.



FOLLOW UP/NEXT STEPS

EPB is very interested in being able to providing further technical assistance to help the NPPB complete its workplan and strategies for securing funding from other international organizations. A few more months of collaboration would allow for much greater assurance of sustainability.

The following is a list of actions that can be taken if EPB is allowed to continue to work in Senegal.

- Finalize curriculum on discussion guides to conduct community sensitization
- Follow up with the printing and distribution of the poster on exclusive breastfeeding
- Develop IEC material targeting community sensitization
- Work on getting Breastfeeding Policy signed and plan for thorough dissemination of it (design, printing and distribution)
- In-service training of health workers in collaboration with Unicef BFHI
- Review of the modular curriculum on breastfeeding within one year
- Follow up with LME course trainees representing medical and nursing schools
- Follow up with Wellstart Associates on the lactation clinics in the four hospitals
- LME course training for OB-GYN teachers at Yaounde Medical School and for the directors of Nursing School training programs
- Completion of qualitative research nationwide



ANNEX A: EPB ACTIVITIES IN CAMEROON BY FUNDING SOURCE

EPB Core funds were used to:

- provide staff time in Washington to develop proposals, write and edit reports, monitor activities and supervise the in-country project
- provide orientation for Country Program Administrator, including attendance of the LME course and one week of training in administrative, financial and program management in the EPB office

Funds from the USAID/Africa Bureau supported:

- technical assistance for organization and facilitation of the National Breastfeeding Policy Workshop
- technical assistance to the World Bank-funded Nutrition Education Project, working with CARE and representatives of Ministries (three consultancies on communication strategy and evaluation to increase focus of breastfeeding and potential for follow-up breastfeeding promotion within the NEP)
- staff time in Cameroon and related travel expenses to plan for EPB support for the MOPH and others

In the six months between the granting of the USAID/Cameroon add-on and June 30, 1994, EPB used add-on funds to:

- complete an initial round of assessment/qualitative research
- develop, pretest and print simple information sheets for health workers
- adapt and pretest a curriculum for use in in-service training
- develop draft materials for use by community outreach workers
- develop and pretest a poster promoting exclusive breastfeeding
- work with UNICEF to ensure its support for use of the curriculum, along with printing and distribution of materials
- support the participation in LME of a four-person team from medical and nursing schools



ANNEX B: CHRONOLOGY OF IMPLEMENTATION OF EPB ACTIVITIES IN CAMEROON

Fiscal Year 1992

Wellstart International's Expanded Promotion of Breastfeeding (EPB) Program began working with the Ministry of Public Health and others in Cameroon in early 1992. Following up on Cameroon's participation in the International Forum for Francophone Africa on Infant Feeding and Child Survival (Lomé, Togo, September 1992), and several studies carried out on infant feeding in Cameroon with the support of PRITECH, the first team of Wellstart Associates participated in the Lactation Management Education (LME) course in February-March, 1992. Simultaneously, EPB began working with PRITECH, the new Wellstart Associates, and other representatives of the Ministry of Public Health (MOPH) to plan for Cameroon's National Breastfeeding Policy Workshop. The workshop was held March 25-27 and a policy was drafted.

Following the workshop, it was decided that EPB should await the signature of the policy before providing additional support for breastfeeding promotion in Cameroon.

As part of the LME program's post-course follow up technical assistance, Wellstart International assisted with the development of a national action plan in September, 1992.

Fiscal Year 1993

Although the National Breastfeeding Policy was not yet signed, USAID/Cameroon concurred with a visit conducted by EPB staff to assess the status of the national action plan and of the policy. At the same time, EPB planned and submitted an add-on proposal to USAID/Cameroon. Another trip provided technical assistance to CARE as it developed qualitative research for the Nutrition Education Project.

Fiscal Year 1994

In late 1993, EPB received add-on funds from USAID/Cameroon to support EPB's goal of working with the MOPH to promote optimal infant feeding practices in three regions of the country: Far North, South and Littoral. At the same time, it was decided that EPB would hire a part-time Country Program Administrator to assist the MOPH with planning and logistics as well as administer EPB funds in Cameroon. In November-December, a second team of Cameroonians, representing the three regions, entered the LME program.

