



CITY/DISTRICT NUTRITION PROGRAM COORDINATORS OF METRO MANILA ASSOCIATION, INC.

c/o National Nutrition Council-National Capital Region

Online IYCF Counseling Project Terms of Reference

A. Rationale

The City/District Nutrition Program Coordinators (C/DNPC) of Metro Manila Association, Inc. is an organization that is service and people oriented, which upholds the goals of the Philippine Plan of Action for Nutrition (PPAN), and serves as an information and education arm of the National Nutrition Council – National Capital Region (NNC-NCR). It is composed of public health Nutritionist-Dietitians from the seventeen (17) Local Government Units (LGUs) in Metro Manila.

On March 08, 2020, the country was placed in a State of Public Health Emergency due to Covid-19 through the Presidential Proclamation No. 922. Furthermore, Presidential Proclamation No. 929 declared the Philippines under a State of Calamity and imposed an Enhanced Community Quarantine (ECQ) throughout Luzon.

During this period, the NNC-NCR through its Facebook Page received many queries on breastfeeding. Also, there were a lot of online posts of mothers asking/requesting for formula milk and calls for milk donation. In response to the alarming situation, the NNC-NCR mobilized the Association to conduct IYCF counseling online since face-to-face counseling is difficult during the ECQ.

Infant and Young Child Feeding (IYCF) is a set of well-known and common recommendations for proper feeding of newborn and children under two years old. The World Health Organization and UNICEF recommend: (1) early initiation of breastfeeding within 1 hour of birth; (2) exclusive breastfeeding for the first 6 months of life; and (3) introduction of nutritionally adequate and safe complementary (solid) foods at 6 months together with continued breastfeeding up to 2 years of age or beyond.

As part of the campaign in promoting proper IYCF practices amidst the COVID-19 pandemic, the C/DNPC of Metro Manila Association with the assistance of NNC-NCR launched the Online IYCF Counseling Project on April 8, 2020 to help pregnant women and mothers/caregivers in their breastfeeding concerns as well as on complementary feeding practices for children six (6) months and above.

B. Objective

General Objective. To contribute to the prevention of stunting among children 0-23 months old by providing correct information on proper Infant and Young Child Feeding practices through online counseling.

Specific Objectives

1. To establish a counseling and referral system to help pregnant women and mothers/caregivers on their IYCF concerns for free.
2. To promote proper IYCF practices.

3. To implement, monitor, and evaluate the project that helps ensure the delivery of key services on the First 1000 Days.
4. To document all cases for possible compendium of good practices and possible replication in other LGUs in the country.

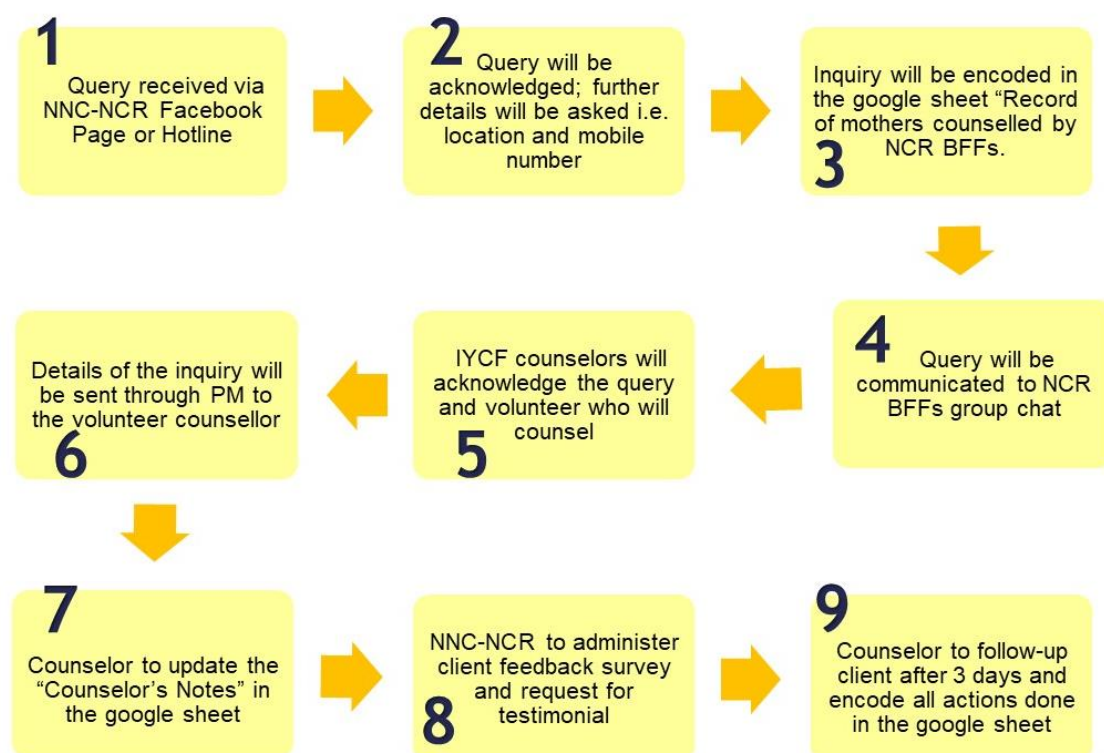
C. Counseling Process

1. Receipt of query
 - a. *Via NNC-NCR Facebook Page.* NNC-NCR personnel shall acknowledge the message and ask for additional information if needed. Information should include the inquirer's complete name, age, contact details, area of residence, pregnant or breastfeeding and problem or concern.
 - b. *Via Hotline.* Ms. Eileen Mercedita S. Guevara will forward the message to the NCR Breastfeeding Friends (BFF) Group Chat.

