

Mission Motherhood® Messages for Household Members, Pregnancy and Baby <1 Year

Section 1: SMS Messages for Pregnancy

Month	Week No.	SMS Message	Notes to partners	References
2	5	Congratulations, there's a baby on the way! You can help the mother make sure her baby is healthy. Encourage her to visit the clinic often.	<p>This message establishes to the guardian that they can play a meaningful part in the mother's pregnancy and encourages early access to antenatal services.</p> <p>Find out what benefits and barriers there are to antenatal care in your community. Include these in the message where appropriate. Please remove any barriers/benefits that you do not think exist in your locality (e.g. the belief that telling someone about the pregnancy may result in harm.)</p> <p>A qualitative study in India highlighted the perception of pregnancy as a natural process that only warranted ANC when problems arose (Griffith & Stephenson 2001). This message explains that ANC is not only to treat complications BUT to detect them.</p> <p>*NEW: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks' gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks' gestation. This superseded the previous WHO recommendation of a minimum of 4 visits.</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO: factsheets.</p> <p>http://www.who.int/mediacentre/factsheets/fs290/en/</p> <p>WHO. Making pregnancy safer.</p> <p>http://www.who.int/making_pregnancy_safer/countries/soa.pdf</p> <p>DH. 2007. Maternity matters. London: Department of Health</p> <p>www.dh.gov.uk [pdf file, accessed September 2011]</p> <p>Lynn F, McNeill J, Alderdice F. 2010. Current trends in antenatal screening services: results from a regional survey. Ulster Med J 79(1):12-15</p> <p>NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed September 2011]</p> <p>Report of the UNICEF/WHO Regional Consultation. 1999. Prevention and Control of Iron Deficiency Anaemia in Women and Children. Geneva, Switzerland</p> <p>Overview of 12 by 12 Initiative. WHO, UNICEF.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p>

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			Please note that this is a very new recommendation and may not be implemented for some time. It is wise to check local ministry of health recommendations.	<p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>WHO (2013). World Health Statistics 2013 http://www.who.int/gho/publications/world_health_statistics/2013/en/</p> <p>Solarin & Black (2013). “They told me to come back”: Women’s Antenatal Care Booking Experience in Inner City Johannesburg. <i>Matern Child Health J</i> 17</p> <p>Simkhada et al (2008) factors affecting the utilization of antenatal care in developing countries: systematic review of the literature. <i>Journal of Advanced Nursing</i> 61 (3) http://onlinelibrary.wiley.com/doi/10.1111/j.1365-2648.2007.04532.x/pdf</p>
*NEW	5	Congratulations, the baby is on his way! He’s only about the size of a sesame seed, but he is already very busy growing.	Evidence shows that father’s involvement through pregnancy and the child’s early years has a positive impact on the child’s early development (Teitler 2001; Alio et al. 2011a,b; Yogman 2016; Raeburn 2014; Yogman 1982). If single families are the norm in your culture or fathers tend to work away adjust this message for householders, sister grandparents, or anyone else who can play a role in the care of mother and child.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. <i>J Pediatr Adolesc Gynecol.</i> 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. <i>J Community Health.</i> 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. <i>J Am Acad Child Adolesc Psychiatry.</i> 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father’s involvement, and the trajectories of child problem behaviors in a US national sample. <i>Arch Pediatr Adolesc Med.</i> 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father’s influences on child development: The evidence from two-parent families, <i>European Journal of Psychology of Education</i> 18(2): 211-288.</p>

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				<p>http://www.psy.miami.edu/faculty/dmessaging/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p> <p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. Am J Public Health. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers' Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. J Appl Dev Psychol. 2006;27(6):571–587</p>

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2	6	Remind the mother to take iron and folic-acid pills every day. She can get them free at the clinic. A healthy mother grows a healthy baby.	<p>Anaemia is the most common nutritional deficiency disorder in the world. 20% of maternal deaths are due to maternal iron-deficiency, anemia and stunting in women. (The Lancet: Khan, 2006)</p> <p>“Free pills” can work as a motivator, but only if iron and folic acid are freely available in your area.</p> <p>Stock-outs were a common challenge for iron supplementation (Maina-Gathigi L et al. 2013; WHO 2006)</p> <p>*New: Daily oral iron and folic acid supplementation with 30 mg to 60 mg of elemental iron and 400 µg (0.4 mg) of folic acid is recommended for pregnant women to prevent maternal anaemia, puerperal sepsis, low birth weight, and preterm birth (WHO 2016)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>http://www.who.int/nutrition/publications/en/ida_assessment_prevention_control.pdf</p> <p>Stoltzfus R.J. and Dreyfuss M.L. Guidelines for the Use of Iron Supplements to Prevent and Treat Iron Deficiency Anemia. International Nutritional Anemia Consultative Group (INACG)</p> <p>Essential Nutrition Actions - Improving Maternal-Newborn-Infant and Young Child Health and Nutrition. WHO. 2011</p> <p>Weekly Iron-Folic Acid Supplementation (WIFS) in Women of Reproductive Age: Its Role in Promoting Optimal Maternal and Child Health. WHO. 2009.</p> <p>Report of the UNICEF/WHO Regional Consultation. 1999.</p> <p>Prevention and Control of Iron Deficiency Anaemia in Women and Children. Geneva, Switzerland</p> <p>Overview of 12 by 12 Initiative. WHO, UNICEF.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p>

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			<p>*NEW: In areas where vitamin A deficiency is a severe public health problem, vitamin A supplementation in pregnancy is recommended for the prevention of night blindness (strong recommendation). (WHO 2016). So, if your area has a severe vitamin A deficiency problem, add reminder and motivational messages to encourage women to take vitamin A supplementation.</p>	<p>WHO.2001. Iron deficiency anaemia: Assessment, prevention and control, A guide for programme users.</p> <p>Essential Nutrition Actions - Improving Maternal-Newborn-Infant and Young Child Health and Nutrition. WHO. 2011</p> <p>Weekly Iron-Folic Acid Supplementation (WIFS) in Women of Reproductive Age: Its Role in Promoting Optimal Maternal and Child Health. WHO. 2009.</p> <p>Khan, Wojdyla et al (2006). 'WHO analysis of the causes of maternal death: a systematic review', Lancet, 367:1066-74.http://www.who.int/mediacentre/factsheets/fs348/en/</p> <p>Weekly Iron-Folic Acid Supplementation (WIFS) in Women of Reproductive Age: Its Role in Promoting Optimal Maternal and Child Health. WHO. 2009.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>WHO, Micronutrient deficiencies.</p> <p>http://www.who.int/nutrition/topics/ida/en/</p> <p>Department of Making Pregnancy Safer (2006) Iron and folate supplementation, Standards for Maternal and neonatal care</p> <p>http://www.who.int/reproductivehealth/publications/maternal_perinatal_health/iron_folate_supplementation.pdf</p> <p>Maina-Gathigi L et al. (2013) Utilization of folic acid and iron supplementation services by pregnant women attending an antenatal clinic at a regional referral hospital in Kenya. Matern Child Health J. 2013 Sep;17(7):1236-42. doi: 10.1007/s10995-012-1120-x. http://www.ncbi.nlm.nih.gov/pubmed/22907273</p> <p>Peña-Rosas JP et al. (2012) Effects and safety of preventive oral iron or iron + folic acid supplementation for women during pregnancy http://summaries.cochrane.org/CD004736/effects-and-safety-of-preventive-oral-iron-or-iron-folic-acid-supplementation-for-women-during-pregnancy#sthash.IFI3YQiu.dpuf</p>
*NEW	6	Your partner does not look pregnant yet, but big changes are happening inside her. Touch her stomach and say 'hello, I'm your father'!		<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p>

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2	7	Check the mother eats meat, beans, fruits and vegetables daily. She needs iodised salt,	Pick foods which are easily available in your area.	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p>

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		too. Eating well will help her have a healthy baby.	<p>Mention iodine supplements if iodised salt is not available. Adapt to suit local strategy for iodine deficiency prevention.</p> <p>Pregnant women should have a minimum iodine intake of 250 µg and maximum of 500 µg a day. Lack of iodine causes brain damage and thyroid function disorders in babies. (WHO 2007)</p> <p>Maternal undernutrition affects women's chances of surviving pregnancy. Serious maternal undernutrition is common in sub-Saharan Africa, South Asia and South-East Asia, and is critical in Bangladesh, Eritrea and India. Maternal and child undernutrition is the single leading cause of health loss worldwide. (UNICEF, 2008; Blössner and de Onis, 2005.)</p> <p>*New: Counselling about healthy eating and keeping physically active during pregnancy is recommended for pregnant women to stay healthy and to prevent excessive weight gain during pregnancy (WHO 2016).</p>	<p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2014). Feto – maternal nutrition and low birth weight. http://www.who.int/nutrition/topics/feto_maternal/en/ [Accessed on 1 May 2014]Seumo, E.F. and Abdallah F. Nutritional Counseling for Pregnant Women in Tanzania. USAID, ACCESS.</p> <p>Black R.E. et al. Maternal and child undernutrition: global and regional exposures and health consequences. <i>Lancet</i> 2008; 371: 243-60 doi: 10.1016/S0140-6736(07)61690-0 PMID:18207566</p> <p>FDA. Food Safety for Moms-to-Be- Educator's Resource Guide. www.cfsan.fda.gov/pregnancy.html</p> <p>Fisher, J., Tran, T., Biggs, B., Tran, T., Dwyer, T., Casey, G., et al. (2011). Iodine Status in Late Pregnancy and Psychosocial determinants of iodized salt use in rural Viet Nam. <i>Bulletin of World Health Organization</i> , 813-820.</p> <p>Kramer MS. Determinants of low birth weight: methodological assessment and meta-analysis. <i>Bull World Health Organ</i> 1987; 65: 663–737</p> <p>Kramer MS, Victora C. Low birth weight and perinatal mortality. In: Semba RD, Bloem MW, eds. <i>Nutrition and health in developing countries</i>. Humana Press, 2001</p> <p>Langiano, E. 2011. Food safety at home: knowledge and practices of consumers. <i>Journal of Public Health</i>: 1-11.</p> <p>UNICEF. (2008, October 1). Nutrition: Micronutrients - Iodine, Iron and Vitamin A. Retrieved November 14, 2011, from UNICEF: http://www.unicef.org/nutrition/index_iodine.html</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Victora CG et.al. Worldwide timing of growth faltering: Revisiting implications for interventions. <i>Pediatrics</i> 2010; 125:e473-e480.</p> <p>WHO/UNICEF. (2007). <i>Reaching Optimal Iodine Nutrition in Pregnant and Lactating Women and Young Children</i>. Geneva: World Health Organization.</p>

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				<p>World Health Organization. (2011). Nutrition: Micronutrient Deficiencies. Retrieved November 14, 2011, from WHO: http://www.who.int/nutrition/topics/idd/en/</p> <p>WHO. 2011. Background Paper 2 - A Review of health interventions with an effect on nutrition pdf, 1.51Mb</p> <p>UNICEF. (2008, October 1). Nutrition: Micronutrients - Iodine, Iron and Vitamin A. Retrieved November 14, 2011, from UNICEF: http://www.unicef.org/nutrition/index_iodine.html</p> <p>WHO/UNICEF. (2007). Reaching Optimal Iodine Nutrition in Pregnant and Lactating Women and Young Children. Geneva: World Health Organization.</p> <p>World Health Organization. (2011). Nutrition: Micronutrient Deficiencies. Retrieved November 14, 2011, from WHO: http://www.who.int/nutrition/topics/idd/en/</p> <p>WHO. 2007. 'Prevention and control of iodine deficiency in pregnant and lactating women and in children less than 2-years-old: conclusions and recommendations of the Technical Consultation', Public Health Nutrition, 10(12A): 1606-1611.; http://www.who.int/nutrition/publications/micronutrients/PHN10(12a).pdf</p>
*NEW	7	<p>Your partner may be tired, nauseous and feeling unwell This is common in early pregnancy. Support her and let her share any worries with you.</p>	<p>Higher levels of perceived support from their partners in the form of emotional closeness, intimacy, and greater perceived equity is associated with lower emotional distress (Rini et al. 2006; Cutrona 1996)</p> <p>Women who view their partner as not dependable or lacking in financial, emotional and instrumental support are more likely to view their pregnancy as unwanted (Kroelinger and Oths 2000)</p> <p>Partner involvement in pregnancy can help to relieve stress. This message encourages the father to help the mother. This message aims to encourage the father to be more aware of what the mother is going through and offer support</p>	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p>

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2	8	Reassure the mother that sickness early in pregnancy is common. gGinger or lemon tea may help soothe her stomach. Dry bread can help, too.	Between 70-80% of women will experience pregnancy sickness (Festin 2009; Matthews et al. 2010; NCCWCH 2008). It is not usually medically significant, but messages that reflect the woman's experience build trust in the SMS programme.	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Chuang, Chao-Hua et al, 2006. "Herbal Medicines Used During the First Trimester and Major Congenital Malformations: An Analysis of Data from a Pregnancy Cohort Study", <i>Drug Safety</i>, 29 (6): 537-548 (12).</p> <p>A A Opaneye, 1998. "Traditional medicine in Nigeria and modern obstetric practice: need for cooperation", <i>Central African Journal of Medicine</i>, 44(10):258-61.</p> <p>Thein , Koh et al., 1995. "Risk factors for birth defects in Singapore: a case control study". <i>Annals, Academy of Medicine, Singapore</i>. 24(3):421-7.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p>

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*NEW	8	Help your partner so she can rest. Take on a few extra chores like washing the dishes. Raising a child is teamwork after all.	If there are any particular chores that women in your community are required to do, which aren't safe for pregnant women, please add them.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404-409 PMID:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63-68 PMID:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510-1520 PMID:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p>

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3	9	Mosquitoes cause illnesses like malaria. Make sure the mother sleeps under an insecticide-treated bednet to prevent mosquito bites.	<p>Change to suit local malaria prevention strategy concerning IPT.</p> <p>*New: If you live in a malaria endemic region, add more messages on using insecticide treated nets. Mention that the nets need to be dipped in insecticide every 6 months.</p> <p>*New: Mention that pregnant women need at least 3 doses of intermittent preventive treatment with sulfadoxine-pyrimethamine (IPTp-SP). Dosing should start in the second trimester, and doses should be given at least one month apart [based on latest WHO (2016) guidelines]</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013a). World Malaria Report http://www.who.int/malaria/media/world_malaria_report_2013/en/</p> <p>WHO (2013b). Malaria in Pregnant Women http://www.who.int/malaria/areas/high_risk_groups/pregnancy/en/</p> <p>Arogundade, E. D. et al. 2011. Relationship between care-givers' misconceptions and non-use of ITNs by under-five Nigerian children. [Online]. Available on: http://www.malariajournal.com/content/10/1/170 [Accessed on 29 January 2014]</p>

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			<p>Nearly one million deaths were caused by malaria in 2008 globally - with pregnant women especially risk. (MCHIP-USAID; WHO, 2005)</p> <p>Over 2.5 billion people – over 40% of the world's population – are now at risk from dengue (WHO 2009).</p>	<p>CDC. 2012. Intermittent Preventive Treatment of Malaria for Pregnant Women (IPTp). [Online]. Available on: http://www.cdc.gov/malaria/malaria_worldwide/reduction/iptp.html [Accessed on 29 January 2014]</p> <p>Doctors without borders., 2012. Malaria. [Online]. Available on: http://www.msf.org.uk/malaria [Accessed on 28 January 2014]</p> <p>East African Community., 2014. Malaria Prevention and Control. [Online]. Available on: http://www.eac.int/health/index.php?option=com_content&id=95%3A-malaria-prevention-and-control&Itemid=32 [Accessed on 29 January 2014]</p> <p>Isa AY and Nwobodo EL (2009) 'Awareness and utilization of insecticide-treated mosquito nets among pregnant mothers at a tertiary health institution in north-western Nigeria' Niger J Med. 2009 Apr-Jun;18(2):175-8. http://www.ncbi.nlm.nih.gov/pubmed/19630324</p> <p>Falade et al. (2005/06). The influence of cultural perception of causation, complications and severity of childhood malaria on determinants of treatment and preventive pathways. Int Q Community Health Education 24 (4). http://www.ncbi.nlm.nih.gov/pubmed/17686690</p> <p>Morenkeji (2009). Perception and management of Malaria in secondary schools in a Nigerian city. Pakistan Journal of Medical Sciences 25 (3). http://www.pjms.com.pk/issues/aprjun209/article/SC1.html</p> <p>Mwenesi, H., Harpham, T., and Snow, R.W. (1995) Child malaria treatment practices among mothers in Kenya. Social Science and Medicine 40: 1271-1277.</p> <p>Nuwaha (2002). People's perception of malaria in Mbarara, Uganda. Tropical Medicine and International Health 7 (5) http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2002.00877.x/full</p> <p>NHS., 2013. Can I take Malaria tablets if I am pregnant? [Online]. Available on: http://www.nhs.uk/chq/Pages/2475.aspx?CategoryID=54 [Accessed on 29 January 2014]</p> <p>Nosten., F. and White., N., 2007. Artemisinin-Based Combination Treatment of Falciparum Malaria. [Online]. Available on: http://www.ncbi.nlm.nih.gov/books/NBK1713/pdf/pg181.pdf [Accessed on 28 January 2014]</p> <p>Roll Back Malaria., 2010. Economic costs of malaria. [Online]. Available on:</p>

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*NEW	9	Your partner is going through the hardest part of pregnancy. Show her you care by making her ginger tea in the morning to help with nausea.	<p><i>If there are any other sources of folic acid and protein which are easily available in your country, please add them</i></p> <p><i>Ginger tea can be replaced by a more locally relevant suggestion.</i></p>	Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734 Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407 Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997 Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834 Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessaging/c_c/rsrcs/rdgs/emot/LewisLamb2003.dads.pdf Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646 Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627

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3	10	Make sure the mother goes to the clinic for a check-up this week. Staff will do tests to check if she is well. She can go with a friend.	<p>*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks' gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks' gestation</p> <p>Transport issues (cost, availability, weather conditions) may prevent women accessing clinics. Women may need family permission or funding to get to the clinic. In South Africa, reasons for women booking late for antenatal care included: uncertainty about the usefulness of care, difficulty arranging child care and fears about the rudeness of staff. Adjust message to fit local issues. (WHO 2011; Jewkes et al. 1998)</p> <p>*New: Tetanus toxoid vaccination is recommended for all pregnant women, depending on previous tetanus vaccination exposure, to prevent neonatal mortality from tetanus (WHO 2016)</p> <p>*New: WHO (2016) recommends one ultrasound scan before 24 weeks' gestation. Remove mention of ultrasound scan if not yet routine in your locality.</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2011) The Partnership for Maternal, Newborn and Child Health. 2011. Millennium Development Goals; http://www.who.int/mediacentre/factsheets/fs290/en/</p> <p>NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed September 2011]</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>Khan, Wojdyla et al (2006). 'WHO analysis of the causes of maternal death: a systematic review', Lancet, 367:1066-74.</p> <p>R. Jewkes et al. 1998. Study of health care seeking practices of pregnant women in Cape Town, Report Four: Summary of Findings, Conclusions and Policy Action.</p> <p>Blencowe et al (2011). 'Clean Birth and Postnatal Care Practises to reduce neonatal deaths from sepsis and Tetanus: A Systematic Review and Delphi Estimation of Mortality Effect', BMC Public Health, 11 (3).</p> <p>WHO (2008), Managing puerperal sepsis.</p> <p>WHO, 2008. Tetanus: Immunisation, vaccines and biologicals. http://www.who.int/immunization/topics/tetanus/en/ accessed July 2012.</p>

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*NEW	10	Pregnancy can make your partner's moods go up and down now. Try not to take it personally. Just being there for her will make her happy.		<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012)The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms affect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p>

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				<p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p> <p>Glover V, O'Connor TG (2002). Effects of antenatal stress and anxiety: implications for development and psychiatry. <i>British Journal of Psychiatry</i> 180: 289-391.</p> <p>Kersten-Alvarez LE, Hosman CM, Riksen-Walraven JM, van Doesum KT, Smeekens S, Hoefnagels C. (2012). Early school outcomes for children of postpartum depressed mothers: comparison with a community sample. <i>Child Psychiatry Hum Dev</i>; 43: 201–18.</p> <p>Kvalevaag AL, Ramchandani PG, Hove O, Assmus J, Eberhard-Gran M, Biring E. (2013)Paternal mental health and socioemotional and behavioural development in their children. <i>Pediatrics</i>; 131: e463–69.</p> <p>Hadley C, Tegegn A, Tessema F, Asefa M, Galea S. (2008). Parental symptoms of common mental disorders and children's social, motor, and language development in sub-Saharan Africa. <i>Ann Hum Biol</i>; 35: 259–75.</p> <p>Hartley C, Pretorius K, Mohamed A, et al. (2010). Maternal postpartum depression and infant social withdrawal among human immunodeficiency virus (HIV) positive mother-infant dyads. <i>Psychol Health Med</i>; 15: 278–87.</p> <p>Koutra K, Chatzi L, Bagkeris M, Vassilaki M, Bitsios P, Kogevinas M. (2012). Antenatal and postnatal maternal mental health as determinants of infant neurodevelopment at 18 months of age in a mother-child cohort (Rhea Study) in Crete, Greece. <i>Soc Psychiatry Psychiatr Epidemiol</i>; 48: 1335–45</p> <p>Leis JA, Heron J, Stuart EA, Mendelson T. (2014). Associations between maternal mental health and child emotional and behavioural problems: does prenatal mental health matter? <i>J Abnorm Child Psychol</i>; 42(1): 161-171.</p> <p>Martins C, Gaff an EA. (2000). Effects of early maternal depression on patterns of infant-mother attachment: a meta-analytic investigation. <i>J Child Psychol Psychiatry</i>; 41: 737–46.</p> <p>Paulson JF, Keefe HA, Leiferman JA. (2009). Early parental depression and child language development. <i>J Child Psychol Psychiatry</i>; 50: 254–62.</p> <p>Pearson RM, Evans J, Kounali D, et al. (2013). Maternal depression during pregnancy and the postnatal period: risks and possible mechanisms for off spring depression at age 18 years. <i>JAMA Psychiatry</i>; 70: 1312–19.</p>

