

## **II. Improvement of awareness and behavior/practice on IYCF of mothers and other caregivers**

- Communication activities will be conducted regularly through mass media: television, radio, newspapers, and journals...
- Communication campaigns such as “Breastfeeding Week”, “Nutrition and Development Week”, “Micronutrient Day” will be organized.
- Training courses to improve nutrition knowledge and practice of target groups (mothers, reproductive-aged women, caregivers) will be conducted.
- Nutrition clubs will be established in the population (such as the Club for Healthy child feeding, for breastfeeding, or “Nutrition for pregnant women" club...)
- Guidelines and other IEC materials on IYCF will be distributed to families.
- Healthy Baby Contest will be organized.
- Performance of proper weaning practice will be regularly conducted.
- The pilot model of “Baby Friendly Commune” will be developed and scaled up. The criterion of “Raising a health baby" will be integrated into the general criteria of good families and communes.