The IYCF counselors are called NCR Breastfeeding Friends or BFFs. They are members of the Association and are Nutritionist-Dietitians trained on IYCF who volunteered to provide online counseling for free.

2. Inquiry will be encoded on the google sheet "Record of mothers counseled by NCR BFFs" by NNC-NCR personnel. All BFFs have access to the google sheet.
3. NNC-NCR personnel or the moderator for the day to communicate the query to the NCR BFFs via the official Group Chat.
4. IYCF counselors will acknowledge the query forwarded in the group chat and volunteer who will counsel the client. Counselors are expected to be proactive in taking cases even if client is from a different LGU.
5. Details of the query will be sent through private message to the volunteer counselor.
6. Volunteer counselor shall update NNC-NCR on the status of counseling through the group chat. Once done with the counseling, counselor shall update the "Counselor's Notes" on the google sheet to include observations, recommendations given and notes for follow-up or if in need of referral to other services.
7. NNC-NCR personnel to administer the client feedback survey and request testimonial from the client.
8. Volunteer counselor to follow-up client after three (3) days, encode observations and actions taken on the google sheet.
9. NNC-NCR personnel to prepare social media card (SMC) on client's testimonials and post on the NNC-NCR Facebook Page.

Figure 1. Online IYCF Counseling



D. Operating Hours

The online counselling hours will be from 8:00 AM - 6:00 PM daily or case to case basis depending on the need and agreement between the counselor and the client.

E. Roles and Responsibilities

National Nutrition Council - NCR

1. Promote the project via its official Facebook Page.
2. Receive messages or queries of mommies and get details.
3. Encode in the google sheet tracker.
4. Monitor if the assigned "moderator" from the Association has seen the google sheet and forwarded the "cases" to the NCR BFFs.
5. Monitor if the BFFs encoded the counseling details on the google sheet tracker.
6. Report the group's accomplishments daily to NNC CO (which are also reported to DOH-CO).
7. Send message to client to ask for feedback on her counseling experience; follow-up her and her baby's condition/situation.
8. Request for testimonial from the mother and prepare SMC for posting on Facebook Page.
9. Remind BFFs to follow-up mother 3 days after counseling, check google sheet if information was encoded.
10. Assist the Association in documenting the project.
11. Provide technical guidance and link the Association with organizations interested in the project.

Moderator

1. Regularly check the Google sheet tracker for names of mothers needing counseling.
2. Forward the "case" to the NCR BFFs.
3. Ensure that the mother's case is taken/handled.
4. Encode in the google sheet tracker date of referral to BFF and name of BFF.
5. Ensure that all queries are taken.
6. Schedule of duty
 - a. Monday and Tuesday – Ms. Jenny Q. Arteta
 - b. Wednesday and Saturday – Mr. Fidel Baltazar P. dela Cruz
 - c. Thursday and Friday – Ms. Rhea G. Zulueta
 - d. Sunday – Ms. Meizl Joy E. Sincuya

NCR Breastfeeding Friends (BFFs)

1. Handle inquiries of mothers endorsed to the NCR BFFs Official Group Chat
2. Document questions raised by the mother and recommendations; encode on the google sheet tracker (Counselor's Notes, column N)
3. Follow-up the mother 3 days after counseling; encode in the Follow-up after counseling column the date of follow-up and findings from the mother (column O and P)
4. Encode additional/follow-up queries of mothers, if any.
5. Ask mother for permission to use her "thank you" message, if any, as testimonial for posting on the NNC-NCR FB Page, request for her photo with her baby.
6. Take photo documentation of counseling session.

F. Creation and Management of the C/DNPC Association Facebook Page

Since the Association has not yet established its Facebook Page and LGUs are still busy with COVID-19 responses on top of their regular nutrition activities, all counseling queries will pass through NNC-NCR for the meantime. Once the Association established its Facebook Page and can manage the queries on its own, NNC-NCR will turn-over the management of the online counseling project to the C/DNPC Association.

1. **Official Facebook Page.** A core group created by the Association with technical assistance from NNC-NCR, will create and maintain the Association's official Facebook Page.

1.1. Page Administration

The C/DNPC Association Facebook Page will be managed by the core group composed of the following with their specific tasks:

Page Role	Position/ Designation	Tasks
Super Administrator	President	<ul style="list-style-type: none">• Approve all information/material for posting in the C/DNPC Association Page• Oversee and lead the core group in the planning and conceptualization of daily post with original content.
Administrators	Vice President Secretary Ass. Secretary	<ul style="list-style-type: none">• Post/share health and nutrition related content.• Answer queries via inbox or comment section of posts.• Over-all management of the Facebook Page.

All members of the board of directors will be tapped for the conceptualization of daily posts with original content and other content for posting on the page.

1.2. Page Promotion

The Association BOD and its members will promote their official FB page by inviting their friends to like the FB page and continue promoting the online IYCF Counseling. The core group shall make the FB page active.

G. Support Activities

NCR BFFs and NNC-NCR shall conduct regular meetings to provide updates on the project and case management discussions to provide members with a venue to share their experiences, learnings and challenges encountered during online counseling. NNC-NCR will also assist in the project by facilitating the conduct of capacity building activities for the continuous improvement of skills set of NCR BFFs.

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