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				<p>Ramchandani PG, Stein A, O'Connor TG, Heron J, Murray L, Evans J. (2008). Depression in men in the postnatal period and later child psychopathology: a population cohort study. <i>J Am Acad Child Adolesc Psychiatry</i>; 47: 390–98.</p> <p>RCM [Royal College of Midwives], (2009). Maternal emotional wellbeing and infant development. A good practice guide for midwives. https://www.rcm.org.uk/sites/default/files/Emotional%20Wellbeing_Guide_WEB.pdf</p> <p>Sutter-Dallay AL, Murray L, Dequae-Merchadou L, Glatigny-Dallay E, Bourgeois ML, Verdoux H. (2011). A prospective longitudinal study of the impact of early postnatal vs chronic maternal depressive symptoms on child development. <i>Eur Psychiatry</i>; 26: 484–89.</p> <p>Stein A, Pearson RM, Goodman SH, et al. (2014). Effects of perinatal mental disorders on the fetus and child. <i>Lancet</i>; 384: 1800–19. http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(14)61277-0.pdf</p> <p>Talge et al. (2007). Antenatal maternal stress and long-term effects on child neurodevelopment: how and why? <i>J Child Psychol Psychiatry</i> 48(3-4): 245-261. https://www.ncbi.nlm.nih.gov/pubmed/17355398</p> <p>Tronick E, Reck C. (2009). Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Urech et al., 2010. Effects of relaxation on psychobiological wellbeing during pregnancy: a randomized controlled trial. https://www.ncbi.nlm.nih.gov/pubmed/20417038</p> <p>Velders FP, Dieleman G, Henrichs J, et al. (2011). Prenatal and postnatal psychological symptoms of parents and family functioning: the impact on child emotional and behavioural problems. <i>Eur Child Adolesc Psychiatry</i>, 20(7): 341-350.</p> <p>Vieten and Astin (2008). Effects of a mindfulness-based intervention during pregnancy on prenatal stress and mood: results of a pilot study. <i>Archives of Women's Mental Health</i>, 11(1): 67-74. https://link.springer.com/article/10.1007/s00737-008-0214-3</p> <p>WHO (2017). Maternal mental health. http://www.who.int/mental_health/maternal-child/maternal_mental_health/en/</p>

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3	11	<p>If the mother has a miscarriage, give her your support. It isn't her fault. Sadly, miscarriage is common early in pregnancy.</p> <p>Tell the mother that slight bleeding is not unusual. But if it comes with pain, it may be a miscarriage. Support her and go to the clinic.</p>	<p>Around a quarter of pregnant women have some sort of bleeding in the first trimester. (Weiss et al 2004, NGC 2005, Poulouse et al 2006)</p> <p>Although this is not unusual, it is important for a pregnant woman and the family to recognize the danger signs in pregnancy so she can be taken, when necessary, to a qualified health professional. Loss of blood in pregnancy can be a sign of a complication. USAID. Counselling Cards for Maternal and Neonatal Health</p> <p>Even though about one in four pregnancies ends in miscarriage, there's a lot that we still don't know about why it happens. That means that most women never find out the cause of their loss, even if they have investigations. Miscarriage Association.</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Miscarriage Association. Causes, tests and treatment. Accessed 25/07/2012</p> <p>http://www.miscarriageassociation.org.uk/information/causes-tests-and-treatment/</p> <p>K. Danielsson. 2008. After miscarriage: Medical facts and emotional support for pregnancy loss.</p>
*NEW	11	<p>Make sure the mother eats well. She needs some oily fish, nuts, seeds, eggs and chicken whenever she can.</p>	<p>If there are any other sources omega-3 essential fatty acids which are easily available in your country, please add them.</p>	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p>

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				<p>and language development in sub-Saharan Africa. <i>Ann Hum Biol</i>; 35: 259–75.</p> <p>Hartley C, Pretorius K, Mohamed A, et al. (2010). Maternal postpartum depression and infant social withdrawal among human immunodeficiency virus (HIV) positive mother-infant dyads. <i>Psychol Health Med</i>; 15: 278–87.</p> <p>Koutra K, Chatzi L, Bagkeris M, Vassilaki M, Bitsios P, Kogevinas M. (2012). Antenatal and postnatal maternal mental health as determinants of infant neurodevelopment at 18 months of age in a mother-child cohort (Rhea Study) in Crete, Greece. <i>Soc Psychiatry Psychiatr Epidemiol</i>; 48: 1335–45</p> <p>Leis JA, Heron J, Stuart EA, Mendelson T. (2014). Associations between maternal mental health and child emotional and behavioural problems: does prenatal mental health matter? <i>J Abnorm Child Psychol</i>; 42(1): 161–171.</p> <p>Martins C, Gaff an EA. (2000). Effects of early maternal depression on patterns of infant-mother attachment: a meta-analytic investigation. <i>J Child Psychol Psychiatry</i>; 41: 737–46.</p> <p>Paulson JF, Keefe HA, Leiferman JA. (2009). Early parental depression and child language development. <i>J Child Psychol Psychiatry</i>; 50: 254–62.</p> <p>Pearson RM, Evans J, Kounali D, et al. (2013). Maternal depression during pregnancy and the postnatal period: risks and possible mechanisms for offspring depression at age 18 years. <i>JAMA Psychiatry</i>; 70: 1312–19.</p> <p>Ramchandani PG, Stein A, O'Connor TG, Heron J, Murray L, Evans J. (2008). Depression in men in the postnatal period and later child psychopathology: a population cohort study. <i>J Am Acad Child Adolesc Psychiatry</i>; 47: 390–98.</p> <p>RCM [Royal College of Midwives], (2009). Maternal emotional wellbeing and infant development. A good practice guide for midwives. https://www.rcm.org.uk/sites/default/files/Emotional%20Wellbeing_Guide_WEB.pdf</p> <p>Sutter-Dallay AL, Murray L, Dequae-Merchadou L, Glatigny-Dallay E, Bourgeois ML, Verdoux H. (2011). A prospective longitudinal study of the impact of early postnatal vs chronic maternal depressive symptoms on child development. <i>Eur Psychiatry</i>; 26: 484–89.</p> <p>Stein A, Pearson RM, Goodman SH, et al. (2014). Effects of perinatal mental disorders on the fetus and child. <i>Lancet</i>; 384: 1800–19.</p>

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	12	Make sure the family washes their hands after using the toilet and before eating. This will keep germs away and keep the mother healthy.	In 2008, 2.6 billion people had no access to a hygienic toilet or latrine and 1.1 billion were defecating in the open. Inadequate sewerage spreads infections such as schistosomiasis, trachoma, viral hepatitis and cholera. A review of more than 30 studies found that handwashing with soap cuts the incidence of diarrhoea by nearly half. (Fewtrell, Kaufmann et al., 2005; WHO, 2011)	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. Van Wyk, R. 2007. "A review of health and hygiene promotion as part of sanitation delivery programmes to informal settlements in the City of Cape Town". CPUT Theses & Dissertations. Paper 48. http://dk.cput.ac.za/td_cput/48 Duse, AG et al. 2003. Coping with hygiene in South Africa, a water scarce country. <i>International Journal of Environmental Health Research</i> . Volume 13, Supplement 001: S95-S105.

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*NEW	12	Fathers can feel removed from the pregnancy in the early days. Help your partner relax by gently massaging her growing stomach every night.	This message offers advice on how the fathers can feel more involved.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p>

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3	13	See that the mother drinks plenty of clean boiled water every day and eats an extra mouthful of food at each meal. This will keep her strong.	<p>*New: Counselling about healthy eating and keeping physically active during pregnancy is recommended for pregnant women to stay healthy and to prevent excessive weight gain during pregnancy (WHO 2016).</p> <p>Water pollution, unsafe water handling and storage of water compounds are some of the serious problems remain in many developing countries (UNICEF 2013).</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO. 2014. Health through safe drinking water and basic sanitation.</p>

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			<p>Water often can be made safe to drink by boiling, adding disinfectants, or filtering (CDC 2013). But if there is a method more appropriate for your community, substitute it with boiling.</p> <p>An estimated 2 million yearly diarrhoeal deaths are related to unsafe water, sanitation, and hygiene - majority among children under 5. (WHO 2004)</p>	<p>http://www.who.int/water_sanitation_health/mdg1/en/ [Accessed on 27 May 2014]</p> <p>WHO. 2014. United Nations Synthesis Report on Arsenic in Drinking Water. http://www.who.int/water_sanitation_health/dwq/arsenicun3.pdf?ua=1 [Accessed on 27 May 2014]</p> <p>WHO. 2014. Progress on Drinking Water and Sanitation. http://apps.who.int/iris/bitstream/10665/112727/1/9789241507240_eng.pdf?ua=1 [Accessed on 27 May 2014]</p> <p>WHO. 2004. Water, Sanitation and Hygiene. Links to Health: Facts and Figures</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
*NEW	13	Smoke harms your baby. Try to smoke outside the house so the mother is not affected. It's a good habit for when the baby comes too.	Among the toxic substances cigarettes contain, nicotine is one of the key ingredients known to have adverse effects on fetal growth (Lambers and Clark, 1996). This message encourages the father to see a link between his smoking and possible adverse outcomes for the baby.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288.</p>

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				<p>http://www.psy.miami.edu/faculty/dmessaging/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p> <p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. Am J Public Health. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers' Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. J Appl Dev Psychol. 2006;27(6):571–587</p>

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4	14	Make sure the mother doesn't eat non-foods such as soil. They may harm the baby. Many pregnant women crave non-foods during pregnancy.	<p>Pica may be more common than we assume (ranging from 6%-38%). Many may not report pica because they are ashamed to report. So pica needs to be addressed in a non-judgemental tone.</p> <p>*New: Counselling about healthy eating and keeping physically active during pregnancy is recommended for pregnant women to stay healthy and to prevent excessive weight gain during pregnancy (WHO 2016).</p> <p>*New: WHO recommends giving 500 mg mebendazole (deworming) to every woman once in 6 months, but not in the first trimester. (WHO 2016, 2015). This is a context specific recommendation, so recommend deworming pills only if there is a high incidence (greater than 20%) of soil-transmitted helminthic infections.</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Blössner and de Onis, 2005. "Malnutrition - Quantifying the health impact at national and local levels", Environmental Burden of Disease Series, No. 12. WHO: Geneva.</p> <p>Seumo, E.F. and Abdallah F. Nutritional Counseling for Pregnant Women in Tanzania. USAID, ACCESS.</p> <p>Black R.E. et al. Maternal and child undernutrition: global and regional exposures and health consequences. Lancet 2008; 371: 243-60 doi: 10.1016/S0140-6736(07)61690-0 pmid:18207566</p> <p>WHO. 2011. Background Paper 2 - A Review of health interventions with an effect on nutrition pdf. 1.51Mb</p> <p>"Progress for Children - A Report Card on Maternal Mortality". UNICEF, No. 7, September 2008</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Walker ARP et al. (1985) Nausea and vomiting, cravings and aversions during pregnancy in South African women. British Journal of Obstetrics and Gynaecology 92,484-489.</p>

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*NEW	14	The mother needs to feel safe at home. Don't let anyone treat her badly, shout at her, beat her or make her do things she doesn't want.	Norms related to male authority, acceptance of wife beating, and female obedience affect the overall level of abuse in different settings (The World Bank, 2017). Domestic violence, specifically wife beating is still an acceptable norm in many developing countries (Gurmu and Endale, 2017; Yoshikawa et al., 2014).	<p>Bauer, H., Rodriguez, M., Quiroga, S., and Flores-Ortiz, Y. (2000). Barriers to Health Care for Abused Latina and Asian Immigrant Women." Journal of Health Care for the Poor and Underserved. 11(1): 33-44. https://www.ncbi.nlm.nih.gov/pubmed/10778041</p> <p>Chandrasekaran, V., Krupp, K., George, R., et. al. (2007). Determinants of domestic violence among women attending an human immunodeficiency virus voluntary counselling and testing center in Bangalore, India. Indian Journal of Medical Sciences 61(5): 253-262. https://www.ncbi.nlm.nih.gov/pubmed/17478955</p> <p>Gurmu E. and Endale S. (2017). Wife beating refusal among women of reproductive age in urban and rural Ethiopia. BMC Int Health Hum Rights, 17(6). https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5356412/</p> <p>Pathfinder International (2009). Annual Report.</p> <p>Shah PS and Shah J (2010) Maternal Exposure to Domestic Violence and Pregnancy and Birth Outcomes: A Systematic Review and Meta-Analyses, Journal of Women's Health. November 2010, 19(11): 2017-2031. https://doi.org/10.1089/jwh.2010.2051</p> <p>The World Bank (2017). Violence against women and girls. http://www.worldbank.org/en/topic/socialdevelopment/brief/violence-against-women-and-girls</p>

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4	15	Encourage the mother not to smoke or drink alcohol while pregnant. It could harm her baby. Ask her family to smoke outside, too.	<p>*New: WHO (2016) guidelines recommend that health-care providers should ask all pregnant women about their use of alcohol and other substances (past and present) as early as possible in the pregnancy and at every antenatal care visit.</p> <p>*New: WHO (2016) guidelines recommend that health-care providers should ask all pregnant women about their tobacco use (past and present) and exposure to second-hand smoke as early as possible in the pregnancy and at every antenatal care visit.</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Seumo, E.F. and Abdallah F. Nutritional Counseling for Pregnant Women in Tanzania. USAID, ACCESS.</p> <p>Black R.E. et al. Maternal and child undernutrition: global and regional exposures and health consequences. <i>Lancet</i> 2008; 371: 243-60 doi: 10.1016/S0140-6736(07)61690-0 PMID:18207566</p> <p>Victora CG et.al. Worldwide timing of growth faltering: Revisiting implications for interventions. <i>Pediatrics</i> 2010; 125:e473-e480.</p>

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			<p>WHO recommends smoking interventions such as counselling and behaviour change therapy. Check what services are available in your area and add them to the messages.</p> <p>Smoking and drinking alcohol by pregnant women is associated with low birthweight and premature birth, as well as higher rates of illness, breathing problems, and sudden infant death syndrome (SIDS). Can also result in birth defects.(WHO, 2011)</p>	<p>Kramer MS. Determinants of low birth weight: methodological assessment and meta-analysis. <i>Bull World Health Organ</i> 1987; 65: 663–737</p> <p>Kramer MS, Victora C. Low birth weight and perinatal mortality. In: Semba RD, Bloem MW, eds. <i>Nutrition and health in developing countries</i>. Humana Press, 2001</p> <p>WHO. 2011. Background Paper 2 - A Review of health interventions with an effect on nutrition pdf, 1.51Mb http://www.who.int/nutrition/publications/en/ida_assessment_prevention_control.pdf</p> <p>UNICEF. (2008, October 1). Nutrition: Micronutrients - Iodine, Iron and Vitamin A. Retrieved November 14, 2011, from UNICEF: http://www.unicef.org/nutrition/index_iodine.html</p> <p>WHO/UNICEF. (2007). <i>Reaching Optimal Iodine Nutrition in Pregnant and Lactating Women and Young Children</i>. Geneva: World Health Organization.</p> <p>World Health Organization. (2011). Nutrition: Micronutrient Deficiencies. Retrieved November 14, 2011, from WHO: http://www.who.int/nutrition/topics/idd/en/</p> <p>WHO. 2007. 'Prevention and control of iodine deficiency in pregnant and lactating women and in children less than 2-years-old: conclusions and recommendations of the Technical Consultation', <i>Public Health Nutrition</i>, 10(12A): 1606-1611.; http://www.who.int/nutrition/publications/micronutrients/PHN10(12a).pdf</p>
*NEW	15	Is your partner feeling a bit more cheerful now? It's a good time to do enjoyable things together. Why don't you go for a walk together?	Being active helps reduce backache, pelvic pain, constipation and fatigue (Nascimento et al., 2012; Wright, 2010). Walking has been shown to facilitate positive affect (Miller and Krizan, 2016).	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p>

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4	16	Keep the mother healthy by making sure she only eats fresh, well-cooked food. Food that is left out or raw is full of germs. It could make her sick.	<p>*New: Counselling about healthy eating and keeping physically active during pregnancy is recommended for pregnant women to stay healthy and to prevent excessive weight gain during pregnancy (WHO 2016).</p> <p>The home setting is considered the first place in which foodborne diseases develop, due to poor personal and/or environmental hygiene with an increased risk of infection (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006;</p>	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. Van Wyk, R. 2007. "A review of health and hygiene promotion as part of sanitation delivery programmes to informal settlements in the City of Cape Town". CPUT Theses & Dissertations. Paper 48. http://dk.cput.ac.za/td_cput/48 Duse, AG et al. 2003. Coping with hygiene in South Africa, a water scarce country. <i>International Journal of Environmental Health Research</i> . Volume 13, Supplement 001: S95-S105.

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*NEW	16	The mother's bump is beginning to show. Tell her how beautiful she looks and how much you care about her. It will make her very happy.	Being pregnant and putting on weight may lower the mother's self-esteem.	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic</i></p>

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4	17	Being pregnant makes the mother tired. She needs extra care. Make sure the family members share her work and give her time to rest.	<p>Taking time to rest and relax was urged by midwives from a midwife convention in Durban. Not getting enough rest can lead to complications due to exhaustion and dehydration.</p> <p>In Nepal mothers often skipped ANC appointments because they viewed their work load as heavy and unavoidable. Found that some mothers in law prioritised work over their daughter-in-laws health. (B. Simkhada et al 2010)</p> <p>Women in North-east Brazil often continue their agricultural work during late pregnancy. This has been linked to decreased birth weight. Lima et al. (1999).</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Williams MA, Miller RS, Qiu C et al. 2010. Associations of early pregnancy sleep duration with trimester-specific blood pressures and hypertensive disorders in pregnancy. <i>SLEEP</i> 33(10):1363-71</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>Lima et al. 1999. Influence of heavy agricultural work during pregnancy on birthweight in North-East Brazil. <i>International Journal of Epidemiology</i> vol.28</p>

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*NEW	17	Almost every man feels a range of emotions about becoming a father. It may help to talk to your own father or friends with children.	Paternal antenatal depression is associated with: - Poor socioemotional and behavioural development of children at age 36 months (Kvalevaag et al., 2014).	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p>

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5	18	Help the mother cope with dizziness by asking her to rest, eat regular snacks and take iron pills. Stock up on pills before they run out.	<p>Stock-outs were a common challenge for iron supplementation (Maina-Gathigi L et al. 2013; WHO 2006)</p> <p>20% of maternal deaths are due to maternal iron-deficiency anaemia and stunting in women. In India - 88% of pregnant and 74% of non-pregnant women are affected. In Africa - 50% of pregnant and 40% of non-pregnant women are anaemic.(The Lancet, 2006)</p> <p>*New: Counselling about healthy eating and keeping physically active during pregnancy is recommended for pregnant women to stay healthy and to prevent excessive weight gain during pregnancy (WHO 2016).</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Bothamley J, Boyle M. 2009. Medical conditions affecting pregnancy and childbirth. Oxford: Radcliffe Publishing, 31-49</p> <p>CKS. 2008. Anaemia - Iron deficiency. Clinical Knowledge Summaries, Clinical topic. www.cks.library.nhs.uk [Accessed January 2010]</p> <p>Murray I, Hassall J. 2009. Change and adaptation in pregnancy. In: Fraser DM, Cooper MA. eds. Myles Textbook for Midwives. 15th ed. Edinburgh: Churchill Livingstone, 189-225</p> <p>NHS Choices. 2008. Fainting. NHS Choices, Health A-Z. www.nhs.uk [Accessed January 2010]</p> <p>Rodriguez A, Bohlin G, Lindmark G. 2001. Symptoms across pregnancy in relation to psychosocial and biomedical factors. Acta Obstet Gynecol Scand80(3): 213-23</p> <p>Maina-Gathigi L et al. (2013) Utilization of folic acid and iron supplementation services by pregnant women attending an antenatal clinic at a regional referral hospital in Kenya. Matern Child Health J. 2013 Sep;17(7):1236-42. doi: 10.1007/s10995-012-1120-x. http://www.ncbi.nlm.nih.gov/pubmed/22907273</p> <p>Peña-Rosas JP et al. (2012) Effects and safety of preventive oral iron or iron + folic acid supplementation for women during pregnancy</p>

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*NEW	18	Let the mother know that you're there for her. If she's upset, talk to her and be supportive. Suggest she speaks to a health worker, too.	Higher levels of perceived support from their partners in the form of emotional closeness, intimacy, and greater perceived equity is associated with lower emotional distress (Rini et al. 2006; Cutrona 1996)	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p>

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				WHO (2017). Maternal mental health. http://www.who.int/mental_health/maternal-child/maternal_mental_health/en/
5	19	Find out the mother's blood type at the clinic. Then find people who match. This may save her life if she bleeds heavily after the birth.	Nearly 34% of maternal deaths in Africa and more than 30% in Asia are due to PPH. (MCHIP-USAID)	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. Lynn F, McNeill J, Alderdice F. 2010. Current trends in antenatal screening services: results from a regional survey. <i>Ulster Med J</i> 79(1):12-15 NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed May 2011] RCOG. 2003. Prevention of early onset neonatal group B streptococcal disease. Royal College of Obstetricians and Gynaecologists, Green-top guideline, 36. London: RCOG press. www.rcog.org.uk [pdf file, accessed May 2011] Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID WHO (2008) Universal access to safe blood transfusion.
*NEW	19	Take a gentle walk with your partner every day. Talk about your day and your baby. It will help you bond with each other and with your baby.	Paternal antenatal depression is associated with: - Poor socioemotional and behavioural development of children at age 36 months (Kvalevaag et al., 2014).	Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i> ; 20: 1019–40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i> ; 28: 696–702. Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i> , (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.