After the receipt of the add-on funds by EPB, it was announced that the USAID/Cameroon mission would be closing and that EPB activities would have to be completed by June 30, 1994. This marked the beginning of a period of "rapid investment" using EPB staff and consultant time, as well as other resources, to provide concrete information and tools and encourage the institutionalization of breastfeeding promotion in Cameroon before the end of EPB's intervention. As part of this strategy, the CPA position became full-time for the final six months. During this time, EPB and the MOPH were able to:

- complete an initial round of assessment/qualitative research
- develop, pretest and print simple information sheets for health workers
- adapt and pretest a curriculum for use in in-service training
- develop draft materials for use by community outreach workers
- develop and pretest a poster promoting exclusive breastfeeding



- work with UNICEF to ensure its support for use of the curriculum, along with printing and distribution of materials
- provide technical assistance to the Nutrition Education Project to ensure integration of breastfeeding into its qualitative research, communication strategy development and baseline/evaluation plans
- support the participation in LME of a four-person team from medical and nursing schools

Denyse Leger completed closing out of EPB financial and administrative procedures and submitted a report to USAID/Cameroon before leaving the country on June 29, 1994. A series of meetings on lessons learned and possible next steps to encourage sustainability of EPB's inputs were held July 18-22 in Washington, D.C.

WELLSTART INTERNATIONAL

Wellstart International is a private, nonprofit organization dedicated to the promotion of healthy families through the global promotion of breastfeeding. With a tradition of building on existing resources, Wellstart works cooperatively with individuals, institutions, and governments to expand and support the expertise necessary for establishing and sustaining optimal infant feeding practices worldwide.

Wellstart has been involved in numerous global breastfeeding initiatives including the Innocenti Declaration, the World Summit for Children, and the Baby Friendly Hospital Initiative. Programs are carried out both internationally and within the United States.

International Programs

Wellstart's *Lactation Management Education (LME) Program*, funded through USAID/Office of Nutrition, provides comprehensive education, with ongoing material and field support services, to multidisciplinary teams of leading health professionals. With Wellstart's assistance, an extensive network of Associates from more than 40 countries is in turn providing training and support within their own institutions and regions, as well as developing appropriate in-country model teaching, service, and resource centers.

Wellstart's *Expanded Promotion of Breastfeeding (EPB) Program*, funded through USAID/Office of Health, broadens the scope of global breastfeeding promotion by working to overcome barriers to breastfeeding at all levels (policy, institutional, community, and individual). Efforts include assistance with national assessments, policy development, social marketing including the development and testing of communication strategies and materials, and community outreach including primary care training and support group development. Additionally, program-supported research expands biomedical, social, and programmatic knowledge about breastfeeding.

National Programs

Nineteen multidisciplinary teams from across the U.S. have participated in Wellstart's lactation management education programs designed specifically for the needs of domestic participants. In collaboration with universities across the country, Wellstart has developed and field-tested a comprehensive guide for the integration of lactation management education into schools of medicine, nursing and nutrition. With funding through the MCH Bureau of the U.S. Department of Health and Human Services, the NIH, and other agencies, Wellstart also provides workshops, conferences and consultation on programmatic, policy and clinical issues for healthcare professionals from a variety of settings, e.g. Public Health, WIC, Native American. At the San Diego facility, activities also include clinical and educational services for local families.

Wellstart International is a designated World Health Organization Collaborating Center on Breastfeeding Promotion and Protection, with Particular Emphasis on Lactation Management Education.

For information on corporate matters, the LME or National Programs, contact:

Wellstart International Corporate Headquarters
4062 First Avenue tel: (619) 295-5192
San Diego, California 92103 USA fax: (619) 294-7787

For information about the EPB Program contact:

Wellstart International
3333 K Street NW, Suite 101 tel: (202) 298-7979
Washington, DC 20007 USA fax: (202) 298-7988
