

Mothers' Absolute Affection (MAA)

An intensified programme with an attempt to bring undiluted focus on promotion of breastfeeding, in addition to ongoing efforts through the health systems. This will be called: 'MAA' (Mothers' Absolute Affection) Programme. The Programme has been launched at the national level on 5th August 2016. States and UTs also launched the MAA Programme during the month of August 2016, after its national level launch.

Goal:

To revitalize efforts towards promotion, protection and support of breastfeeding practices through health systems to achieve higher breastfeeding rates.

Objectives:

Build an enabling environment for breastfeeding through awareness generation activities, targeting pregnant and lactating mothers, family members and society in order to promote optimal breastfeeding practices. Breastfeeding to be positioned as an important intervention for child survival and development.

Reinforce lactation support services at public health facilities through trained healthcare providers and through skilled community health workers.

To incentivize and recognize those health facilities that show high rates of breastfeeding along with processes in place for lactation management.