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5	20	Encourage the mother to pay attention to her baby's movements. Take her to the clinic if the movements slow or stop.	<p>*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks’ gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks’ gestation.</p> <p>*New: In populations where calcium intake is low, calcium supplementation as part of the antenatal care is recommended for the prevention of preeclampsia in pregnant women, particularly among those at higher risk of developing hypertension, from 20 weeks</p>	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013b) Guideline: Calcium Supplementation in Pregnant Women. http://www.who.int/making_pregnancy_safer/countries/soa.pdf Arulkumaran S, Anandakumar C, Wong YC, et al. 1989. Evaluation of maternal perception of sound-provoked fetal movement as a test of antenatal fetal health. <i>Obstet Gynecol</i> 73(2):182-6

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			<p>gestation (WHO 2013b). So If calcium supplementation is recommended in your setting, mention this and send regular reminders in your messages. Also, women must be encouraged not to take calcium pills together with iron pills. They should be taken several hours apart.</p> <p>Inappropriate response to fetal movements is one of top reasons for stillbirth in South Africa (WHO; Making Pregnancy Safer)</p> <p>Apart from being an element indicating fetal life, fetal movements are associated with embryo-fetal health. A marked reduction or interruption of such movements should suggest health problems or even fetal death. CLAP/WR-PAHO/WHO 2009</p>	<p>Chutiwongse S, Tannirandorn Y, Sukcharoen N, et al. 1991. Maternal perception of sound-provoked fetal movement as a test of antepartum fetal wellbeing. J Med Assoc Thai 74(5):257-63</p> <p>Gillieson M, Dunlap H, Nair R, et al. 1984. Placental site, parity, and date of quickening. Obstet Gynecol 64(1):44-5</p> <p>Heazell AEP, Froen JF. 2008. Methods of fetal movement counting and the detection of fetal compromise. J Obstet Gynaecol 28(2):147-54</p> <p>Hijazi ZR, East CE. 2009. Factors affecting maternal perception of fetal movement. Obstet Gynecol Surv 64(7):489-97</p> <p>Holm Tveit JV, Saastad E, Stray-Pedersen B, et al. 2009. Maternal characteristics and pregnancy outcomes in women presenting with decreased fetal movements in late pregnancy. Acta Obstet Gynecol Scand Nov 2, epub ahead of print.</p> <p>Mangesi L, Hofmeyr GJ. 2007. Fetal movement counting for assessment of fetal wellbeing. Cochrane Database of Systematic Reviews (1):CD004909.mrw.interscience.wiley.com [pdf file, accessed December 2009]</p> <p>NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman.National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed December 2009]</p> <p>Olesen AG, Svare JA, 2004. Decreased fetal movements: background, assessment, and clinical management, Acta Obstet Gynecol Scand 83(9):818-26</p> <p>O'Sullivan O, Stephen G, Martindale E, et al. 2009. Predicting poor perinatal outcome in women who present with decreased fetal movements J Obstet Gynaecol 29(8):705-10</p> <p>Tveit JV, Saastad E, Stray-Pederson B, et al. 2009. Reduction of late stillbirth with the introduction of fetal movement information and guidelines - a clinical quality improvement. BMC Pregnancy Childbirth 9:32. www.ncbi.nlm.nih.gov [pdf file, accessed December 2009]</p> <p>de Vries JI, Fong BF. 2006. Normal fetal motility: an overview. Ultrasound Obstet Gynecol 27(6):701-11</p> <p>WHO (2013). Calcium supplementation in pregnant women. http://apps.who.int/iris/bitstream/10665/85120/1/9789241505376_eng.pdf?ua=1 [Accessed on 2 May 2014]</p>

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*NEW	20	When you are in bed about to sleep, rub the mother's stomach and talk to the baby. Tell him all about your day, and ask him how his was.	This message offers advice on how the fathers can feel more involved.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessaging/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p>

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5	21	If the mother is ill or in pain, get to the clinic. She may need treatment. Vomiting, fever, pain and bleeding are signs of a problem.	In South Africa no antenatal care was the topmost reason for stillbirths. In 2010 just over half of all pregnant women made the WHO-recommended minimum of four antenatal visits. In Africa and South-East Asia less than half of all births had skilled assistance. (WHO; making pregnancy safer)	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. Baker P (Ed). 2006. Obstetrics by ten teachers. 18th edition. London: Arnold BDA. 2007. Fluid – why you need it and how to get enough. British Dietetic Association. www.bda.uk.com [pdf file, accessed September 2011] Cahill AG, Bastek JA, Stamilio DM et al. 2008. Minor trauma in pregnancy--is the evaluation unwarranted? <i>Am J Obstet Gynecol</i> . 2008 Feb;198(2):208.e1-5. Crafter H. 2009. Problems of pregnancy. In: Fraser DM, Cooper MA. eds. <i>Myles Textbook for Midwives</i> . 15th ed. Edinburgh: Churchill Livingstone, 333-359 Gaufberg S. 2008. Abruptio Placentae. <i>emedicine</i> . www.emedicine.medscape.com [Accessed September 2011] Murray I, Hassall J. 2009. Change and adaptation in pregnancy. In: Fraser DM, Cooper MA, eds. <i>Myles Textbook for Midwives</i> . 15th ed. Edinburgh: Churchill Livingstone, 189-225 NCCWCH. 2007. Intrapartum care: care of healthy women and their babies during childbirth. National Collaborating Centre for Women's and Children's Health (NCCWCH). London: RCOG Press. www.rcog.org.uk [pdf file, accessed September 2011] NCCWCH. 2008a. Diabetes in pregnancy management of diabetes and its complications from preconception to the postnatal period. National Collaborating Centre for Women's and Children's Health (NCCWCH). London: NICE. www.nice.org.uk [pdf file, accessed August 2011] NCCWCH. 2008b. Routine antenatal care for healthy pregnant women. www.nice.org.uk [pdf file, accessed September 2011] PRODIGY. 2008. Nausea and vomiting in pregnancy: Clinical topic. www.prodigy.clarity.co.uk [Accessed September 2011]

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*NEW	21	Always treat the mother with respect. Never use violence. This can harm the mother and the baby. It may cause her to be born too early or weak.	Maternal exposure to domestic violence was associated with significantly increased risk of low birth weight and preterm birth (Shah and Shah 2010).	<p>Bauer, H., Rodriguez, M., Quiroga, S., and Flores-Ortiz, Y. (2000). Barriers to Health Care for Abused Latina and Asian Immigrant Women." <i>Journal of Health Care for the Poor and Underserved</i>. 11(1): 33-44. https://www.ncbi.nlm.nih.gov/pubmed/10778041</p> <p>Chandrasekaran, V., Krupp, K., George, R., et. al. (2007). Determinants of domestic violence among women attending an human immunodeficiency virus voluntary counselling and testing center in Bangalore, India. <i>Indian Journal of Medical Sciences</i> 61(5): 253-262. https://www.ncbi.nlm.nih.gov/pubmed/17478955</p> <p>Gurmu E. and Endale S. (2017). Wife beating refusal among women of reproductive age in urban and rural Ethiopia. <i>BMC Int Health Hum Rights</i>, 17(6). https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5356412/</p> <p>Pathfinder International (2009). Annual Report.</p> <p>Shah PS and Shah J (2010) Maternal Exposure to Domestic Violence and Pregnancy and Birth Outcomes: A Systematic Review and Meta-</p>

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6	22	Ease the mother's backache with a massage. Try supporting her bump with pillows when she lies down, too. This will make her comfortable.		<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>BAP. 2010. Consensus statement on evidence-based treatment of insomnia, parasomnias and circadian rhythm disorders. British</p>

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*NEW	22	Will I make a good father? You are not alone, every father-to-be worries. Talk to friends who are fathers. Ask them about their experience.	Paternal antenatal depression is associated with: - Poor socioemotional and behavioural development of children at age 36 months (Kvalevaag et al., 2014).	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) Mental capital through life Challenge Report, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p>

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6	23	Make sure anyone in the family with TB gets treated. TB can make pregnant women very sick. A cough that lasts and chest pain are signs of TB.	An estimated 1.7 million people died from TB in 2009. The highest number of deaths was in the Africa Region. (WHO, 2011)	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013) Global Tuberculosis Report. http://apps.who.int/iris/bitstream/10665/91355/1/9789241564656_eng.pdf?ua=1 WHO (2014) Guidance for national tuberculosis programmes on the management of tuberculosis in children, Second edition; http://apps.who.int/iris/bitstream/10665/112360/1/9789241548748_eng.pdf?ua=1&ua=1 WHO (2013) Guideline: Nutritional care and support from patients with Tuberculosis; http://apps.who.int/iris/bitstream/10665/94836/1/9789241506410_eng.pdf?ua=1 WHO (2012) Recommendations for investigating contacts of persons with infectious tuberculosis in low- and middle-income countries http://apps.who.int/iris/bitstream/10665/77741/1/9789241504492_eng.pdf?ua=1 WHO (2013) Systematic screening for active tuberculosis: principles and recommendations. http://apps.who.int/iris/bitstream/10665/84971/1/9789241548601_eng.pdf?ua=1 WHO (2009) WHO policy on TB infection control in health-care facilities, congregate settings and households. http://whqlibdoc.who.int/publications/2009/9789241598323_eng.pdf?ua=1

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*NEW	23	Can you feel the baby kicking? Think about what life will be like when they are born and plan what you need to do now, to keep your child safe.	This message offers advice on what the father can do to avoid stress later	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrcs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p>

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6	24	Make plans now for the mother to have her baby at a clinic or with a trained birth attendant. It is the safest way.	<p>Local adaptation for whether baby will be had at a clinic or hospital.</p> <p>30-40% of infections resulting in neonatal sepsis deaths are transmitted at the time of childbirth (Blencowe et al, 2011)</p> <p>Every year an estimated 30 million newborns acquire infection (MCHIP-USAID)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>http://www.who.int/nutrition/publications/en/ida_assessment_prevention_control.pdf</p> <p>Black R.E. et al. Maternal and child undernutrition: global and regional exposures and health consequences. Lancet 2008; 371: 243-60 doi: 10.1016/S0140-6736(07)61690-0 PMID:18207566</p> <p>Blössner and de Onis, 2005. “Malnutrition - Quantifying the health impact at national and local levels”, Environmental Burden of Disease Series, No. 12. WHO: Geneva.</p> <p>Seumo, E.F. and Abdallah F. Nutritional Counseling for Pregnant Women in Tanzania. USAID, ACCESS.</p> <p>Stoltzfus R.J. and Dreyfuss M.L. Guidelines for the Use of Iron Supplements to Prevent and Treat Iron Deficiency Anemia. International Nutritional Anemia Consultative Group (INACG)</p> <p>“Progress for Children - A Report Card on Maternal Mortality”. UNICEF, No. 7, September 2008</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Essential Nutrition Actions - Improving Maternal-Newborn-Infant and Young Child Health and Nutrition. WHO. 2011</p> <p>Weekly Iron-Folic Acid Supplementation (WIFS) in Women of Reproductive Age: Its Role in Promoting Optimal Maternal and Child Health. WHO. 2009.</p>

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*NEW	24	Your baby can hear the sounds of the world now. Talk and sing to her. Her little heart may start beating faster when she hears your voice!	This message aims to help the father bond with his baby	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p>

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6	25	Every baby's life is precious - girls and boys. Keep the baby healthy by making sure the mother has beans, lentils and meat, and iron pills.	<p>*New: Counselling about healthy eating and keeping physically active during pregnancy is recommended for pregnant women to stay healthy and to prevent excessive weight gain during pregnancy (WHO 2016).</p> <p>*New: WHO (2015) advice: Address local misconceptions about taking iron, for example, making more blood will make bleeding worse, iron will cause too large a baby).</p> <p>*New: WHO (2015) advice on iron supplementation: Iron tablets help you feel less tired. You need to continue iron supplementation even if you feel much better and stronger.</p> <p>*New: In populations where calcium intake is low, calcium supplementation as part of the antenatal care is recommended for the prevention of preeclampsia in pregnant women, particularly among those at higher risk of developing hypertension, from 20 weeks</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013b) Guideline: Calcium Supplementation in Pregnant Women.</p> <p>http://www.who.int/mediacentre/factsheets/fs290/en/</p> <p>http://www.who.int/making_pregnancy_safer/countries/soa.pdf</p> <p>DH. 2007. Maternity matters. London: Department of Health</p> <p>www.dh.gov.uk [pdf file, accessed September 2011]</p> <p>Lynn F, McNeill J, Alderdice F. 2010. Current trends in antenatal screening services: results from a regional survey. Ulster Med J 79(1):12-15</p> <p>NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed September 2011]</p>

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			<p>gestation (WHO 2013b). So If calcium supplementation is recommended in your setting, mention this and send regular reminders in your messages. Also, women must be encouraged not to take calcium pills together with iron pills. They should be taken several hours apart.</p> <p>20% of maternal deaths are due to maternal iron-deficiency anaemia and stunting in women. In India - 88% of pregnant and 74% of non-pregnant women are affected. In Africa - 50% of pregnant and 40% of non-pregnant women are anaemic. (The Lancet, 2006)</p> <p>Maternal malnutrition affects women's chances of surviving pregnancy and the incidence of low birth-weight babies. Serious maternal malnutrition is common in sub-Saharan Africa, South Asia and South-East Asia, and is critical in Bangladesh, Eritrea and India. Maternal and child malnutrition is the single leading cause of health loss worldwide. (Blossner and de Onis, 2005)</p> <p>Motivational message designed to emphasise the importance of both male and female babies. This message also highlights the importance of caring for the mother.</p> <p>Remove reference to meat in vegetarian communities. Change foods to those available locally.</p>	<p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID. WHO. The Partnership for Maternal, Newborn and Child Health. 2011. Millennium Development Goals; http://www.who.int/mediacentre/factsheets/fs290/en/ NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed September 2011]</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID. Khan, Wojdyla et al (2006). 'WHO analysis of the causes of maternal death: a systematic review', Lancet, 367:1066-74. R. Jewkes et al. 1998. Study of health care seeking practices of pregnant women in Cape Town, Report Four: Summary of Findings, Conclusions and Policy Action.</p>
*NEW	25	You are going to be a father to a son or a daughter. They are both very special. Girls need just	Though life for the girl child is steadily improving, many are still subjected to horrific practices, such as female genital mutilation, son preference – often resulting in female infanticide – as well as child marriage, sexual exploitation and abuse. Girls are also	<p>CARMMA, The Girl Child and Reproductive, Maternal, Newborn and Child Health (Policy Brief) http://www.carmma.org/resource/girl-child-and-reproductive-maternal-newborn-and-child-health-policy-brief</p>

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		as much love from their fathers as boys do.	more likely to experience discrimination in food allocation and healthcare, and are often outpaced and outranked by boys in all spheres of life. (UNWomen)	<p>Equality Now (2014) Protecting the girl child: Using the law to end child, early and forced marriage and related human rights violations. https://www.equalitynow.org/sites/default/files/Protecting_the_Girl_Child.pdf</p> <p>Fledderjohann J et al. (2014) Do Girls Have a Nutritional Disadvantage Compared with Boys? Statistical Models of Breastfeeding and Food Consumption Inequalities among Indian Siblings. PLoS One. 2014; 9(9): e107172. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4167551/ http://www.un.org/millenniumgoals/2014%20MDG%20report/MDG%202014%20English%20web.pdf</p> <p>Pillai VK and Jeyle Ortiz-Rodriguez (2015) Child Malnutrition and Gender Preference in India: The Role of Culture, Health Science Journal Vol. 9 No. 6:8 http://www.hsj.gr/medicine/child-malnutrition-and-gender-preference-in-india-the-role-of-culture.pdf</p> <p>The World Health Organization supports reducing pregnancy under the age of 20. See Adolescent Pregnancy Fact sheet N°364, May 2012, accessible at http://www.who.int/mediacentre/factsheets/fs364/en/</p> <p>UN (2014) MDG report 2014</p> <p>UN Women, The Beijing Platform for Action, “The Girl Child” http://beijing20.unwomen.org/en/in-focus/girl-child#facts</p> <p>UNFPA (2012), “Marrying Too Young, End Child Marriage,” p. 13, available at http://www.unfpa.org/webdav/site/global/shared/documents/publications/2012/MarryingTooYoung.pdf</p> <p>UNICEF, https://www.unicef.org/sowc07/docs/sowc07_panel_3_3.pdf</p>
6	26	Make sure the mother gets to her next check-up this week. Suggest the family starts saving	*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks’ gestation, with subsequent contacts taking place at 20, 26, 30,	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p>

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		money for other check-ups and the birth, too.	<p>34, 36, 38 and 40 weeks' gestation. This supersedes the previous recommendation of 4 ANC visits.</p> <p>In South Africa no antenatal care was the topmost reason for stillbirths. In 2010 just over half of all pregnant women made the WHO-recommended minimum of four antenatal visits. In Africa and South-East Asia less than half of all births had skilled assistance. (WHO; making pregnancy safer).</p> <p>In accordance with WHO guidelines but fit to meet local ANC expectations.</p>	<p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Lang, J. B. and Elkin, E. D. (1997), A Study of the Beliefs and Birthing Practices of Traditional Midwives in Rural Guatemala. <i>Journal of Midwifery & Women's Health</i>, 42: 25–31.</p> <p>Goldie SJ, Sweet S, 2010. Alternative Strategies to Reduce Maternal Mortality in India: A Cost-Effectiveness Analysis. <i>PLoS Med</i> 7(4): e1000264.</p> <p>Mathai, M. (2011), To ensure maternal mortality is reduced, quality of care needs to be monitored and improved alongside increasing skilled delivery coverage rates. <i>BJOG: An International Journal of Obstetrics & Gynaecology</i>, 118: 12–14.</p> <p>Chuku, S.N. 2008. Low Birth Weight in Nigeria: Does Antenatal Care Matter? Institute of Social Studies, The Hague, The Netherlands.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>Mathai, M. (2011), To ensure maternal mortality is reduced, quality of care needs to be monitored and improved alongside increasing skilled delivery coverage rates. <i>BJOG: An International Journal of Obstetrics & Gynaecology</i>, 118: 12–14.</p> <p>Khan KS, Wojdyla D, Say L, Gulmezoglu AM, Van Look PF (2006). 'WHO analysis of causes of maternal death: a systematic review', <i>Lancet</i>, 367: 1066–74.</p>
*NEW	26	Finding it hard to deal with the changes in your life? Don't suffer in silence. Chat to your partner, family or friends about your worries.	Paternal antenatal depression is associated with: - Poor socioemotional and behavioural development of children at age 36 months (Kvalevaag et al., 2014).	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p>

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6	27	If the mother has swollen hands and feet, encourage her to rest with her feet up. Swelling is caused by the weight of the baby.	Taking time to rest and relax was urged in many midwife messages from a midwife convention in Durban. Not getting enough rest can lead to complications due to exhaustion and dehydration In Nepal mothers often skipped ANC appointments because they viewed their work load as heavy and unavoidable. Found that some mothers in law prioritised work over their daughter-in-laws health. (B. Simkhada et al 2010). Oedema is not a serious problem, but it is common in pregnancy. Referring to it will help the mother to build a relationship with the SMS programme.	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. CKS. 2008. Dyspepsia: pregnancy associated. Clinical Knowledge Summaries, Clinical topic. www.cks.nhs.uk [Accessed May 2011] NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed May 2011] NHS Choices. 2010. Indigestion (dyspepsia) in pregnancy. NHS Choices, Health A-Z. www.nhs.uk [Accessed May 2011]

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*NEW	27	Spend some time with other people who have a little baby. You can talk about birth and babies and get plenty of tips on how to cope.	Supportive social interactions may be protective against stressors and certain mental and physical illness, while social isolation may be a powerful stressor. Social isolation induces behavioral and neuroendocrine responses relevant to depression (Grippe et al., 2007).	Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i> ; 20: 1019–40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i> ; 28: 696–702. Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i> , (London: Foresight Mental Capital and Wellbeing Project, 2008) p20. Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i> , 109(9), 1566-1575. http://www.sciencedirect.com/science/article/pii/S0002822309007688 Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i> . https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/ Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i> , 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i> ; 53: 632–40. Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06. 59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i> ; 17: 147–56.

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				WHO (2017). Maternal mental health. http://www.who.int/mental_health/maternal-child/maternal_mental_health/en/
7	28	Look out for signs of diabetes. Tiredness, thirst and blurred vision are signs. Take the mother to the clinic if you spot them.	<p>Make necessary local changes concerning whether tests will definitely be performed.</p> <p>Diabetes can cause neonatal hyperglycaemia and jaundice. Can also lead to complicated birth due to larger baby. This is a growing problem in low resource settings. (Bellamy L et al, 2009)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Bellamy L, Casas J, Hingorani AD, et al. 2009. Type 2 diabetes mellitus after gestational diabetes: a systematic review and meta-analysis. Lancet 373 (9677): 1773-1779</p> <p>CEMACH. 2007. Diabetes in pregnancy: are we providing the best care? Findings of a national enquiry. Confidential Enquiry into Maternal and Child Health. www.cemach.org.uk [pdf file, accessed August 2010]</p> <p>DH. 2001. National Service Framework for Diabetes. Department of Health. www.dh.gov.uk [pdf file, accessed August 2010]</p> <p>Dempsey JC, Sorensen TK, Williams MA, et al. 2004. Prospective Study of Gestational Diabetes Mellitus Risk in Relation to Maternal Recreational Physical Activity before and during Pregnancy. American Journal of Epidemiology 159(7): 663-6</p> <p>NCCWCH. 2008. Diabetes in pregnancy management of diabetes and its complications from preconception to the postnatal period. National Collaborating Centre for Women's and Children's Health (NCCWCH). London: RCOG Press. www.nice.org.uk [pdf file, accessed August 2010]</p> <p>NHS Choices. 2010. Gestational diabetes: introduction. How common is gestational diabetes? www.nhs.co.uk [accessed August 2010]</p> <p>Tieu J, Crowther CA, Middleton P. 2008. Dietary advice in pregnancy for preventing gestational diabetes mellitus. Cochrane Database of Systematic Reviews, Issue 2. Art. No.: CD006674. www.mrw.interscience.wiley.com [Accessed August 2010]</p> <p>Hadlock FP, Yogesh PS, Kanon DJ, Lindsey JV. 1992. Fetal crown-rump length: Re-evaluation of relation to menstrual age (5-18 weeks) with high-resolution real-time US. Radiology 182(2):501-5</p> <p>Hill M. 2009. Development week by week. University of New South Wales Embryology. embryology.med.unsw.edu.au [Accessed August 2009]</p>

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				Medline Plus Medical Encyclopedia. www.nlm.nih.gov
*NEW	28	Feel how your baby moves. This is your son or daughter in there! You can start getting to know your child even before the birth.	This message encourages the father to feel the baby's movements and bond with the bump.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20I.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p>

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7	29	Look out for sudden swelling in the mother's hands, feet and face. These are signs of a problem. Get her to a clinic fast if you spot them.	<p>*New: In populations where calcium intake is low, calcium supplementation as part of the antenatal care is recommended for the prevention of preeclampsia in pregnant women, particularly among those at higher risk of developing hypertension, starting from 20 weeks' gestation (WHO 2013b). So If calcium supplementation is recommended in your setting, mention this and send regular reminders in your messages. Also encourage women not to take calcium pills together with iron pills. They should be taken several hours apart.</p> <p>[Based on guidance from WHO (2013b)]</p> <p>Hypertension, along with haemorrhage, account for the largest proportion of maternal deaths in developing countries (Khan et al, 2006).</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013b) Guideline: Calcium Supplementation in Pregnant Women.</p> <p>Bujold E, Roberge S, Lacasse Y, Bureau M, Audibert F, Marcoux S, Forest JC, Giguère Y. Prevention of preeclampsia and intrauterine growth restriction with aspirin started in early pregnancy: a meta-analysis. Obstet Gynecol. 2010 Aug;116(2 Pt 1):402-14</p> <p>Prof Gus Dekker MD, Prof Baha Sibai MD; Primary, secondary, and tertiary prevention of pre-eclampsia The Lancet, Volume 357, Issue 9251, Pages 209 - 215, 20 January 2001</p> <p>Hofmeyr GJ, Duley L, Atallah A. Dietary calcium supplementation for prevention of pre-eclampsia and related problems: a systematic review and commentary. BJOG 2007;114:933–43.</p> <p>Meads CA, Cnossen JS, Meher S, Juarez-Garcia A, ter Riet G, Duley L, et al. Methods of prediction and prevention of pre-eclampsia: systematic reviews of accuracy and effectiveness literature with economic modelling. Health Technology Assessment 2008 12(6):1-270</p> <p>Okafor UV, Efetie RE. Critical care management of eclampsia: challenges in an African setting. Trop Doct. 2008 Jan; 38(1):11-3.</p> <p>Peng, CT. 2008. Review: Calcium Supplementation During Pregnancy Reduces the Risk of Pre-Eclampsia. EBM. (13:8), 38</p> <p>Dr D Wilhelm Steyn, Hein J Odendaal; Randomised controlled trial of ketanserin and aspirin in prevention of pre-eclampsia; The Lancet, Volume 350, Issue 9087, Pages 1267 - 1271, 1 November 1997</p> <p>BMJ. 2009. Pre-eclampsia: patient leaflet. BMJ Publishing Group.</p>

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*NEW	29	Aches and pains may make your wife short-tempered. Show her your love and always treat her with respect. She is busy growing your baby!	A study in India found that 42% of all female respondents reported experiencing some type of violence, with 29% reporting physical violence and 69% reporting psychological abuse (Chandrasekaran et al. 2007).	<p>Bauer, H., Rodriguez, M., Quiroga, S., and Flores-Ortiz, Y. (2000). Barriers to Health Care for Abused Latina and Asian Immigrant Women." Journal of Health Care for the Poor and Underserved. 11(1): 33-44. https://www.ncbi.nlm.nih.gov/pubmed/10778041</p> <p>Chandrasekaran, V., Krupp, K., George, R., et. al. (2007). Determinants of domestic violence among women attending an human immunodeficiency virus voluntary counselling and testing center in Bangalore, India. Indian Journal of Medical Sciences 61(5): 253-262. https://www.ncbi.nlm.nih.gov/pubmed/17478955</p> <p>Gurmu E. and Endale S. (2017). Wife beating refusal among women of reproductive age in urban and rural Ethiopia. BMC Int Health Hum Rights, 17(6). https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5356412/</p> <p>Pathfinder International (2009). Annual Report.</p> <p>Shah PS and Shah J (2010) Maternal Exposure to Domestic Violence and Pregnancy and Birth Outcomes: A Systematic Review and Meta-</p>

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				<p>Analyses, Journal of Women's Health. November 2010, 19(11): 2017-2031. https://doi.org/10.1089/jwh.2010.2051</p> <p>The World Bank (2017). Violence against women and girls. http://www.worldbank.org/en/topic/socialdevelopment/brief/violence-against-women-and-girls</p> <p>Unite for Sight (2015). Violence and domestic violence in developing countries. http://www.uniteforsight.org/gender-power/module3</p> <p>UN Women (2017). Facts and figures: Ending violence against women. http://www.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures</p> <p>WHO, Department of Reproductive Health and Research, London School of Hygiene and Tropical Medicine, South African Medical Research Council (2013). <i>Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence</i>. http://www.who.int/reproductivehealth/publications/violence/9789241564625/en/</p> <p>WHO (2016). Violence against women. http://www.who.int/mediacentre/factsheets/fs239/en/</p> <p>Yoshikawa K., Shakya T. M., Poudel K. C., Jimba M. (2014). Acceptance of Wife Beating and Its Association with Physical Violence towards Women in Nepal: A Cross-Sectional Study Using Couple's Data. http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0095829</p>
7	30	Clinic birth is safest. Find out the fastest way to get there when it's time. Organise transport, money, and have enough airtime on phones.	<p>Make necessary local changes about where you would suggest having baby - whether at a clinic, hospital etc.</p> <p>WHO recommends that the mother have a social supporter with her during labour. We have only mentioned early labour here in case mothers are not allowed people with them. If the mother is allowed</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p>

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			<p>someone with her during delivery, add this to later messages.</p> <p>If the clinic / hospital is a long way away from the clinic, the family should take that into account, and leave enough time to get there before labour.</p> <p>*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks' gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks' gestation. This supersedes the previous recommendation of 4 ANC visits.</p>	<p>Lang, J. B. and Elkin, E. D. (1997), A Study of the Beliefs and Birthing Practices of Traditional Midwives in Rural Guatemala. <i>Journal of Midwifery & Women's Health</i>, 42: 25–31.</p> <p>Goldie SJ, Sweet S, 2010. Alternative Strategies to Reduce Maternal Mortality in India: A Cost-Effectiveness Analysis. <i>PLoS Med</i> 7(4): e1000264.</p> <p>Mathai, M. (2011), To ensure maternal mortality is reduced, quality of care needs to be monitored and improved alongside increasing skilled delivery coverage rates. <i>BJOG: An International Journal of Obstetrics & Gynaecology</i>, 118: 12–14.</p> <p>Chuku, S.N. 2008. Low Birth Weight in Nigeria: Does Antenatal Care Matter? Institute of Social Studies, The Hague, The Netherlands.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Mathai, M. (2011), To ensure maternal mortality is reduced, quality of care needs to be monitored and improved alongside increasing skilled delivery coverage rates. <i>BJOG: An International Journal of Obstetrics & Gynaecology</i>, 118: 12–14.</p> <p>Khan KS, Wojdyla D, Say L, Gulmezoglu AM, Van Look PF (2006). 'WHO analysis of causes of maternal death: a systematic review', <i>Lancet</i>, 367: 1066–74.</p>
*NEW	30	Your little one is safe and warm inside the mother. Talk or sing to her so she knows her father is nearby and will look after her.	This message encourages the father to bond with the bump.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. <i>J Pediatr Adolesc Gynecol</i>. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. <i>J Community Health</i>. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. <i>J Am Acad Child Adolesc Psychiatry</i>. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development,</p>

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				<p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. Am J Public Health. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers’ Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. J Appl Dev Psychol. 2006;27(6):571–587</p> <p>Raeburn P. Do Fathers Matter? New York, NY: Farrar, Straus, Giroux; 2014</p> <p>Teitler JO. Father involvement, child health and maternal health behavior. Child Youth Serv Rev. 2001;23(4–5):403–425</p> <p>Wysocki T, Gavin L. Psychometric properties of a new measure of fathers’ involvement in the management of pediatric chronic diseases. J Pediatr Psychol. 2004;29(3):231–240pmid:15131140</p> <p>Yogman MW. Development of the father-infant relationship. In: Fitzgerald H, Lester BM, Yogman MW, eds. Theory and Research in Behavioral Pediatrics. Vol 1. New York, NY: Plenum Press; 1982:221–279</p> <p>Yogman MW. Games fathers and mothers play with their infants. Infant Ment Health J. 1981;2:241–248</p> <p>Yogman YW, Lester BM, Hoffman J. Behavioral and cardiac rhythmicity during mother-father-stranger infant social interaction. Pediatr Res. 1983;17(11):872–876</p>
8	31	Living far away from the clinic? Get the mother to stay with a friend close to the clinic 2-3 weeks before due date so she is not late.	*New: WHO(2015) advice: If living far from the facility, the woman should go 2-3 weeks before baby due date and stay either at the maternity waiting home or with family or friends near the facility. If There is a maternity waiting home facility in your area, please encourage the mother to stay in the maternity waiting home.	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p>

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			12.1% of stillbirths were caused because of a delay in seeking medical attention during labour in South Africa (WHO).	RCOG. 2008b. When your waters break early (preterm prelabour rupture of membranes): information for you. Royal College of Obstetricians and Gynaecologists. www.rcog.org.uk [pdf file, accessed April 2010] McCormick C. 2009. The first stage of labour: physiology and early care. In: Fraser DM, Cooper MA. eds. Myles Textbook for Midwives. 15th ed. Edinburgh: Churchill Livingstone, 457-75 Walsh D. 2004. Care in the first stage of labour. In: Henderson C, McDonald S. eds. Mayes' midwifery. 13th edition. London: Bailliere Tindall, 428-57. WHO http://www.who.int/mediacentre/factsheets/fs290/en/
*NEW	31	Worried about your baby's future? Give her a good start in life by loving and caring for her. That's what it means to be a good father.	This message reassures the father and encourages him to care for the child.	Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734 Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407 Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997 Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834 Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf

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				<p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p> <p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. Am J Public Health. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers' Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. J Appl Dev Psychol. 2006;27(6):571–587</p> <p>Raeburn P. Do Fathers Matter? New York, NY: Farrar, Straus, Giroux; 2014</p>

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8	32	Encourage the mother to breastfeed straight away. The first milk isn't dirty, but is creamy with goodness. It's the best food for the baby.	<p>Immediate and exclusive breastfeeding has been identified as important for child nutrition. Is safest nutritional option. (MCHIP, USAID/WHO)</p> <p>Globally less than 40% of infants under six months of age are exclusively breastfed. Adequate breastfeeding support for mothers and families could save many young lives. (WHO)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>American Academy of Pediatrics. 2004. Breastfeeding and the Use of Human Milk. Pediatrics 115:2. 496-506</p> <p>UNICEF and WHO. 2009. SECTION 3: BREASTFEEDING PROMOTION AND SUPPORTIN A BABY-FRIENDLY HOSPITAL: A 20-HOUR COURSE FOR MATERNITY STAFF.</p> <p>WHO.2011. Essential Nutrition Actions: Improving Maternal-Newborn Infant and Young Child Health and Nutrition.</p> <p>WHO.2010. WHO Technical Consultation on Postpartum and Postnatal Care.</p> <p>WHO.2003. Global Strategy for Infant and Young Child Feeding.</p> <p>WHO. 2002 NUTRIENT ADEQUACY OF EXCLUSIVE BREASTFEEDING FOR THE TERM INFANT DURING THE FIRST SIX MONTHS OF LIFE.</p> <p>WHO.2001. REPORT OF THE EXPERT CONSULTATION ON THE OPTIMAL DURATION OF EXCLUSIVE BREASTFEEDING.</p>
*NEW	32	Having a baby is life-changing. Now is a good time to think about the adjustments you will	This message helps to prepare the father for the changes ahead.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic</p>

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		need to make when your baby arrives.		<p>disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessinger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based</p>

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				<p>longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p> <p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. Am J Public Health. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers' Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. J Appl Dev Psychol. 2006;27(6):571–587</p> <p>Raeburn P. Do Fathers Matter? New York, NY: Farrar, Straus, Giroux; 2014</p> <p>Teitler JO. Father involvement, child health and maternal health behavior. Child Youth Serv Rev. 2001;23(4–5):403–425</p> <p>Wysocki T, Gavin L. Psychometric properties of a new measure of fathers' involvement in the management of pediatric chronic diseases. J Pediatr Psychol. 2004;29(3):231–240pmid:15131140</p> <p>Yogman MW. Development of the father-infant relationship. In: Fitzgerald H, Lester BM, Yogman MW, eds. Theory and Research in Behavioral Pediatrics. Vol 1. New York, NY: Plenum Press; 1982:221–279</p> <p>Yogman MW. Games fathers and mothers play with their infants. Infant Ment Health J. 1981;2:241–248</p> <p>Yogman YW, Lester BM, Hoffman J. Behavioral and cardiac rhythmicity during mother-father-stranger infant social interaction. Pediatr Res. 1983;17(11):872–876</p>

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8	33	Baby needs to be warm. Have warm towels ready and encourage the mother to hold the baby against her skin. Check for draughts, too.	<p>Hypothermia at birth is one of the most important risk factors for morbidity and mortality in newborn infants of all birth weights and gestational ages. Prevention and management of hypothermia is one of the key interventions for reducing neonatal mortality and morbidity. According to UNICEF, such interventions can help reduce neonatal mortality or morbidity by 18%–42% (McCall et al, 2010).</p> <p>According to UNICEF, kangaroo mother care (skin to skin) is a key intervention in reducing neonatal mortality and morbidity. KMC was associated with a reduction in the risk of mortality, sepsis, hypothermia and length of hospital stay. (Conde-Agudelo et al, 2011 ; UNICEF, 2007)"</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>McCall EM, Alderdice F, Halliday HL, Jenkins JG, Vohra S. (2010) Interventions to prevent hypothermia at birth in preterm and/or low birthweight infants. Cochrane Database of Systematic Reviews http://www.who.int/features/factfiles/breastfeeding/en/</p> <p>Butte, N.F. et al. 2002. Nutrient Adequacy of Exclusive Breastfeeding for the Term Infant During the First Six Months of Life. WHO.</p> <p>Carfoot S, Williamson P R, Dickson R. Centre for Reviews and Dissemination; A systematic review of randomized controlled trials evaluating the effect of mother/baby skin-to-skin care on successful breast feeding.</p> <p>Conde-Agudelo A, Belizán JM, Diaz-Rossello J. Kangaroo mother care to reduce morbidity and mortality in low birth weight infants. Cochrane Database of Systematic Reviews 2011, Issue 3. Art. No.: CD002771. DOI: 0.1002/14651858.CD002771.pub2</p> <p>Cramer K, Wiebe N, Hartling L, Crumley E, Vohra S.; Heat loss prevention: a systematic review of occlusive skin wrap for premature neonates; Complementary and Alternative Research and Education Program, Department of Paediatrics, University of Alberta, Alberta, Canada.</p> <p>Ferber, Makhoul IR. 2004. Pediatrics. 113(4):858-65.; The effect of skin-to-skin contact (kangaroo care) shortly after birth on the neurobehavioral responses of the term newborn: a randomized, controlled trial.</p> <p>Hartley. P. 2008. Neonatal Thermoregulation; http://www.ceufast.com/courses/63/63.htm</p> <p>Lawn JE, Mwansa-Kambafwile J, Horta BL, Barros FC, Cousens S. Centre for Reviews and Dissemination; 'Kangaroo mother care' to prevent neonatal deaths due to preterm birth complications</p> <p>Moore ER, Anderson GC, Bergman N. Early skin-to-skin contact for mothers and their healthy newborn infants. Cochrane Database of Systematic Reviews 2007, Issue 3. Art. No.: CD003519. DOI: 10.1002/14651858.CD003519.pub2;</p>

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*NEW	33	Boys and girls are both special and deserve to be treated equally. Give your baby, boy or girl, all the food, education and love they need.	<p>In India, compared with boys, girls had lower consumption of fresh milk by 14% and breast milk by 21%. Each additional month of breastfeeding was associated with a 24% lower risk of mortality (Fledderjohann J et al. 2014). Pillai Ortiz-Rodriguez (2015) found gender disparities in stunting levels in children under 5 in India. They deduced that gender preference for boys bears a net negative effect on the stunting level of girls.</p> <p>Girls often start working at an earlier age than boys, especially in the rural areas. Girls also tend to do more work in the home than boys. As a result of adherence to traditional gender roles, many girls are denied their right to an education or may suffer the triple burden of housework, schoolwork and work outside the home, paid or unpaid (UNICEF).</p>	<p>CARMMA, The Girl Child and Reproductive, Maternal, Newborn and Child Health (Policy Brief)</p> <p>http://www.carmma.org/resource/girl-child-and-reproductive-maternal-newborn-and-child-health-policy-brief</p> <p>Equality Now (2014) Protecting the girl child: Using the law to end child, early and forced marriage and related human rights violations.</p> <p>https://www.equalitynow.org/sites/default/files/Protecting_the_Girl_Child.pdf</p> <p>Fledderjohann J et al. (2014) Do Girls Have a Nutritional Disadvantage Compared with Boys? Statistical Models of Breastfeeding and Food Consumption Inequalities among Indian Siblings. PLoS One. 2014; 9(9): e107172.</p> <p>https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4167551/</p> <p>http://www.un.org/millenniumgoals/2014%20MDG%20report/MDG%202014%20English%20web.pdf</p> <p>Pillai VK and Jeyle Ortiz-Rodriguez (2015) Child Malnutrition and Gender Preference in India: The Role of Culture, Health Science Journal Vol. 9 No. 6:8 http://www.hsj.gr/medicine/child-malnutrition-and-gender-preference-in-india-the-role-of-culture.pdf</p>

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				<p>The World Health Organization supports reducing pregnancy under the age of 20. See Adolescent Pregnancy Fact sheet N°364, May 2012, accessible at http://www.who.int/mediacentre/factsheets/fs364/en/</p> <p>UN (2014) MDG report 2014</p> <p>UN Women, The Beijing Platform for Action, “The Girl Child” http://beijing20.unwomen.org/en/in-focus/girl-child#facts</p> <p>UNFPA (2012), “Marrying Too Young, End Child Marriage,” p. 13, available at http://www.unfpa.org/webdav/site/global/shared/documents/publications/2012/MarryingTooYoung.pdf</p> <p>UNICEF, https://www.unicef.org/sowc07/docs/sowc07_panel_3_3.pdf</p>
8	34	Remind the mother to go to her next check-up. Prepare for an emergency birth. Get clean water, soap, string and a sharp tool to cut the cord.	*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks’ gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks’ gestation. This supersedes the previous recommendation of 4 ANC visits.	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO. 2011. Essential Interventions, Commodities and Guidelines for Reproductive, Maternal, Newborn and Child Health.</p> <p>WHO (2006), Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice http://whqlibdoc.who.int/publications/2006/924159084X_eng.pdf?ua=1</p>
*NEW	34	Plan to be an involved father. Helping to look after your tiny baby builds the base for a good long-term relationship with your child.	Prenatal involvement and residence at birth are the strongest predictors of paternal involvement by the time a child reached 5 years (Yogman et al., 2016).	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p>

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				<p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics.</p>

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				<p>2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p> <p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. <i>Am J Public Health</i>. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers’ Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. <i>J Appl Dev Psychol</i>. 2006;27(6):571–587</p> <p>Raeburn P. Do Fathers Matter? New York, NY: Farrar, Straus, Giroux; 2014</p> <p>Teitler JO. Father involvement, child health and maternal health behavior. <i>Child Youth Serv Rev</i>. 2001;23(4–5):403–425</p> <p>Wysocki T, Gavin L. Psychometric properties of a new measure of fathers’ involvement in the management of pediatric chronic diseases. <i>J Pediatr Psychol</i>. 2004;29(3):231–240pmid:15131140</p> <p>Yogman MW. Development of the father-infant relationship. In: Fitzgerald H, Lester BM, Yogman MW, eds. <i>Theory and Research in Behavioral Pediatrics</i>. Vol 1. New York, NY: Plenum Press; 1982:221–279</p> <p>Yogman MW. Games fathers and mothers play with their infants. <i>Infant Ment Health J</i>. 1981;2:241–248</p> <p>Yogman YW, Lester BM, Hoffman J. Behavioral and cardiac rhythmicity during mother-father-stranger infant social interaction. <i>Pediatr Res</i>. 1983;17(11):872–876</p>
8	35	You and the family need to know danger signs of birth: fever, bleeding, fitting and difficult breathing mean the mother needs clinic help.	<p>In Africa and South-East Asia less than half of all births had skilled assistance. (WHO)</p> <p>Hypertension and haemorrhage account for the largest proportion of maternal deaths in developing countries. (Khan et al 2006).</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Alderdice F, McKenna D, Dornan J. 2003. Techniques and materials for skin closure in caesarean section. <i>Cochrane Database of Systematic</i></p>

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*NEW	35	Nurture your baby even before the birth. Care for the mother. Think about the baby inside her and plan all the things you will do as a father.	Prenatal involvement and residence at birth are the strongest predictors of paternal involvement by the time a child reached 5 years (Yogman et al., 2016).	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p>

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9	36	This week, get the mother to her check-up and prepare for the birth. She may need to continue taking iron pills after the baby's birth.	<p>*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks' gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks' gestation. This supersedes the previous recommendation of 4 ANC visits.</p> <p>*New: Oral iron supplementation, either alone or in combination with folic acid supplementation, may be provided to postpartum women for 6–12 weeks following delivery for reducing the risk of anaemia in settings where gestational anaemia is of public health concern (WHO 2016)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2016) Guideline: Iron supplementation in postpartum women. Geneva: World Health Organization</p> <p>http://labspace.open.ac.uk/mod/oucontent/view.php?id=452292&section=20.5.6</p> <p>Blencowe et al. BMC Public Health 2011, 11(Suppl 3):S11, Clean birth and postnatal birth practices to reduce neonatal deaths from sepsis and tetanus: a systematic review and Delphi estimation of mortality effect. http://www.biomedcentral.com/1471-2458/11/S3/S11</p> <p>Melal Mohammad Al .J et al. 2010. Placental Cord Drainage after Vaginal Delivery as part of Management of 3rd Stage of Labour. Medical Journal of Babylon 17:3-4 404-409</p> <p>Mullany et al. Risk Factors for Umbilical Cord Infection among Newborns of Southern Nepal 2006, Vol. 165, No. 2</p> <p>Opiyo and English. 2011. What clinical signs best identify severe illness in young infants aged 0-59? A systematic review. Arch Dis Child 96: 1052-59.</p> <p>Sguassero Y, Mignini L, Abalos E. Should placental cord be drained after spontaneous vaginal delivery as part of the third stage of labour? A SUPPORT Summary of a systematic review. December 2008</p> <p>Soltani H, Poulouse TA, Hutchon DR. Placental cord drainage after vaginal delivery as part of the management of the third stage of labour. Cochrane Database of Systematic Reviews 2011, Issue 9. Art. No.: CD004665. DOI: 10.1002/14651858.CD004665.pub3</p>

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*NEW	36	Your baby's nearly here! Fathers matter from birth. The more a father interacts with his baby the better the baby will do in life.		<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288.</p> <p>http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p>

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9	37	Talk to the mother about the importance of vaccines. They will protect her baby from disease. Her baby will need vaccines after the birth.	<p>Immunisation prevents three million child deaths each year. WHO estimates that 20% of the remaining under-five deaths—approximately two million deaths annually—could be prevented with existing vaccines. (MCHIP/USAID)</p> <p>Expanded Programme for Immunisation (EPI) is part of WHO strategy to tackle MDG 4 (WHO)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</i> http://www.who.int/immunisation/documents/positionpapers/</p> <p>Argarwal. S. et al. 2005. Understanding and Addressing Childhood Immunisation Coverage in Urban Slums. <i>Indian Pediatrics</i> 42:653-663</p> <p>Oyo-Ita A, Nwachukwu CE, Oringanje C, Meremikwu MM. 2011. Interventions for improving coverage of child immunisation in low- and middle-income countries (Review). <i>Cochrane Collaboration</i>.</p> <p>U.S. Department of Health and Services and the Centers for Disease Control and Prevention. 2010. <i>Rotavirus Vaccine: What you need to Know</i>.</p> <p>USAID. 2003. <i>Immunisation Essentials: A Practical Guide</i>.</p> <p>WHO (2004) <i>Immunisation in practice: a practical resource guide for Health workers – 2004 update</i>.</p> <p>USAID. <i>Counselling cards for maternal and neonatal health for community health workers</i></p> <p>WHO. 2003. <i>Kangaroo mother care - a practical guide</i>.</p>
*NEW	37	Communication is important in every relationship. Never use	This message promotes dialogue as means of resolving problems between partners.	Bauer, H., Rodriguez, M., Quiroga, S., and Flores-Ortiz, Y. (2000). <i>Barriers to Health Care for Abused Latina and Asian Immigrant</i>

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		violence. Ask elders in your family to help you cope.		<p>Women.” Journal of Health Care for the Poor and Underserved. 11(1): 33-44. https://www.ncbi.nlm.nih.gov/pubmed/10778041</p> <p>Chandrasekaran, V., Krupp, K., George, R., et. al. (2007). Determinants of domestic violence among women attending an human immunodeficiency virus voluntary counselling and testing center in Bangalore, India. Indian Journal of Medical Sciences 61(5): 253-262. https://www.ncbi.nlm.nih.gov/pubmed/17478955</p> <p>Gurmu E. and Endale S. (2017). Wife beating refusal among women of reproductive age in urban and rural Ethiopia. BMC Int Health Hum Rights, 17(6). https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5356412/</p> <p>Pathfinder International (2009). Annual Report.</p> <p>Shah PS and Shah J (2010) Maternal Exposure to Domestic Violence and Pregnancy and Birth Outcomes: A Systematic Review and Meta-Analyses, Journal of Women's Health. November 2010, 19(11): 2017-2031. https://doi.org/10.1089/jwh.2010.2051</p> <p>The World Bank (2017). Violence against women and girls. http://www.worldbank.org/en/topic/socialdevelopment/brief/violence-against-women-and-girls</p> <p>Unite for Sight (2015). Violence and domestic violence in developing countries. http://www.uniteforsight.org/gender-power/module3</p> <p>UN Women (2017). Facts and figures: Ending violence against women. http://www.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures</p> <p>WHO, Department of Reproductive Health and Research, London School of Hygiene and Tropical Medicine, South African Medical Research Council (2013). <i>Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence</i>. http://www.who.int/reproductivehealth/publications/violence/9789241564625/en/</p> <p>WHO (2016). Violence against women. http://www.who.int/mediacentre/factsheets/fs239/en/</p>

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				Yoshikawa K., Shakya T. M., Poudel K. C., Jimba M. (2014). Acceptance of Wife Beating and Its Association with Physical Violence towards Women in Nepal: A Cross-Sectional Study Using Couple's Data. http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0095829
9	38	Reassure the mother that her baby will come when ready. But you can help get labour started by encouraging her to go for short walks.	*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks' gestation, with subsequent contacts taking place at 20, 26, 30, 34, 36, 38 and 40 weeks' gestation. This supersedes the previous recommendation of 4 ANC visits.	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. Andrews CM, Andrews EC. 2004. Physical theory as a basis for successful rotation of fetal malpositions and conversion of fetal malpresentations. Biological Research for Nursing 6:126-40 Anim-Somuah M, Smyth RMD, Howell CJ et al. 2005. Epidural versus non-epidural or no analgesia in labour. Cochrane Database of Systematic Reviews Issue 4. Art no CD000331 www.mrw.interscience.wiley.com [Accessed August 2009] Burden B, Simons M. 2004. Anatomy of male and female reproduction. In: Henderson C, McDonald S. eds. Mayes' midwifery. 13th edition. London: Bailliere Tindall, 65-88 Coates T. 2009. Malpositions of the occiput and malpresentations. In: Fraser DM, Cooper MA. eds. Myles Textbook for Midwives. 15th edition. Edinburgh: Churchill Livingstone, Elsevier, 573-605 Hunter S, Hofmeyr GJ, Kulier R. 2007. Hands and knees posture in late pregnancy or labour for fetal malposition (lateral or posterior). Cochrane Database of Systematic Reviews, Issue 4. Art no CD001063 www.mrw.interscience.wiley.com [Accessed August 2009] Lieberman E, Davidson K, Lee-Parritz A et al. 2005. Changes in fetal position during labor and their association with epidural analgesia. Obstetrics and Gynecology 105(5 I):974-82 NCCWCH. 2007. Intrapartum care: Care of healthy women and their babies during childbirth. National Collaborating Centre for Women's and Children's Health. Clinical Guideline. London: RCOG Press. www.nice.org.uk [Accessed August 2009]

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*NEW	38	You and your partner have created a brand new human being, complete with all your best bits. Now you'll keep him safe and help him learn.	This message emphasizes the importance of the father in helping the baby learn and feel safe.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive</p>

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9	39	Support the mother in breastfeeding straight after the birth. Her first, creamy milk is the best food for the baby. He needs nothing else.	<p>Highlights the importance of breastfeeding. This message also encourages guardian support, which may make breastfeeding easier for the mother.</p> <p>The WHO recommendation is to put newborn babies to the breast within the first hour of life. We have said 'straight after the birth' to allow for cultures who have a different understanding of time. If the birth is clinic-based or clocks are commonly used, please amend to 'within one hour of the birth.'</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO and UNICEF (2009) Co-trimoxazole prophylaxis for HIV-exposed and HIV-infected infants and children: Practical approaches to implementation and scale up</p> <p>American Academy of Pediatrics. 2004. Breastfeeding and the Use of Human Milk. <i>Pediatrics</i> 115:2. 496-506</p>

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			<p>*New: HIV-exposed infants who are breastfed should receive six weeks of infant prophylaxis with once daily NVP. If your setting has a high prevalence of HIV, please mention infant ARV prophylaxis for 6 weeks. [Based on guidance given by WHO 2013]</p>	<p>UNICEF and WHO. 2009. SECTION 3: BREASTFEEDING PROMOTION AND SUPPORT IN A BABY-FRIENDLY HOSPITAL: A 20-HOUR COURSE FOR MATERNITY STAFF.</p> <p>WHO.2011. Essential Nutrition Actions: Improving Maternal-Newborn Infant and Young Child Health and Nutrition.</p> <p>WHO.2010. WHO Technical Consultation on Postpartum and Postnatal Care.</p> <p>WHO.2003. Global Strategy for Infant and Young Child Feeding.</p> <p>WHO. 2002 NUTRIENT ADEQUACY OF EXCLUSIVE BREASTFEEDING FOR THE TERM INFANT DURING THE FIRST SIX MONTHS OF LIFE.</p> <p>WHO.2001. REPORT OF THE EXPERT CONSULTATION ON THE OPTIMAL DURATION OF EXCLUSIVE BREASTFEEDING.</p> <p>http://www.who.int/mediacentre/factsheets/fs290/en/</p> <p>http://www.who.int/making_pregnancy_safer/countries/soa.pdf</p> <p>DH. 2007. Maternity matters. London: Department of Health</p> <p>www.dh.gov.uk [pdf file, accessed September 2011]</p> <p>NCCWCH. 2008. Antenatal care: routine care for the healthy pregnant woman. National Collaborating Centre for Women's and Children's Health, Clinical guideline. London: RCOG Press. www.nice.org.uk [pdf file, accessed September 2011]</p> <p>Maternal and Neonatal Health Program. 2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID.</p> <p>Khan, Wojdyla et al (2006). 'WHO analysis of the causes of maternal death: a systematic review', Lancet, 367:1066-74</p>
*NEW	39	When your baby arrives, he will be your world. Your world view will change. He will form a big part of all the decisions you make in life.	This message aims to build a strong bond between father and child	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development,</p> <p>http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%</p>

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				<p>20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288.</p> <p>http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrcs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p> <p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a</p>

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				<p>community sample of Mexican American schoolchildren. Am J Public Health. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers’ Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. J Appl Dev Psychol. 2006;27(6):571–587</p> <p>Raeburn P. Do Fathers Matter? New York, NY: Farrar, Straus, Giroux; 2014</p> <p>Teitler JO. Father involvement, child health and maternal health behavior. Child Youth Serv Rev. 2001;23(4–5):403–425</p> <p>Wysocki T, Gavin L. Psychometric properties of a new measure of fathers’ involvement in the management of pediatric chronic diseases. J Pediatr Psychol. 2004;29(3):231–240pmid:15131140</p> <p>Yogman MW. Development of the father-infant relationship. In: Fitzgerald H, Lester BM, Yogman MW, eds. Theory and Research in Behavioral Pediatrics. Vol 1. New York, NY: Plenum Press; 1982:221–279</p> <p>Yogman MW. Games fathers and mothers play with their infants. Infant Ment Health J. 1981;2:241–248</p> <p>Yogman YW, Lester BM, Hoffman J. Behavioral and cardiac rhythmicity during mother-father-stranger infant social interaction. Pediatr Res. 1983;17(11):872–876</p>
9	40	You and the family need to know the signs of early illness: a fever, unresponsiveness and vomiting mean the baby needs help at the clinic.	<p>Three quarters of all newborn deaths occur in the first week of life. Up to two-thirds of newborn deaths can be prevented if known, effective health measures are provided at birth and during the first week of life. (WHO. 2005, The Lancet’s Newborn Survival Series 2004 and UNICEF 2008).</p> <p>*New: WHO (2016) recommends at least 8 ANC visits during pregnancy - 1st contact at 12 weeks’ gestation, with subsequent contacts taking place at 20, 26, 30,</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>Chowdhury, H., Thompson, S., Ali, M., Alem, N., Yunus, M., & Streatfield, P. (2011). Care seeking for fatal illness episodes in Neonates: a population-based study in rural Bangladesh. BMC Pediatrics .</p> <p>Opiyo and English. 2011. What clinical signs best identify severe illness in young infants aged 0-59? A systematic review. Arch Dis Child 96: 1052-59.</p>

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			34, 36, 38 and 40 weeks' gestation. This supersedes the previous recommendation of 4 ANC visits.	<p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Warren. C. (2010) 'Care of the newborn: Community perceptions and health seeking behavior', Ethiop. J. Health Dev. 2010;24 Special Issue 1</p> <p>WHO, UNICEF. 2009. WHO Child Growth Standards and the Identification of Severe Acute Malnutrition in Infants and Children.</p> <p>USAID. 2003. Immunization Essentials: A Practical Field Guide http://www.who.int/immunization/documents/positionpapers/en/ http://www.who.int/mediacentre/factsheets/fs290/en/ http://www.who.int/making_pregnancy_safer/countries/soa.pdf DH. 2007. Maternity matters. London: Department of Health www.dh.gov.uk [pdf file, accessed September 2011] Maternal and Neonatal Health Program.</p> <p>2001. Birth preparedness and complication readiness: A matrix of shared responsibilities. USAID. Lancet. 2006. The Lancet Neonatal series.</p> <p>WHO (2006), Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice http://whqlibdoc.who.int/publications/2006/924159084X_eng.pdf?ua=1</p>
*NEW	40	Not long till the baby arrives! Life will be different then. Do something today to get ready for the baby.	This message encourages the father to get ready for the baby.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in</p>

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9	41	Make sure the mother gets a check-up after the birth. Staff will check her health and give the baby vaccines to protect against disease.	WHO/UNICEF joint statement: Postnatal care visits for facility birth on Day 3 and 7 of newborn's life Postnatal visits for home births: Days 1, 3 and 7 of newborn's life. Adjust to fit local conditions. Appropriate home care and timely treatment of complications for newborns' identified as a key strategy in tackling MDG 4. (WHO)	WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. Chelmow. D. 2011. Postpartum Haemorrhage: Evidence. Clinical Evidence. 04:1410 1-101 S. Fawcus et al. 2011. Management of Postpartum Haemorrhage. SAJOG. 17:2 Hum Lact. J. 1995. Infant Insufficient Milk Syndrome Associated with Maternal Postpartum Haemorrhage. International Lactation Consultant Association. 11:2 Hutton.E. et al. 2007. Late vs Early Clamping of the Umbilical Cord In Full Term Neonates. JAMA. 297:11 1241-1252 Lombaard. H. 2009. Common Errors and Remedies in Managing Postpartum Haemorrhage. Best Practice & Research Clinical Obstetrics and Gynaecology 23 317–326

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				<p>Royal College of Obstetricians and Gynecologists. 2009. Prevention and Management of Postpartum Haemorrhage. Green Top Guideline 52 1-24</p> <p>Sanghvi. H. 2006. Preventing Mortality from Postpartum Haemorrhage in Africa. Uganda Conference Report.</p> <p>Opiyo and English. 2011. What clinical signs best identify severe illness in young infants aged 0-59? A systematic review. Arch Dis Child 96: 1052-59.</p> <p>USAID. Counselling cards for maternal and neonatal health for community health workers</p> <p>Chowdhury, H., Thompson, S., Ali, M., Alem, N., Yunus, M., & Streatfield, P. (2011). Care seeking for fatal illness episodes in Neonates: a population-based study in rural Bangladesh. BMC Pediatrics 11:88.</p> <p>WHO, UNICEF. 2009. WHO child growth standards and the identification of severe acute malnutrition in infants and children. Charlotte, W. "Care of the newborn: Community perceptions and health seeking behavior". Ethiop. J. Health Dev. 2010;24 Special Issue 1</p> <p>UNICEF. 2009. Taking Evidence to Impact: Making a Difference for Vulnerable Children Living in a World with HIV and AIDS.</p> <p>WHO, UNICEF. 2009. Home visits for the newborn child: a strategy to improve survival.</p> <p>WHO. 2010. WHO Technical Consultation on Postpartum and Postnatal Care.</p>
*NEW	41	New mothers need nurturing! Ask your family to get ready to help you care for the mother and your lovely baby.	Mothers should be encouraged to rest during the postnatal period (WHO, 2013). This message advises the father to take care of the mother and the baby.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive</p>

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				<p>Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834 Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646 Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627 Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814 Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23 Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743 Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906 Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678 Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542 </p>

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				<p>Martin MA, Shalowitz MU, Mijanovich T, Clark-Kauffman E, Perez E, Berry CA. The effects of acculturation on asthma burden in a community sample of Mexican American schoolchildren. <i>Am J Public Health</i>. 2007;97(7):1290–1296pmid:17538053</p> <p>Michael Yogman et al. (2016) Fathers’ Roles in the Care and Development of Their Children: The Role of Pediatricians, Pediatrics, From the American Academy of Pediatrics, Clinical Report http://pediatrics.aappublications.org/content/early/2016/06/10/peds.2016-1128</p> <p>Pancsofar N, Vernon-Feagans L. Mother and father language input to young children: contributions to later language. <i>J Appl Dev Psychol</i>. 2006;27(6):571–587</p> <p>Raeburn P. <i>Do Fathers Matter?</i> New York, NY: Farrar, Straus, Giroux; 2014</p> <p>Teitler JO. Father involvement, child health and maternal health behavior. <i>Child Youth Serv Rev</i>. 2001;23(4–5):403–425</p> <p>Wysocki T, Gavin L. Psychometric properties of a new measure of fathers’ involvement in the management of pediatric chronic diseases. <i>J Pediatr Psychol</i>. 2004;29(3):231–240pmid:15131140</p> <p>Yogman MW. Development of the father-infant relationship. In: Fitzgerald H, Lester BM, Yogman MW, eds. <i>Theory and Research in Behavioral Pediatrics</i>. Vol 1. New York, NY: Plenum Press; 1982:221–279</p> <p>Yogman MW. Games fathers and mothers play with their infants. <i>Infant Ment Health J</i>. 1981;2:241–248</p> <p>Yogman YW, Lester BM, Hoffman J. Behavioral and cardiac rhythmicity during mother-father-stranger infant social interaction. <i>Pediatr Res</i>. 1983;17(11):872–876</p>
9	42	Make sure the mother rests and eats well after the birth. This will help her heal. If she is faint or dizzy, get her help at the clinic.	<p>Taking time to rest and relax was urged in many midwife messages from a midwife convention in Durban. Not getting enough rest can lead to complications due to exhaustion and dehydration.</p> <p>Nearly 34% of maternal deaths in Africa and more than 30% in Asia are due to PPH. (MCHIP-USAID)</p>	<p>WHO (2016) WHO recommendations on antenatal care for a positive pregnancy experience: An executive summary.</p> <p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>World Health Organization. 2010. <i>WHO Technical Consultation on Postpartum and Postnatal Care</i>.</p> <p>World Health Organization. 2007. <i>WHO Recommendations for the prevention of Postpartum Haemorrhaging</i>.</p>

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*NEW	42	If you already have a child, she may feel jealous of the new baby. Give a toy or book to your older child as a present from the new baby.	The preparation of existing children for a new sibling help to reduce sibling rivalry (Leung, 1991).	<p>Alio AP, Mbah AK, Grunsten RA, Saliu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Saliu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%20N.%20J.%20Lamb%20M.%20E.%20Shannon%20J.%20D.%20Tamis-LeMonda%20C.%20Child%20Dev%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p>

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Section 2: SMS Messages for Baby

Week	SMS Message	Partner Notes	References
Newborn	Make sure the baby gets his mother's first milk. It is full of goodness. If he refuses to eat or has difficulty breathing, go to the clinic.	Three quarters of all newborn deaths occur in the first week of life. Up to two-thirds of newborn deaths can be prevented if known, effective health measures are provided at birth and during the first week of life. (WHO. 2005, The Lancet's Newborn Survival Series 2004 and UNICEF 2008).	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization
Newborn	Check the baby for signs of illness. His tummy, hands and feet should be warm. If he's hot, cold, or bluish, get him to the clinic.	If the practice is to give an antiseptic on the cord stump, it's important to let the mother know that nothing else should be put on.	WHO and UNICEF (2009) Co-trimoxazole prophylaxis for HIV-exposed and HIV-infected infants and children: Practical approaches to

Newborn	The baby's cord stump must be kept clean, dry and uncovered. If there's pus or redness, wash with clean water. Take the baby to the clinic.	WHO/UNICEF joint statement: Postnatal visits for facility birth on day three and seven of newborn's life. PNC visits for home births: days one, three and seven of newborn's life.	implementation and scale upWorld Health Organization. 2010. WHO Technical Consultation on Postpartum and Postnatal Care. World Health Organization. 1998. Maternal and Newborn Health Safe Motherhood. Care of the Umbilical Cord: A review of the evidence. World Health Organization. 2006. Infant and Young Child Feeding: An Integrated Course. WHO Technical Consultation. 2004. 'Towards the development of a strategy for promoting optimal fetal growth', Report of a meeting (draft), World Health Organization, Geneva. UNICEF. 2004. Low Birth Weight: Country, Regional and Global Estimates; Geneva. National Neonatology Forum of India- WHO Collaborating Centre for Training and Research. 2005. Teaching Aids on Newborn Care. New Delhi. Opio, N., & English, M. (2011). What clinical signs best identify severe illness in young infants aged 0–59 days in developing countries? A systematic review . Arch Dis Child ,1052–1059. Chowdhury, H., Thompson, S., Ali, M., Alem, N., Yunus, M., & Streatfield, P. (2011). Care seeking for fatal illness episodes in Neonates: a population-based study in rural Bangladesh. BMC Pediatrics. USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health. WHO (2006), Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice http://whqlibdoc.who.int/publications/2006/924159084X_eng.pdf?ua=1
Newborn	Babies need warmth. Make sure the mother holds her baby naked on her chest covered by a blanket. Cold feet means the baby need more layers.	*New: HIV-exposed infants who are breastfed should receive six weeks of infant prophylaxis with once daily NVP. If your setting has a high prevalence of HIV, please mention infant ARV prophylaxis for 6 weeks. (WHO 2013) Please choose which term is most applicable (hospital / clinic / health centre). Use the local term for 'health worker'	
*NEW	Congratulations on your baby. His brain keeps on growing for his first 2 years. The cuddles and love you give him will help him grow well	Nurturing care refers to a home environment that is sensitive to children's health and nutritional needs, responsive, emotionally supportive, developmentally stimulating and appropriate, with opportunities for play and exploration from adversities (Black et al. 2017) Interventions that promote responsive, serve and return interactions by parents and foster parents have been effective in reducing the adverse effects of abuse and neglect, as well as family conflict.	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/

			<p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
1	<p>Keep the baby off the ground, away from direct sunlight. If his eyes or urine are yellow, breastfeed him more and take him to the clinic.</p>	<p>Three quarters of all newborn deaths occur in the first week of life. Up to two-thirds of newborn deaths can be prevented if known, effective health measures are provided at birth and during the first week of life. (WHO. 2005, The Lancet's Newborn Survival Series 2004 and UNICEF 2008).</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>NICE. 2006. Routine Postnatal Care of Women and Their Babies. National Institute of Health and Clinical Excellence.</p> <p>NICE. 2010. Neonatal jaundice. National Institute of Health and Clinical Excellence.</p> <p>National Neonatology Forum of India- WHO Collaborating Centre for Training and Research. 2005. Teaching Aids on Newborn Care. New Delhi.</p> <p>Opio, N., & English, M. (2011). What clinical signs best identify severe illness in young infants aged 0–59 days in developing countries? A systematic review . Arch Dis Child ,1052–1059.</p> <p>Chowdhury, H., Thompson, S., Ali, M., Alem, N., Yunus, M., & Streatfield, P. (2011). Care seeking for fatal illness episodes in Neonates: a population-based study in rural Bangladesh. BMC Pediatrics.</p> <p>USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health.</p> <p>WHO (2006), Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice</p> <p>http://whqlibdoc.who.int/publications/2006/924159084X_eng.pdf?ua=1</p>

<p>1 *NEW</p>	<p>If your partner is feeling sad, give her lots of sympathy. Giving birth is hard. She needs a bit of extra love and care as she gets better.</p>	<p>In developing countries, about 15.6% of pregnant women and 19.8% of women who have just given birth experience a mental disorder, primarily depression (WHO, 2017).</p>	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012)The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms aff ect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p> <p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p>
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2	If you see the mother dizzy, weak and sick, she may be bleeding heavily. Take her to the clinic immediately. She needs medical help.	<p>In South Africa, postpartum haemorrhage (PPH; excessive bleeding after birth) is the third most common cause of death. Main causes of mortality were due to lack of skilled help and a failure to prevent haemorrhage from occurring. In India 17% of maternal deaths are due to PPH, making it the leading cause of maternal deaths. WHO 2010.</p> <p>*New: Oral iron supplementation, either alone or in combination with folic acid supplementation, may be provided to postpartum women for 6–12 weeks following</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2016) Guideline: Iron supplementation in postpartum women. Geneva: World Health Organization</p>

		delivery for reducing the risk of anaemia in settings where gestational anaemia is of public health concern (WHO 2016)	<p>NICE. 2006. Routine Postnatal Care of Women and Their Babies. National Institute of Health and Clinical Excellence.</p> <p>USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health.</p> <p>WHO (2006), Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice http://whqlibdoc.who.int/publications/2006/924159084X_eng.pdf?ua=1</p> <p>WHO. (2012). Guideline: Daily iron and folic acid supplementation in pregnant women. http://apps.who.int/iris/bitstream/10665/77770/1/9789241501996_eng.pdf?ua=1 [Accessed on 21 May 2014]</p>
2 *NEW	Talk to your baby often. He learned your voice when he was still in your partner's belly. He will pay special attention when you speak!	The most fundamental promotive experiences in the early years of life come from nurturing care and protection received from parents, family, and community, which have lifelong benefits including improved health and wellbeing, and increased ability to learn and earn (Britto 2017).	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
3	See how much the baby has grown on breastmilk alone. He needs nothing else,	When a baby suckles ineffectively, transfer of milk from mother to baby is inefficient. As a result: the breast may become engorged, or may develop a blocked duct or	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.

	not even water. Tell his mother to feed him 8-10 times a day.	mastitis because not enough milk is removed; consequently the baby's intake of breastmilk may be insufficient, resulting in poor weight gain. (WHO 2006)	WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization World Health Organization. 2010. WHO Technical Consultation on Postpartum and Postnatal Care. WHO (2006) Infant and Young Child Feeding World Health Organization. 2003. Kangaroo Mother Care: A Practical Guide. MCHIP. 2008. Community-Based Care for Low Birth Weight Newborns: The Role of Community Skin-to-Skin Care. Washington, DC., http://www.mchip.net/sites/default/files/KMC_Meeting_Report_08-25-08.pdf USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health.
3 *NEW	Don't hesitate to ask for help from your family, friends and health worker. Looking after a new baby for the first time can be daunting.	Multiple caregivers can promote young children's social and emotional development. That said, frequent disruptions in care and high staff turnover and poor-quality interactions in early childhood program settings can undermine children's ability to establish secure expectations about whether and how their needs will be met. (Center on the Developing Child of Harvard University 2016)	Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i> ; 20: 1019–40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i> ; 28: 696–702. Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) Mental capital through life Challenge Report, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20. Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i> , 109(9), 1566-1575. http://www.sciencedirect.com/science/article/pii/S0002822309007688 Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i> . https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/ Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and

			<p>Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms affect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p> <p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p> <p>Glover V, O'Connor TG (2002). Effects of antenatal stress and anxiety: implications for development and psychiatry. <i>British Journal of Psychiatry</i> 180: 289–391.</p> <p>Kersten-Alvarez LE, Hosman CM, Riksen-Walraven JM, van Doesum KT, Smeekens S, Hoefnagels C. (2012). Early school outcomes for children of postpartum depressed mothers: comparison with a community sample. <i>Child Psychiatry Hum Dev</i>; 43: 201–18.</p> <p>Kvalevaag AL, Ramchandani PG, Hove O, Assmus J, Eberhard-Gran M, Biringier E. (2013) Paternal mental health and socioemotional and behavioural development in their children. <i>Pediatrics</i>; 131: e463–69.</p> <p>Hadley C, Tegegn A, Tessema F, Asefa M, Galea S. (2008). Parental symptoms of common mental disorders and children's social, motor, and language development in sub-Saharan Africa. <i>Ann Hum Biol</i>; 35: 259–75.</p> <p>Hartley C, Pretorius K, Mohamed A, et al. (2010). Maternal postpartum depression and infant social withdrawal among human immunodeficiency virus (HIV) positive mother-infant dyads. <i>Psychol Health Med</i>; 15: 278–87.</p> <p>Koutra K, Chatzi L, Bagkeris M, Vassilaki M, Bitsios P, Kogevinas M. (2012). Antenatal and postnatal maternal mental health as determinants of infant neurodevelopment at 18 months of age in a mother-child cohort (Rhea Study) in Crete, Greece. <i>Soc Psychiatry Psychiatr Epidemiol</i>; 48: 1335–45</p> <p>Leis JA, Heron J, Stuart EA, Mendelson T. (2014). Associations between maternal mental health and child emotional and behavioural problems:</p>
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			<p>does prenatal mental health matter? <i>J Abnorm Child Psychol</i>; 42(1): 161-171.</p> <p>Martins C, Gaff an EA. (2000). Effects of early maternal depression on patterns of infant-mother attachment: a meta-analytic investigation. <i>J Child Psychol Psychiatry</i>; 41: 737-46.</p> <p>Paulson JF, Keefe HA, Leiferman JA. (2009). Early parental depression and child language development. <i>J Child Psychol Psychiatry</i>; 50: 254-62.</p> <p>Pearson RM, Evans J, Kounali D, et al. (2013). Maternal depression during pregnancy and the postnatal period: risks and possible mechanisms for off spring depression at age 18 years. <i>JAMA Psychiatry</i>; 70: 1312-19.</p> <p>Ramchandani PG, Stein A, O'Connor TG, Heron J, Murray L, Evans J. (2008). Depression in men in the postnatal period and later child psychopathology: a population cohort study. <i>J Am Acad Child Adolesc Psychiatry</i>; 47: 390-98.</p> <p>RCM [Royal College of Midwives], (2009). Maternal emotional wellbeing and infant development. A good practice guide for midwives. https://www.rcm.org.uk/sites/default/files/Emotional%20Wellbeing_Guide_WEB.pdf</p> <p>Sutter-Dallay AL, Murray L, Dequae-Merchadou L, Glatigny-Dallay E, Bourgeois ML, Verdoux H. (2011). A prospective longitudinal study of the impact of early postnatal vs chronic maternal depressive symptoms on child development. <i>Eur Psychiatry</i>; 26: 484-89.</p> <p>Stein A, Pearson RM, Goodman SH, et al. (2014). Effects of perinatal mental disorders on the fetus and child. <i>Lancet</i>; 384: 1800-19. http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(14)61277-0.pdf</p> <p>Talge et al. (2007). Antenatal maternal stress and long-term effects on child neurodevelopment: how and why? <i>J Child Psychol Psychiatry</i> 48(3-4): 245-261. https://www.ncbi.nlm.nih.gov/pubmed/17355398</p> <p>Tronick E, Reck C. (2009). Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147-56.</p> <p>Urech et al., 2010. Effects of relaxation on psychobiological wellbeing during pregnancy: a randomized controlled trial. https://www.ncbi.nlm.nih.gov/pubmed/20417038</p> <p>Velders FP, Dieleman G, Henrichs J, et al. (2011). Prenatal and postnatal psychological symptoms of parents and family functioning: the impact on child emotional and behavioural problems. <i>Eur Child Adolesc Psychiatry</i>, 20(7): 341-350.</p> <p>Vieten and Astin (2008). Effects of a mindfulness-based intervention during pregnancy on prenatal stress and mood: results of a pilot study.</p>
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4	<p>Check how many nappies the baby wets each day. If it's less than 6-8 a day, it means he needs more milk. Breastmilk is all he needs.</p>	<p>If babies do not wear nappies, change accordingly.</p> <p>WHO recommendation: Exclusive breastfeeding for 6 months. Introduction of solids at 6 months + continued breastfeeding for 2 years. Globally less than 40% of infants under six months of age are exclusively breastfed. Adequate breastfeeding support for mothers and families could save many young lives. WHO Factsheet 2011</p> <p>*New: WHO recommends cotrimoxazole prophylaxis (CPT) (given daily) for HIV-infected and exposed children to prevent pneumonia starting at 4-6 weeks after birth and maintained until at least 6 weeks after cessation of risk of HIV transmission and definitive exclusion of HIV infection in infants (WHO 2013; WHO & UNICEF 2009). So, if you are in a setting with high HIV prevalence, mention that HIV-exposed infants need to take CPT from 4-6 weeks onwards until final conclusive HIV test at 18 months. If child is confirmed to be HIV positive, CPT needs to be administered until child turns 5 years old.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization World Health Organization. 2006. Infant and Young Child Feeding: An Integrated Course.</p>
4 *NEW	<p>Your partner is still recovering after birth and needs to rest. Help her with household chores and look after the baby as often as you can.</p>		<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019-40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696-702. Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) The science of well-being (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) Mental capital through life Challenge Report, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p>

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5	<p>Remind the mother to take her baby for his vaccinations this week. Vaccines help protect the baby from disease. They will keep him safe.</p>	<p>Immunisation prevents three million child deaths each year. Expanded Programme for Immunisation (EPI) is part of WHO strategy to tackle MDG 4 (WHO)</p> <p>Vaccinations at 6 weeks:</p> <p>Bangladesh: DTP, Hib, HepB, OPV India: DTP, HepB, OPV South Africa: DTP, Hib, IPV, OPV, Hep B, Rotavirus, Pneumo conj</p> <p>Adapt to vaccine schedule in each country.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>USAID. 2003. Immunisation Essentials: A Practical Field Guide. MCHIP/USAID. (n.d.). Immunisation Ready Reference for Health Workers. Retrieved November 7, 2011, from MCHIP: http://www.mchip.net/node/510</p> <p>WHO. 2006. Tetanus vaccine: WHO Position Paper. Weekly epidemiological record 20.</p> <p>USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health.</p> <p>Summary of WHO position papers – recommended routine immunisations for children (Tables 1 & 2) http://www.who.int/immunization/policy/Immunization_routine_table_1.pdf http://www.who.int/immunization/policy/Immunization_routine_table_2.pdf</p>
5 *NEW	<p>If your baby's crying, you may be the best person to make him happy again.</p>		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i>. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p>

	Hold him close and rock him gently side to side.		<p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
6	Does the baby have white patches inside his mouth? It could be a yeast infection. Both mother and baby may need treatment at the clinic.	Thrush is common in young babies. This message empowers the guardian with practical information and advice.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNDP/UNFPA/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction. Family planning: the unfinished agenda.</p> <p>The Lancet. 2006. The Lancet sexual and reproductive series.</p> <p>WHO. 2005. Report of a WHO Technical Consultation on Birth Spacing</p> <p>USAID/ACCESS. 2008. THE LACTATIONAL AMENORRHEA METHOD (LAM): A Postpartum Contraceptive Choice for Women Who Breastfeed.</p>
6 *NEW	It's never too early to sing to your baby. It helps them understand how		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p>

	language works. Good language skills will help him do well at school.		<p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
7	A healthy baby is curious, gains weight and turns towards sounds. If the mother is worried about her baby, she can get help at the clinic.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>A A Opaneye. 1998. "Traditional medicine in Nigeria and modern obstetric practice: need for cooperation", Central African Journal of Medicine, 44(10):258-61.</p> <p>Chuang, Chao-Hua et al. 2006 . "Herbal Medicines Used During the First Trimester and Major Congenital Malformations: An Analysis of Data from a Pregnancy Cohort Study", Drug Safety, Volume 29, Number 6, pp. 537-548(12).</p> <p>Thein , Koh et al. 1995. "Risk factors for birth defects in Singapore: a case control study". Annals, Academy of Medicine, Singapore. 24(3):421-7.</p>

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<p>7</p> <p>*NEW</p>	<p>Hide your face behind a cloth, then pull the cloth away and smile. This teaches your baby that things still exist even when he can't see them.</p>		<p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. Early Education & Development, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. Archives of Pediatrics & Adolescent Medicine, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. Journal of Science and Medicine in Sport, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. PLoS One, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. Pediatrics, 119(1), 182-191.</p>

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8	See that the mother gives her baby ONLY breastmilk and no water. Water can carry germs and make the baby unwell. Breastmilk is safe.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

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<p>8</p> <p>*NEW</p>	<p>Try changing your baby's nappies and giving him a bath whenever you can. Babies who spend more time with their dad grow up to be cleverer!</p>	<p>Fathers may play specific and important roles. Men in some cultures have a clearly defined role of playmate. Paternal play styles predict later socio-emotional development. Paternal involvement predicts adult adjustment better than maternal involvement (Lewis and Lamb 2003)</p>	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European</p>

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9	Breastfeeding can help to delay pregnancy. Encourage the mother to find out from the health worker how it works.	<p>WHO recommendations: Spacing of two years between the birth of a baby and getting pregnant again.</p> <p>MCHIP recommendations: three years birth to birth interval.</p> <p>Please choose the recommendation followed by your country.</p> <p>Fit to the contraceptive practices in your country.</p> <p>Lactation Amenhorrea Method (LAM) is an effective method of family planning and recommended in many countries. If it is not recommended in your area, please remove.</p>	<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>WHO/UNICEF. 2009. <i>Diarrhoea: why children are still dying and what can be done</i></p> <p>MOST. 2005. <i>Diarrhoea Treatment Guidelines</i>.</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>WHO (updated 2016) <i>Zinc supplementation in the management of diarrhoea</i>. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
9 *NEW	Looking after your baby takes up all your partner's time and energy. You can help her by making sure she eats well and gets time to rest.		<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced</p>

			<p>in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) Mental capital through life Challenge Report, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8.</i></p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms affect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p> <p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p> <p>Glover V, O'Connor TG (2002). Effects of antenatal stress and anxiety: implications for development and psychiatry. <i>British Journal of Psychiatry</i> 180: 289-391.</p> <p>Kersten-Alvarez LE, Hosman CM, Riksen-Walraven JM, van Doesum KT, Smeekens S, Hoefnagels C. (2012). Early school outcomes for children of postpartum depressed mothers: comparison with a community sample. <i>Child Psychiatry Hum Dev</i>; 43: 201–18.</p> <p>Kvalevaag AL, Ramchandani PG, Hove O, Assmus J, Eberhard-Gran M, Biringier E. (2013) Paternal mental health and socioemotional and behavioural development in their children. <i>Pediatrics</i>; 131: e463–69.</p>
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10	See that the mother eats meat, fruits and vegetables and takes some time every day to rest. This will help keep her strong for her baby.	Please suggest food items that are easily available in your area. Delete instructions to eat meat and fish in vegetarian communities. Iron deficiency anaemia is among the most important contributing factors to maternal and child mortality, and to the global burden of disease. UNICEF/WHO 1999 If iron supplementation in the postpartum period is recommended in your area, send regular reminders.	Nice. 2010. Weight management before, during and after pregnancy. National Institute for Health and Clinical Excellence. Public health guidance 27. WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization UNICEF/WHO. 1999 Prevention and Control of Iron Deficiency Anaemia in Women and Children. World Health Organization. 2006. Infant and Young Child Feeding: An Integrated Course. World Health Organization/ Food and agriculture organization. 2006. FAO/WHO technical consultation on national food-based dietary guideline
10 *NEW	Take turns with your baby. Smile then pause and wait for him smile back. If he	Serve and return interactions shape brain architecture. When an infant or young child babbles, gestures, or cries, and an adult responds appropriately with eye contact, words, or a hug, neural connections	Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i> . 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614

	makes a noise copy him then pause so he can take a turn.	are built and strengthened in the child's brain that support the development of communication and social skills. (Center on the Developing Child at Harvard University 2016).	<p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
11	Crying is normal for babies, but if the baby is crying non-stop or cries strangely, get him checked at the clinic. He may be ill.	This message gives the guardian and the mother practical tips. This will boost their confidence in their ability to care for the baby.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>St James-Roberts. 2008. Infant crying and sleeping: helping parents to prevent and manage problems. Primary Care 35(3):547-67</p> <p>NCCPC. 2006. Postnatal care: Routine postnatal care of women and their babies. National Collaborating Centre for Primary Care. www.nice.org.uk</p> <p>USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health.</p>
11 *NEW	The best thing you can do as dad is spend time with your baby. Play with him and show him affection. You will raise a happy and clever child!	Paternal involvement predicts adult adjustment better than maternal involvement (Lewis and Lamb 2003)	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p>

			<p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
12	If the baby has a fever, shivering and rapid breathing, take him and his mother to the clinic. The baby may be ill.	<p>'Appropriate home care and timely treatment of complications for newborns' identified as a key strategy in tackling MDG 4</p> <p>Source: WHO Factsheet</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>The Lancet. 2004. Executive Summary of Lancet Neonatal Survival Series.</p> <p>World Health Organization. 2010. Countdown to 2015.</p> <p>Opio, N., & English, M. (2011). What clinical signs best identify severe illness in young infants aged 0–59 days in developing countries? A systematic review. Arch Dis Child, 1052–1059.</p> <p>Chowdhury, H., Thompson, S., Ali, M., Alem, N., Yunus, M., & Streatfield, P. (2011). Care seeking for fatal illness episodes in Neonates: a population-based study in rural Bangladesh. BMC Pediatrics.</p> <p>USAID/BASICS/ Ministry of Health, Louga, Senegal. (n.d.). Counseling Cards for Maternal and Neonatal Health.</p>

<p>12 *NEW</p>	<p>Is your partner unable to sleep or eat? Has she lost interest in what used to interest her? Encourage her to talk to a health worker.</p>	<p>Very young infants are highly sensitive to the environment and the quality of care, and are likely to be affected by mothers with mental disorders as well. Prolonged or severe mental illness hampers the mother-infant attachment, breastfeeding and infant care (WHO, 2017).</p>	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>. https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012)The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms aff ect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p> <p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p>
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13	The mother can express breastmilk for someone else to feed the baby with a spoon. Keep expressed milk in a cool place for up to 6 hours.	Expressing breastmilk and cup-feeding is often a safer alternative than using commercial milks or other products, if water supplies are not clean.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>World Health Organization. 2006. Infant and Young Child Feeding: An Integrated Course.</p> <p>WHO/UNICEF. 1993. Breastfeeding counseling: a training course.</p>

<p>13 *NEW</p>	<p>Having a baby is hard work. Make sure your partner has time to rest and look after herself. Your baby needs a healthy and happy mother!</p>	<p>Very young infants are highly sensitive to the environment and the quality of care, and are likely to be affected by mothers with mental disorders as well. Prolonged or severe mental illness hampers the mother-infant attachment, breastfeeding and infant care (WHO, 2017).</p>	<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012)The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms aff ect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p> <p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p>
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14	Ask the mother to put her baby to sleep under an insecticide-treated net. Make sure she keeps a spare net in case one gets damaged.	<p>From the end of the neonatal period and through the first five years of life, the main causes of death are pneumonia, diarrhoea and malaria.</p> <p>Source: WHO: Children - reducing mortality. 2011</p> <p>*New: WHO recommends the co-administration of Sulphadoxine-pyrimethamine (SP) intermittent treatment during infancy (SP-IPTi) with DTP2/Pentavalent 2, DTP3/Pentavalent 3 and measles immunization to infants, through routine immunization programmes in countries in</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2013a). World Malaria Report http://www.who.int/malaria/media/world_malaria_report_2013/en/</p>

		<p>Sub-Saharan Africa, in areas: a. with moderate-to-high malaria transmission (Annual Entomological Inoculation Rates ≥ 10), and b. where parasite resistance to SP is not high – defined as a prevalence of the Pfdhps 540 mutation of $\leq 50\%$ (WHO 2013). Is SP-IPTi routinely co-administered with vaccinations through routine immunisation programmes? If so, mention in messages.</p> <p>*New: Seasonal malaria chemoprevention (SMC) is recommended in areas of highly seasonal malaria transmission across the Sahel sub-region. A complete treatment course of amodiaquine plus sulfadoxine-pyrimethamine (AQ+SP) should be given to children aged between 3 and 59 months at monthly intervals, beginning at the start of the transmission season, to a maximum of four doses during the malaria transmission season (provided both drugs retain sufficient antimalarial efficacy) (WHO 2013). So, if your setting is in the Sahel sub-region, an area of highly seasonal malaria transmission, then mention that children aged between 3 and 59 months need to get prophylactic treatments (max 4 doses) every month during the transmission season.</p>	<p>WHO (2013b). Malaria in Pregnant Women <a href="http://www.who.int/malaria/areas/high_risk_groups/pregnancy/en/Arogundade., E. D. et al. 2011. Relationship between care-givers' misconceptions and non-use of ITNs by under-five Nigerian children. [Online]. Available on: http://www.malariajournal.com/content/10/1/170 [Accessed on 29 January 2014]</p> <p>CDC. 2012. Intermittent Preventive Treatment of Malaria for Pregnant Women (IPTp). [Online]. Available on: http://www.cdc.gov/malaria/malaria_worldwide/reduction/iptp.html [Accessed on 29 January 2014]</p> <p>Doctors without borders., 2012. Malaria. [Online]. Available on: http://www.msf.org.uk/malaria [Accessed on 28 January 2014]</p> <p>East African Community., 2014. Malaria Prevention and Control. [Online]. Available on: http://www.eac.int/health/index.php?option=com_content&id=95%3Amalaria-prevention-and-control&Itemid=32 [Accessed on 29 January 2014]</p> <p>Isa AY and Nwobodo EL (2009) 'Awareness and utilization of insecticide-treated mosquito nets among pregnant mothers at a tertiary health institution in north-western Nigeria' Niger J Med. 2009 Apr-Jun;18(2):175-8. http://www.ncbi.nlm.nih.gov/pubmed/19630324</p> <p>Falade et al. (2005/06). The influence of cultural perception of causation, complications and severity of childhood malaria on determinants of treatment and preventive pathways. Int Q Community Health Education 24 (4). http://www.ncbi.nlm.nih.gov/pubmed/17686690</p> <p>Morenkeji (2009). Perception and management of Malaria in secondary schools in a Nigerian city. Pakistan Journal of Medical Sciences 25 (3). http://www.pjms.com.pk/issues/aprjun209/article/SC1.html</p> <p>Mwenesi, H., Harpham, T., and Snow, R.W. (1995) Child malaria treatment practices among mothers in Kenya. Social Science and Medicine 40: 1271-1277.</p> <p>Nuwaha (2002). People's perception of malaria in Mbarara, Uganda. Tropical Medicine and International Health 7 (5) http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.2002.00877.x/full</p> <p>NHS., 2013. Can I take Malaria tablets if I am pregnant? [Online]. Available on: http://www.nhs.uk/chq/Pages/2475.aspx?CategoryID=54 [Accessed on 29 January 2014]</p>
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			<p>http://www.who.int/malaria/iptp_sp_updated_policy_recommendation_en_102012.pdf [Accessed on 29 January 2014]</p> <p>WHO. (2009). Dengue – Guidelines for diagnosis, treatment, prevention and control. http://whqlibdoc.who.int/publications/2009/9789241547871_eng.pdf?ua=1 [Accessed on 23 May 2014]</p> <p>WHO. 2014. Climate change and infectious diseases. http://www.who.int/globalchange/publications/climatechangechap6.pdf [Accessed on 23 May]</p>
14 *NEW	You are your child's first and most important teacher. Her brain is still growing and she learns through playing. And it's fun for you too!	A great deal of brain architecture is shaped during the first three years after birth, but the window of opportunity for its development does not close on a child's third birthday. (Center on the Developing Child of Harvard University 2016)	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
15	Encourage the family to stay healthy by washing their hands. Set up a washing stand with soap and water near where food is prepared.	<p>If soap is not readily available, mention where the mother can get some from, or alternatives she could use.</p> <p>Diarrhoea remains the second leading cause of death among children under five globally. Nearly one in five child deaths – about 1.5 million each year – is due to diarrhoea. It kills</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

		more young children than AIDS, malaria and measles combined. Source: UNICEF/WHO 2009.	<p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNICEF. 2012. Diarrhoea. http://www.unicef.org/health/index_43834.html. [Accessed on 3 June 2014]</p> <p>WHO. 2011. Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/bbc/zinc_diarrhoea/en/. [Accessed on 3 June 2014]</p> <p>WHO. 2013. Diarrhoeal Disease. http://www.who.int/mediacentre/factsheets/fs330/en/ [Accessed on 3 June 2014]</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
15 *NEW	Whether you have a girl or a boy, talk to your baby often and give plenty of hugs. Baby girls need as much attention as baby boys.		<p>CARMMA, The Girl Child and Reproductive, Maternal, Newborn and Child Health (Policy Brief) http://www.carmma.org/resource/girl-child-and-reproductive-maternal-newborn-and-child-health-policy-brief</p> <p>Equality Now (2014) Protecting the girl child: Using the law to end child, early and forced marriage and related human rights violations. https://www.equalitynow.org/sites/default/files/Protecting_the_Girl_Child.pdf</p> <p>Fledderjohann J et al. (2014) Do Girls Have a Nutritional Disadvantage Compared with Boys? Statistical Models of Breastfeeding and Food Consumption Inequalities among Indian Siblings. PLoS One. 2014; 9(9): e107172. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4167551/</p> <p>http://www.un.org/millenniumgoals/2014%20MDG%20report/MDG%202014%20English%20web.pdf</p> <p>Pillai VK and Jeyle Ortiz-Rodriguez (2015) Child Malnutrition and Gender Preference in India: The Role of Culture, Health Science Journal Vol. 9 No. 6:8 http://www.hsj.gr/medicine/child-malnutrition-and-gender-preference-in-india-the-role-of-culture.pdf</p> <p>The World Health Organization supports reducing pregnancy under the age of 20. See Adolescent Pregnancy Fact sheet</p>

			<p>N°364, May 2012, accessible at http://www.who.int/mediacentre/factsheets/fs364/en/</p> <p>UN (2014) MDG report 2014</p> <p>UN Women, The Beijing Platform for Action, “The Girl Child” http://beijing20.unwomen.org/en/in-focus/girl-child#facts</p> <p>UNFPA (2012), “Marrying Too Young, End Child Marriage,” p. 13, available at http://www.unfpa.org/webdav/site/global/shared/documents/publications/2012/MarryingTooYoung.pdf</p> <p>UNICEF, https://www.unicef.org/sowc07/docs/sowc07_panel_3_3.pdf</p>
16	The baby still needs only breastmilk. The mother can make as much milk as the baby needs. If he needs more he suckles more.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>World Health Organization. 2005. Report of a WHO Technical Consultation on Birth Spacing.</p> <p>WHO/UNICEF. 1993. Breastfeeding counseling: a training course.</p> <p>WHO. 2006. Infant and young child feeding counselling : an integrated course.</p>
16 *NEW	Let your baby’s mother have some time to herself every day to do whatever she likes. This will help her feel happy and more in control.		<p>Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i>; 20: 1019–40.</p> <p>Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics).</p> <p>Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i>; 28: 696–702.</p> <p>Biddle JH, Ekkekakis P (2005) ‘Physically active lifestyles and wellbeing’. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) <i>Mental capital through life Challenge Report</i>, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic</i></p>

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17	Ask the mother to put the baby to sleep on her back. It's the safest way as it helps the baby breathe.	Sudden Infant Death Syndrome (SIDS) may not be recognised and data may not be collected in many low-resource settings. This message will help to ensure that the baby sleeps safely every night.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Creery D and Mikrogianakis A. 2006. Sudden infant death syndrome. BMJ Clinical Evidence. clinicalevidence.bmj.com</p> <p>DH. 2009. Reduce the risk of cot death. Department of Health. www.dh.gov.uk [Accessed March 2009]</p> <p>FSID. 2010. Cot death facts and figures. Foundation for the Study of Infant Deaths. fsid.org.uk [Accessed March 2011]</p> <p>FSID. 2009a. Babyzone: how to keep your baby safe and healthy. Foundation for the Study of Infant Deaths.</p> <p>FSID. 2009b. What is cot death? Foundation for the Study of Infant Deaths.</p> <p>GP Notebook. n.d. SIDS Risk factors. www.gpnotebook.co.uk</p> <p>NHS. 2010. Sudden infant death syndrome. NHS Choices, Health A-Z. www.nhs.uk [Accessed March 2011]</p> <p>Patient UK. 2009. Reducing the risk of cot death.</p>
17 *NEW	Make some time for your baby. Take her for a walk or just tell her about your day. Your baby loves spending time with you!	Paternal involvement predicts adult adjustment better than maternal involvement (Lewis and Lamb 2003)	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic</p>

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18	Babies get colds easily. Breastmilk will help her recover. Talk to clinic staff before giving traditional remedies. Some may be harmful.	<p>A cold is a viral infection that affects the nose, throat and sinuses. There are more than 200 different cold viruses. While adults usually have two to four colds a year, children can catch as many as seven to 10.</p> <p>Source: NHS Choices 2011</p>	<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p>

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18 *NEW	Your baby is developing a sense of humour. Try to make her laugh. Play peek-a-boo with her, or just pull a funny face. See if she giggles!		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
19	Tell the mother that if the baby has loose, watery stools (diarrhoea) for over a day, he needs clinic treatment and lots of breastfeeds.	<p>'Appropriate home care and timely treatment of complications for newborns' identified as a key strategy in tackling MDG 4</p> <p>Source: WHO Factsheet</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>

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19 *NEW	It's a good time to introduce your baby to books. He may only put it in his mouth now, but that's ok. He is learning the value of books.		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
20	Make your home safe. See that there are no small objects on the floor that the baby can put in his mouth. Keep sharp objects out of reach.	It is very common for babies to start exploring their world by putting things in their mouths. This message explains why they do this, and also gives useful, practical advice.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO 2010. Causes of Child Mortality in 2010</p>

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20 *NEW	Does your baby sound like he's trying to speak? Talk to him then wait for his response. Take turns. He will love the interaction.	The most important influence on early brain development is the real-life serve and return interaction with caring adults. (Center on the Developing Child at Harvard University 2016).	Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i> . 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. <i>Lancet</i> . 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
21	Having a baby too soon can cause the baby to be born weak. Ask the mother to seek advice at the clinic about family planning methods.	WHO recommendations: Spacing of two years between the birth of a baby and getting pregnant again. MChip recommendations: Three years birth to birth interval. Please choose the recommendation followed by your country.	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization UNDP/UNFPA/WHO/World Bank Special Programme of Research Development and Research Training in Human Reproduction. Family planning: the unfinished agenda The Lancet Sexual & reproductive health series. 2006

			World Health Organization. 2005. Report of a WHO Technical Consultation on Birth Spacing.
21 *NEW	When it's dark, light a lamp and use your hands to make shadows on the wall. Your baby will love the pictures, and learn about light and dark	If torches are available, change to: When it gets dark, shine a torch at the wall and use your hands to make shadows. Your baby will be amazed by the pictures, and learn about light and dark.	<p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p> <p>Hoffmann, J., & Russ, S. (2012). Pretend play, creativity, and emotion regulation in children. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 6(2), 175.</p>

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22	The baby still needs only breastmilk. Don't be tempted to give him any other foods or liquids until he is six months old.	WHO (2006, 2000) recommendation: Exclusive breastfeeding for six months. Introduction of solids at six months and continued breastfeeding for two years.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2000. Complimentary Feeding: Family Foods for Breastfed babies.</p> <p>WHO. 2006. Infant and young child feeding counseling : an integrated course.</p>
22 *NEW	Your baby is learning to express his emotions and show affection. Respond	Development is a highly interactive process, and life outcomes are not determined solely by genes. Parent-	Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i> . 2017 Jan 7;389(10064):77-90.

	to his cues and give him lots of hugs and kisses.	child interactions help children reach their developmental milestones (Center on the Developing Child 2016)	doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
23	When the baby shows interest in your food and can hold his head steady, he may be ready to try mashed foods. Look out for these signs.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization UNDP/UNFPA/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction. Family planning: the unfinished agenda The Lancet Sexual & reproductive health series. 2006 World Health Organization. 2005. Report of a WHO Technical Consultation on Birth Spacing.
23 *NEW	When your baby begins to make noises, reply to him. This will teach him		Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614

	to take turns in a conversation and develop his language skills.		<p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu.</p> <p>https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
24	Are the baby's stools suddenly watery? He may have diarrhoea. Tell the mother to breastfeed him more often and check with the health worker.	Diarrhoea remains the second leading cause of death among children under five globally. Nearly one in five child deaths – about 1.5 million each year – is due to diarrhoea. It kills more young children than AIDS, malaria and measles combined. UNICEF/WHO 2009.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Amir L. 1991. Candida and the lactating breast: predisposing factors. J Hum Lact, 7 (4); 177-181</p> <p>Horowitz BJ, Edelstein SW et al. 1984. Cited in: Hoover K, 2002. The Link Between Infants' Oral Thrush and Nipple and Breast Pain in Lactating Women www.hooverfam.net [Accessed September 2009]</p> <p>Jones W, Sachs M. 2009. Thrush and breastfeeding. Paisley: The Breastfeeding Network. www.breastfeedingnetwork.org.uk [Accessed September 2009]</p> <p>Rashid S, Collins M, Corner J et al. 1984. Survival of Candida albicans on fabric after laundering. Br J Vener Dis 60; 277</p>

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24 *NEW	Never punish your baby. Say "no" firmly, then distract her with a favourite object. Your baby is too young to understand right and wrong.	Numerous studies have found that physical punishment increases the risk of broad and enduring negative developmental outcomes. <i>Adverse childhood experiences have impact on neurological, cognitive, emotional and social development, as well as physical health</i> (Durrant J. and Ensom R., 2012).	<p>Akmatov M. K., (2008). Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys. <i>International Journal of Epidemiology</i>, 40(1): 219-227. https://academic.oup.com/ije/article/40/1/219/661252/Child-abuse-in-28-developing-and-transitional</p> <p>Center on the Developing Child (2013). <i>The Science of Neglect</i> (InBrief). https://developingchild.harvard.edu/resources/inbrief-the-science-of-neglect/</p> <p>CPS (2004). Effective discipline for children. <i>Paediatr Child Health</i>, 9(1): 37-41. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2719514/</p> <p>Durrant J. and Ensom R. (2012). Physical punishment of children: lessons from 20 years of research. <i>CMAJ</i> 184(12): 1373–1377. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3447048/</p> <p>Henderlong J and Lepper M. R. (2002). The Effects of Praise on Children's Intrinsic Motivation: A Review and Synthesis. <i>Psychological Bulletin</i>, 128 (5): 774-795. http://www.inner-cityarts.org/documents/resources/EffectsofPraiseonMotivationHenderlongLepper.pdf</p> <p>Lansford J. E. and Deater-Deckard K. (2012). Childrearing discipline and violence in developing countries. <i>Child Development</i>. http://cds.web.unc.edu/files/2015/08/Lansford-Deater-Deckard-2012.pdf</p> <p>NSPCC (2016). Positive parenting https://www.nspcc.org.uk/services-and-resources/research-and-resources/2016/positive-parenting/</p> <p>RCPSYCH (2017). Good parenting: Information for parents, carers and anyone working with young people.</p>

			https://www.rcpsych.ac.uk/healthadvice/parentsandyoungpeople/parents/carers/goodparenting.aspx Triple P: Positive Parenting Programme. http://www.triplep-parenting.uk.net/uk-en/triple-p/ Unite for Sight (2015). Child Labor and Child Abuse in Developing Countries http://www.uniteforsight.org/gender-power/module4 WHO (2017). Child maltreatment. http://www.who.int/mediacentre/factsheets/fs150/en/
25	Look out for signs of illness. If the baby vomits more than 5 times during a day, go to the clinic. She needs plenty of extra breastfeeds.	'Appropriate home care and timely treatment of complications' identified as a key strategy in tackling MDG 4 Source: WHO Factsheet	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization NICE. 2009. National Institute of the Health and Clinical Excellence. Diarrhoea and vomiting caused by gastroenteritis: diagnosis, assessment and management in children younger than five years. www.nice.org.uk MOST. 2005. Diarrhoea Treatment Guidelines. UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/
25 *NEW	As a dad, you're an important person in your baby's life. He needs you to interact with him, love him and play with him to develop well.		Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf

			<p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD - Participant Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
26	Tell the mother breastmilk is still the baby's main source of food, even after he starts eating soft food. It protects him from illness.	The energy needs from complementary foods for infants with “average” breast milk intake in developing countries (WHO/UNICEF, 1998) are approximately 200 kcal per day at 6-8 months of age, 300 kcal per day at 9-11 months of age, and 550 kcal per day at 12-23 months of age.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2000. Complimentary Feeding: Family Foods for Breastfed babies.</p> <p>WHO. 2006. Infant and young child feeding counseling: an integrated course.</p>
26 *NEW	Your baby needs fun times and quiet times just like you. If he looks away when you offer a toy it's a sign he needs a rest.	Studies have shown that child-directed play leads to a better balance of cognitive and affective development in children (Gmitrova and Gmitrov (2003)	<p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p>

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			<p>Zero to Three, Stages of Play From Birth to 6 Months: A Full-Body Experience! https://www.zerotothree.org/resources/312-stages-of-play-from-birth-to-6-months-a-full-body-experience</p> <p>Zero to Three, Tips on Playing with Babies and Toddlers; https://www.zerotothree.org/resources/1081-tips-on-playing-with-babies-and-toddlers</p>
27	<p>Now the baby is 6 months, he can have some soft, mashed foods. Give him mashed fruit, vegetables or thick porridge 2-3 times a day.</p>	<p>Please suggest food items that are easily available in your area.</p> <p>The energy needs from complementary foods for infants with “average” breast milk intake in developing countries (WHO/UNICEF, 1998) are approximately 200 kcal per day at 6-8 months of age, 300 kcal per day at 9-11 months of age, and 550 kcal per day at 12-23 months of age.</p> <p>*New: Is there a micronutrient powder recommended in your setting? If so, what is it. Add to messages.</p> <p>Home fortification of foods with micronutrient powders containing at least iron, vitamin A and zinc is recommended to improve iron status and reduce anaemia among infants and children 6–23 months of age (WHO 2013)</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2000. Complimentary Feeding: Family Foods for Breastfed babies. 2000</p> <p>WHO. 2006. Infant and young child feeding counselling : an integrated course.</p>
27 *NEW	<p>Your baby can pass objects from one hand to another now. He can also copy sounds. Blow some bubbles and he will try to do it too.</p>	<p>Play can improve the lives of children in many different areas. These areas can include their social development (how they interact with others), physical development (how their bodies grow), emotional development (how they manage their feelings) and cognitive development (how their brains work). (Center on Media and Child Health)</p> <p>Play also offers an ideal opportunity for parents to engage fully with their children (Ginsberg 2007)</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p>

			<p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD - Participant Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
28	<p>Protect the baby from diarrhoea. Make sure his food is well-cooked and fresh. Give him only clean, safe water.</p>	<p>Nearly 2 million children die from diarrhoea every year. (WHO. 2010). This is why it is so important to keep food, utensils and hands clean.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2000. Complimentary Feeding: Family Foods for Breastfed babies.</p> <p>WHO. 2006. Infant and young child feeding counseling: an integrated course.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>UNICEF. 2012. Diarrhoea. http://www.unicef.org/health/index_43834.html. [Accessed on 3 June 2014]</p> <p>WHO. 2011. Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/bbc/zinc_diarrhoea/en/. [Accessed on 3 June 2014]</p> <p>WHO. 2013. Diarrhoeal Disease. http://www.who.int/mediacentre/factsheets/fs330/en/ [Accessed on 3 June 2014]</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
28 *NEW	<p>Being a parent is exhausting and your partner needs your support more than ever. Encourage her to share her feelings and worries with you.</p>	<p>Maternal postnatal depression is associated with:</p> <ul style="list-style-type: none"> - An increased risk of difficulties in early emotional regulation and social behaviour (Field et al., 2010). - Internalising disorders, including poor social competence in school years, and an increased risk of depression during adolescence (Hartley et al., 2010; Kersten-Alvarez et al., 2012; Tronick et al, 2009). - A range of cognitive outcomes in early childhood, including infant ability to learn, achievement of 	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to</p>

		<p>developmental milestones, and language and general cognitive development (Hadley et al., 2008; Galler et al., 2000; Sutter-Dallay et al., 2011).</p>	<p>mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessaging/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics.</p>
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29	Teething can be painful. Rub a clean finger over his gums to numb the pain. Some cream on his chin will protect it from drool.	Teething is something every parent will have to go through. This message gives advice that will be useful to everyone receiving the messages.	<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>Macknin ML, Piedmonte M, Jacobs J, Skibinski C. 2000. Symptoms associated with infant teething: A prospective study. <i>Pediatrics</i> 105:747-52</p>

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<p>29</p> <p>*NEW</p>	<p>Ask your baby questions. "Is that nice?" "Where's that gone?" He can't talk yet but may respond to you with a smile, coo or gurgle!</p>		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
30	<p>Make sure the mother doesn't feed tea, coffee, sugary or salty foods to her baby. They have no goodness and won't help the baby grow.</p>	<p>If babies do not commonly wear nappies in your country, please adapt this message.</p> <p>Gives practical advice that will empower the guardian.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Baer EL, Davies MW, Easterbrook KJ. 2006. Disposable nappies for preventing napkin dermatitis in infants. Cochrane Database of Systematic Reviews (3): CD004262.</p>

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30 *NEW	Your baby will be able to sit now. Sit with her. Draw a face on each of your finger tips and play finger games with your sitting baby.		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
31	The mother may want to have another baby now, but spacing babies by 2 years is the best way for future babies to stay healthy.	<p>WHO recommendations: Spacing of two years between the birth of a baby and getting pregnant again.</p> <p>MChip recommendations: three years birth to birth interval. Please choose the recommendation followed by your country.</p> <p>If other types of contraception are available locally, please amend.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNDP/UNFPA/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction. Family planning: the unfinished agenda</p> <p>The Lancet Sexual & reproductive health series. 2006</p>

			World Health Organization. 2005. Report of a WHO Technical Consultation on Birth Spacing.
31 *NEW	When you play with your baby, try to follow her lead. What is she looking at? What is she holding? Respond by saying “yes, that’s a spoon!”		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD - Participant Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
32	Tell the mother to clean the baby's play area with soap and water, to protect him from germs. Always keep an eye on the baby as he plays.	Worms are parasites that live in human bowels (intestines). Some worms are big enough to see with the naked eye, some worms are very small and are harder to see. Some worms can enter the body through the mouth as worm eggs; others enter through the skin as larvae. It is therefore important for children to develop the habit of washing hands properly, keeping nails short and clean and always wearing footwear when playing in the ground (soil). (WHO. Urbani school health kit)	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Kattula D (2014) Prevalence & risk factors for soil transmitted helminth infection among school children in south India, Indian J Med Res. 139(1): 76–82.</p> <p>WHO. 2005. The evidence is in: deworming helps meet the Millennium Development Goals. World Health Organization.</p>

			WHO. Urbani School Health Kit: A Lively and Healthy Me: A Campaign on Preventing and Controlling Worm Infections for Health Promoting Schools. (date unknown)
32 *NEW	Your baby's learning new skills every day. When he does something new, praise him and clap your hands. He may do it again to please you!		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
33	An ill baby will need plenty of food. Encourage the mother to breastfeed often. Her milk will help her baby to fight off the illness.	Not all illnesses need to be treated at the clinic. Good guidelines for treatment in the home can help the family deal with every day illnesses. But this message also highlights when it is necessary to take the baby to the clinic.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. Nutrition Topic: Exclusive Breastfeeding. 2010</p> <p>WHO.2011. Essential Interventions, Commodities and Guidelines for Reproductive, Maternal, Newborn and Child Health.</p>
33 *NEW	Help your baby clap by holding his hands and bringing them together. This		Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90.

	boosts his coordination, and will help him learn to be dexterous.		<p>doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
34	Encourage the mother to trust her instincts. She will know when something is wrong with her baby. Make sure she takes her to the clinic.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>World Health Organization. 2008. Tackling injuries, the leading killers of children. Regional Office of Europe-World Health Organization.</p> <p>WHO/UNICEF, 2008, World report on child injuries. http://whqlibdoc.who.int/publications/2008/9789241563574_eng.pdf?ua=1</p>
34 *NEW	Make your baby laugh by tickling his belly or the soles of his feet. Having fun together helps him grow into a happy, confident child.		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p>

			<p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
35	The baby can now eat soft thick food 3-4 times a day. Try mashing potato with meat, eggs, fish or beans. He still needs breastmilk.	<p>Delete instructions to eat meat and fish in vegetarian communications</p> <p>Suggest food available locally that would be suitable for a baby's first foods.</p> <p>The energy needs from complementary foods for infants with "average" breast milk intake in developing countries (WHO/UNICEF, 1998) are approximately 200 kcal per day at 6-8 months of age, 300 kcal per day at 9-11 months of age, and 550 kcal per day at 12-23 months of age.</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2000. Complimentary Feeding: Family Foods for Breastfed babies.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>WHO. 2006. Infant and young child feeding counseling: an integrated course.</p>
35 *NEW	Looking after a baby is hard work. Offer to be in charge of the baby some evenings so the mother can rest. Let her know you're there for her.		<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p>

			<p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessaging/c_c/rsrcs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p>
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36	Keep the baby away from anyone with TB. If a family member has chest pain and cough, get them checked for TB. Get the baby checked too	An estimated 1.7 million people died from TB in 2009. (WHO 2011)	<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p>

			<p>WHO (2013) Global Tuberculosis Report. http://apps.who.int/iris/bitstream/10665/91355/1/9789241564656_eng.pdf?ua=1</p> <p>WHO (2014) Guidance for national tuberculosis programmes on the management of tuberculosis in children, Second edition; http://apps.who.int/iris/bitstream/10665/112360/1/9789241548748_eng.pdf?ua=1&ua=1</p> <p>WHO (2013) Guideline: Nutritional care and support from patients with Tuberculosis; http://apps.who.int/iris/bitstream/10665/94836/1/9789241506410_eng.pdf?ua=1</p> <p>WHO. 2011 Global TB Control.</p> <p>WHO (2012) Recommendations for investigating contacts of persons with infectious tuberculosis in low- and middle-income countries http://apps.who.int/iris/bitstream/10665/77741/1/9789241504492_eng.pdf?ua=1</p> <p>WHO (2013) Systematic screening for active tuberculosis: principles and recommendations. http://apps.who.int/iris/bitstream/10665/84971/1/9789241548601_eng.pdf?ua=1</p> <p>WHO (2009) WHO policy on TB infection control in health-care facilities, congregate settings and households. http://whqlibdoc.who.int/publications/2009/9789241598323_eng.pdf?ua=1</p> <p>Liefooghe R et al. (1997) From their own perspective. A Kenyan community's perception of tuberculosis Tropical Medicine & International Health, 2(8): 809–821, http://onlinelibrary.wiley.com/doi/10.1046/j.1365-3156.1997.d01-380.x/abstract</p>
36 *NEW	Be patient If your baby cries when his mother leaves him with you. He will learn to love being with you if he spends time with you.	Many babies go through a phase of separation anxiety. This message provides an example of how to help the baby deal with it.	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p>

			<p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based longitudinal study. Soc Psychiatry Psychiatr Epidemiol. 2012;47(12):1907–1966pmid:22491906</p> <p>Jia R, Kotila LE, Schoppe-Sullivan SJ. Transactional relations between father involvement and preschoolers' socioemotional adjustment. J Fam Psychol. 2012;26(6):848–857pmid:23066678</p> <p>Johnson K, Caskey M, Rand K, Tucker R, Vohr B. Gender differences in adult-infant communication in the first months of life. Pediatrics. 2014;134(6). Available at: www.pediatrics.org/cgi/content/full/134/6/e1603pmid:25367542</p>
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37	If the baby gets bitten or scratched by an animal, get her checked at the clinic. Clinic staff can help prevent infection.	<p>Complications that arise from animal bites or scratches are uncommon, but if they do occur they can be serious. One possible complication is a bacterial infection that spreads through the bloodstream, known as sepsis (NHS Choices 2010). Rabies is a preventable viral disease of mammals most often transmitted through the bite of a rabid animal. The rabies virus infects the central nervous system, ultimately causing disease in the brain and death. Once a person begins to exhibit signs of the disease, survival is rare. To date, less than 10 documented cases of human survival from clinical rabies have been reported and only two have not had a history of pre- or post-exposure prophylaxis (CDC 2011). If rabies is not an issue in your area, please remove</p>	<p>WHO (2015) <i>Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice</i>. Updated 2015.</p> <p>WHO (2013). <i>Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health</i>.</p> <p>WHO (2013c) <i>Guideline: Updates on the management of severe acute malnutrition in infants and children</i>. Geneva: World Health Organization</p> <p>CKS. 2011. Clinical topic: Bites – human and animal. NHS Clinical Knowledge Summaries. www.cks.nhs.ukNHS. 2010. Bites, human and animal. NHS Choices, Health A-Z. www.nhs.ukwww.cdc.com</p>

		reference to it. If there are poisonous insects in your area that you would like to mention, please add to this message.	
37 *NEW	Name your baby's body parts to him. Say "this is your nose", "this is your hand". He will have fun playing and learning with his father.	This message encourages the father to teach the child new vocabulary and making it entertaining for the child.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
38	Make sure the mother can take her baby to the clinic this week. It is time for the baby to have her next set of vaccines and Vitamin A.	<p>*New: In some areas vitamin A is administered from 6 months onwards. If this is the case in your area, send a reminder for vitamin A at 6 months.</p> <p>*New: Measures to prevent childhood diarrhoeal episodes include promoting exclusive breastfeeding, raising vitamin A supplementation rates, improving hygiene, increasing the source of improved sources of drinking water and sanitation facilities, promoting zinc intake and immunization against rotavirus (Unicef)</p> <p>Fit to local vaccination schedule</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Summary of WHO position papers – recommended routine immunisations for children (Tables 1 & 2)</p> <p>http://www.who.int/immunization/policy/Immunization_routine_table_1.pdf</p> <p>http://www.who.int/immunization/policy/Immunization_routine_table_2.pdf</p>

		Measles is one of the leading causes of death among young children even though a safe and cost-effective vaccine is available. An estimated 164 000 people died from measles in 2008 – mostly children under the age of five. Source: WHO Factsheet 2010	UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/
38 *NEW	Put a bright object under a cloth, letting your baby watch. Ask her “where did it go?”, then help her find it. She’ll be thrilled to find it!		<p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children’s play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. <i>Archives of Pediatrics & Adolescent Medicine</i>, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn’t Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children’s physically active play. <i>Journal of Science and Medicine in Sport</i>, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. <i>PLoS One</i>, 11(4), e0152121.</p> <p>Ginsburg, K. R. (2007). The importance of play in promoting healthy child development and maintaining strong parent-child bonds. <i>Pediatrics</i>, 119(1), 182-191.</p> <p>Hoffmann, J. D., & Russ, S. W. (2016). Fostering pretend play skills and creativity in elementary school girls: A group play intervention. <i>Psychology of Aesthetics, Creativity, and the Arts</i>, 10(1), 114.</p>

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39	If the mother is tired, help her with baby care. Tell her to rest when her baby naps. See that she eats well and drinks lots of safe water.		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p>

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39 *NEW	<p>Make your baby a makeshift drum set. Give him a spoon or a small stick and a let him bang on pots and pans. He'll be thrilled by the sounds.</p>	<p>Listening to music can help infants and toddlers with their brain development and increase their language skills. Playing games with music, such as clapping along to a song, can help toddlers develop coordination skills and learn how to interact with others. (Center on Media and Child Health, Ages and Stages Tip Sheet)</p>	<p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. Early Education & Development, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p> <p>Castellanos-Monfil, R. (2016). Diane Levin talks about the effect technology and media have on children's play in the 21st century. Retrieved from http://news.yale.edu/2016/05/09/diane-levin-talks-about-effect-technology-and-media-have-children-s-play-21st-century</p> <p>Center on the Developing Child at Harvard University (2016). From Best Practices to Breakthrough Impacts: A Science-Based Approach to Building a More Promising Future for Young Children and Families. Retrieved from www.developingchild.harvard.edu</p> <p>Christakis, D. A., Zimmerman, F. J., & Garrison, M. M. (2007). Effect of block play on language acquisition and attention in toddlers: A pilot randomized controlled trial. Archives of Pediatrics & Adolescent Medicine, 161(10), 967-971.</p> <p>Conklin, H. G. (2015). Playtime Isn't Just for Preschoolers—Teenagers Need It, Too. Retrieved from http://time.com/3726098/learning-through-play-teenagers-education/</p> <p>Feda, D. M., Lambiase, M. J., McCarthy, T. F., Barkley, J. E., & Roemmich, J. N. (2012). Effect of increasing the choice of active options on children's physically active play. Journal of Science and Medicine in Sport, 15(4), 334-340.</p> <p>Gabbiadini, A., Riva, P., Andrighetto, L., Volpato, C., & Bushman, B. J. (2016). Acting like a tough guy: violent-sexist video games, identification with game characters, masculine beliefs, & empathy for female violence victims. PLoS One, 11(4), e0152121.</p>

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40	Tell the mother to keep her family safe by disposing of stools away from the	Handwashing interventions reduced the incidence of diarrhoeal diseases by 32% in low and middle income	WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.

	home and washing her hands afterwards. Stools contain germs.	countries, and 39% in high income countries (Ejemot et al. 2008) If soap is not readily available, mention where the mother can get some from, or alternatives she could use.	WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010.
40 *NEW	Be there for your partner if she has any worries or just needs to talk. Being a mother can be hard work, but your relationship matters too		Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i> ; 20: 1019–40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i> ; 28: 696–702. Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) The science of well-being (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) Mental capital through life Challenge Report, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20. Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i> , 109(9), 1566-1575. http://www.sciencedirect.com/science/article/pii/S0002822309007688 Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i> . https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/ Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i> , 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i> ; 53: 632–40. Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06. 59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i> ; 17: 147–56.

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			<p>mechanisms for offspring depression at age 18 years. <i>JAMA Psychiatry</i>; 70: 1312–19.</p> <p>Ramchandani PG, Stein A, O'Connor TG, Heron J, Murray L, Evans J. (2008). Depression in men in the postnatal period and later child psychopathology: a population cohort study. <i>J Am Acad Child Adolesc Psychiatry</i>; 47: 390–98.</p> <p>RCM [Royal College of Midwives], (2009). Maternal emotional wellbeing and infant development. A good practice guide for midwives. https://www.rcm.org.uk/sites/default/files/Emotional%20Wellbeing_Guide_WEB.pdf</p> <p>Sutter-Dallay AL, Murray L, Dequae-Merchadou L, Glatigny-Dallay E, Bourgeois ML, Verdoux H. (2011). A prospective longitudinal study of the impact of early postnatal vs chronic maternal depressive symptoms on child development. <i>Eur Psychiatry</i>; 26: 484–89.</p> <p>Stein A, Pearson RM, Goodman SH, et al. (2014). Effects of perinatal mental disorders on the fetus and child. <i>Lancet</i>; 384: 1800–19. http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(14)61277-0.pdf</p> <p>Talge et al. (2007). Antenatal maternal stress and long-term effects on child neurodevelopment: how and why? <i>J Child Psychol Psychiatry</i> 48(3-4): 245-261. https://www.ncbi.nlm.nih.gov/pubmed/17355398</p> <p>Tronick E, Reck C. (2009). Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Urech et al., 2010. Effects of relaxation on psychobiological wellbeing during pregnancy: a randomized controlled trial. https://www.ncbi.nlm.nih.gov/pubmed/20417038</p> <p>Velders FP, Dieleman G, Henrichs J, et al. (2011). Prenatal and postnatal psychological symptoms of parents and family functioning: the impact on child emotional and behavioural problems. <i>Eur Child Adolesc Psychiatry</i>, 20(7): 341-350.</p> <p>Vieten and Astin (2008). Effects of a mindfulness-based intervention during pregnancy on prenatal stress and mood: results of a pilot study. <i>Archives of Women's Mental Health</i>, 11(1): 67-74. https://link.springer.com/article/10.1007/s00737-008-0214-3</p> <p>WHO (2017). Maternal mental health. http://www.who.int/mental_health/maternal-child/maternal_mental_health/en/</p>
41	Diarrhoea can dehydrate the baby. Protect him by giving him lots of clean	*New: Zinc supplementation has been shown to reduce the duration and severity of diarrhoea, and to prevent subsequent episodes	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

	water and ORS from the clinic. He also needs zinc for 10-14 days.	<p>(WHO, Zinc supplementation in the management of diarrhoea. Last updated Aug 2016) Annually, safer water could prevent:</p> <ul style="list-style-type: none"> - 1.4 million child deaths from diarrhoea; - 500 000 deaths from malaria; - 860 000 child deaths from malnutrition <p>WHO.2008</p> <p>This message gives the mother and guardian useful, practical tips that will empower them.</p>	<p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010. The Lancet. 2004. Executive Summary of Lancet Neonatal Survival Series. World Health Organization. 2010. Countdown to 2015. UNICEF. 2012. Diarrhoea. http://www.unicef.org/health/index_43834.html. [Accessed on 3 June 2014] WHO. 2011. Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/bbc/zinc_diarrhoea/en/. [Accessed on 3 June 2014] WHO. 2013. Diarrhoeal Disease. http://www.who.int/mediacentre/factsheets/fs330/en/ [Accessed on 3 June 2014] UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
41 *NEW	Each evening, ask your wife what she and the baby have done all day. This will help you feel closer to the baby and more involved.	In a prospective study, when fathers were more involved (caring, playing, communicating) in infancy, children had decreased mental health symptomatology at 9 years of age (Boyce 2006).	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734 Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407 Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997 Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p>

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42	Ask the mother to open the windows when cooking, and the family to smoke outside the house. Smoke can make it hard for the baby to breathe.	Ear infections are common. This is why a description of ways to prevent them is extremely useful.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2001. Model chapter for textbooks, Integrated Management of Childhood illnesses. Geneva: WHO.</p> <p>CKS. 2009. Clinical topic: Otitis media – acute. NHS Clinical Knowledge Summaries. www.cks.nhs.uk [Accessed February 2011]</p> <p>NHS. 2010. Otitis media. NHS Choices, Health A-Z. www.nhs.uk [Accessed February 2011]</p>
42 *NEW	You are doing the best for your baby by noticing him, talking, listening and	One of the most essential experiences in shaping the architecture of the developing brain is “serve and	Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90.

	interacting with him every day. He doesn't need expensive toys.	return" interaction between children and significant adults in their lives. Young children naturally reach out for interaction through babbling, facial expressions, and gestures, and adults respond with the same kind of vocalizing and gesturing back at them. This back-and-forth process is fundamental to the wiring of the brain, especially in the earliest years (Center on the Developing Child, 2013).	doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614 Britto PR (2017) Nurturing care: promoting early childhood development. <i>Lancet</i> . 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4. Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu . https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/ Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu . Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf Reach up and Learn; http://www.reachupandlearn.com/ The Incredible Years® Parenting Programs, http://www.incredibleyears.com/ UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD - _Participant Manual.pdf https://www.ncbi.nlm.nih.gov/pubmed/27717615 Zero to Three; https://www.zerotothree.org/
43	If the baby has fever, bathe her in cool water. She needs plenty of breastmilk. If the fever lasts more than a day, take her to the clinic.	'Appropriate home care and timely treatment of complications' identified as a key strategy in tackling MDG 4. Source: WHO Factsheet	The Lancet. 2004. Executive Summary of Lancet Neonatal Survival Series. World Health Organization. 2010. Countdown to 2015.
43 *NEW	Is any part of your partner's daily activity stressing her out? Why don't you help her or take on some of her chores, so she is more relaxed?		Atkinson L, Paglia A, Coolbear J, Niccols A, Parker KC, Guger S. (2000). Attachment security: a meta-analysis of maternal mental health correlates. <i>Clin Psychol Rev</i> ; 20: 1019–40. Acevedo EO, Ekkekakis P (2006) Psycho-biology of physical activity (Champaign, IL: Human Kinetics). Barker ED, Jaff ee SR, Uher R, Maughan B. (2011). The contribution of prenatal and postnatal maternal anxiety and depression to child maladjustment. <i>Depress Anxiety</i> ; 28: 696–702. Biddle JH, Ekkekakis P (2005) 'Physically active lifestyles and wellbeing'. In Huppert F, Baylis N, Keveme B (eds) <i>The science of well-being</i> (Oxford: Oxford University Press). Cited in SR-E24, which is referenced in Kirkwood T, Bond J, May C, McKeith I and Teh, M (2008) Mental

			<p>capital through life Challenge Report, (London: Foresight Mental Capital and Wellbeing Project, 2008) p20.</p> <p>Brenda et al. (2009). Perinatal Depression: Prevalence, Risks, and the Nutrition Link—A Review of the Literature. <i>Journal of American Dietetic Association</i>, 109(9), 1566-1575.</p> <p>http://www.sciencedirect.com/science/article/pii/S0002822309007688</p> <p>Center on the Developing Child at Harvard University (2009). <i>Maternal Depression Can Undermine the Development of Young Children: Working Paper No. 8</i>.</p> <p>https://developingchild.harvard.edu/resources/maternal-depression-can-undermine-the-development-of-young-children/</p> <p>Coon, J. Thompson et al. (2011) Does Participating in Physical Activity in Outdoor Natural Environments Have a Greater Effect on Physical and Mental Wellbeing than Physical Activity Indoors? A Systematic Review. <i>Environ. Sci. Technol.</i>, 2011, 45 (5), pp 1761–1772. DOI: 10.1021/es102947t http://pubs.acs.org/doi/abs/10.1021/es102947t</p> <p>Evans J, Melotti R, Heron J, et al. (2012) The timing of maternal depressive symptoms and child cognitive development: a longitudinal study. <i>J Child Psychol Psychiatry</i>; 53: 632–40.</p> <p>Field T. Postpartum depression effects on early interactions, parenting, and safety practices: a review. (2009). <i>Infant Behav Dev</i> 2010; 33: 1–06.</p> <p>59 Tronick E, Reck C. Infants of depressed mothers. <i>Harv Rev Psychiatry</i>; 17: 147–56.</p> <p>Galler JR, Harrison RH, Ramsey F, Forde V, Butler SC. (2000). Maternal depressive symptoms affect infant cognitive development in Barbados. <i>J Child Psychol Psychiatry</i>; 41: 747–57.</p> <p>Gerardin P, Wendland J, Bodeau N, et al. (2011). Depression during pregnancy: is the developmental impact earlier in boys? A prospective case-control study. <i>J Clin Psychiatry</i>; 72: 378–87.</p> <p>Glover V, O'Connor TG (2002). Effects of antenatal stress and anxiety: implications for development and psychiatry. <i>British Journal of Psychiatry</i> 180: 289-391.</p> <p>Kersten-Alvarez LE, Hosman CM, Riksen-Walraven JM, van Doesum KT, Smeekens S, Hoefnagels C. (2012). Early school outcomes for children of postpartum depressed mothers: comparison with a community sample. <i>Child Psychiatry Hum Dev</i>; 43: 201–18.</p> <p>Kvalevaag AL, Ramchandani PG, Hove O, Assmus J, Eberhard-Gran M, Biringier E. (2013) Paternal mental health and socioemotional and behavioural development in their children. <i>Pediatrics</i>; 131: e463–69.</p> <p>Hadley C, Tegegn A, Tessema F, Asefa M, Galea S. (2008). Parental symptoms of common mental disorders and children's social, motor,</p>
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			<p>and language development in sub-Saharan Africa. <i>Ann Hum Biol</i>; 35: 259–75.</p> <p>Hartley C, Pretorius K, Mohamed A, et al. (2010). Maternal postpartum depression and infant social withdrawal among human immunodeficiency virus (HIV) positive mother-infant dyads. <i>Psychol Health Med</i>; 15: 278–87.</p> <p>Koutra K, Chatzi L, Bagkeris M, Vassilaki M, Bitsios P, Kogevinas M. (2012). Antenatal and postnatal maternal mental health as determinants of infant neurodevelopment at 18 months of age in a mother-child cohort (Rhea Study) in Crete, Greece. <i>Soc Psychiatry Psychiatr Epidemiol</i>; 48: 1335–45</p> <p>Leis JA, Heron J, Stuart EA, Mendelson T. (2014). Associations between maternal mental health and child emotional and behavioural problems: does prenatal mental health matter? <i>J Abnorm Child Psychol</i>; 42(1): 161-171.</p> <p>Martins C, Gaff an EA. (2000). Effects of early maternal depression on patterns of infant-mother attachment: a meta-analytic investigation. <i>J Child Psychol Psychiatry</i>; 41: 737–46.</p> <p>Paulson JF, Keefe HA, Leiferman JA. (2009). Early parental depression and child language development. <i>J Child Psychol Psychiatry</i>; 50: 254–62.</p> <p>Pearson RM, Evans J, Kounali D, et al. (2013). Maternal depression during pregnancy and the postnatal period: risks and possible mechanisms for off spring depression at age 18 years. <i>JAMA Psychiatry</i>; 70: 1312–19.</p> <p>Ramchandani PG, Stein A, O'Connor TG, Heron J, Murray L, Evans J. (2008). Depression in men in the postnatal period and later child psychopathology: a population cohort study. <i>J Am Acad Child Adolesc Psychiatry</i>; 47: 390–98.</p> <p>RCM [Royal College of Midwives], (2009). Maternal emotional wellbeing and infant development. A good practice guide for midwives. https://www.rcm.org.uk/sites/default/files/Emotional%20Wellbeing_Guide_WEB.pdf</p> <p>Sutter-Dallay AL, Murray L, Dequae-Merchadou L, Glatigny-Dallay E, Bourgeois ML, Verdoux H. (2011). A prospective longitudinal study of the impact of early postnatal vs chronic maternal depressive symptoms on child development. <i>Eur Psychiatry</i>; 26: 484–89.</p> <p>Stein A, Pearson RM, Goodman SH, et al. (2014). Effects of perinatal mental disorders on the fetus and child. <i>Lancet</i>; 384: 1800–19. http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(14)61277-0.pdf</p>
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44	If the baby's eyes are sticky or pink, he may have an eye infection. Bathe his eyes in cool clean water. Get him checked at the clinic.	Children are prone to eye infections. If left untreated, severe cases can permanently damage the eye. CKS 2007 Approximately 75% of the cases of blindness could have been prevented or treated. Preventable causes include corneal scarring from vitamin A deficiency, measles, neonatal conjunctivitis, and harmful traditional eye treatments. USAID 2007.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>USAID. 2007. The USAID Child Blindness Program.</p> <p>CKS. 2007. Clinical topic: Conjunctivitis – infective. NHS Clinical Knowledge Summaries.</p> <p>CKS. 2009. Clinical topic: Conjunctivitis – allergic. NHS Clinical Knowledge Summaries</p> <p>NHS. 2010a. Conjunctivitis, allergic. NHS Choices, Health A-Z.</p> <p>NHS 2010b. Conjunctivitis, infective. NHS Choices, Health A-Z.</p>
44 *NEW	Treat your partner and your children kindly and lovingly. Growing up in a house full of love and respect will help your baby in later life.		<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. <i>Lancet</i>. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. <i>Lancet</i>. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p>

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45	Wash fruit and vegetables to remove dirt and germs. Use boiled water and wash them well before feeding them to the baby.	<p>Handwashing interventions reduced the incidence of diarrhoeal diseases by 32% in low and middle income countries Source: Ejemot et al. 2009</p> <p>The home-setting is considered the first place in which foodborne diseases develop due to poor personal and/or environmental hygiene with an increased risk of infection (Istituto Superiore di Sanità 2003; Comodo et al. 2000; Fara and Proietti 2000; Griffith et al. 1998; Istituto Superiore di Sanità 2006; Kagan et al. 2002; Redmond and Griffith 2003; Scott 2001)</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNICEF. 2011. Water, Sanitation and Hygiene Annual Report 2010.</p> <p>WHO. 2000. Food borne disease: a focus for health education.</p> <p>WHO. 2003. Healthy Villages – A guide for communities and community health Workers.</p> <p>WHO. 2001. Water for Health: Taking Charge.</p> <p>UNICEF, Diarrhoea. http://www.unicef.org/health/index_43834.html</p> <p>WHO (updated 2016) Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/zinc_diarrhoea/en/</p>
45 *NEW	Let your baby work things out themselves. Hide something in a box or under a cloth and see if they can find it.	Studies have shown that child-directed play leads to a better balance of cognitive and affective development in children (Gmitrova and Gmitrov (2003)	<p>Becker, D. R., McClelland, M. M., Loprinzi, P., & Trost, S. G. (2014). Physical activity, self-regulation, and early academic achievement in preschool children. <i>Early Education & Development</i>, 25(1), 56-70.</p> <p>Bongiorna, L. 10 things every parent should know about play. Retrieved from http://families.naeyc.org/learning-and-development/child-development/10-things-every-parent-should-know-about-play</p>

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46	Try giving the baby soft fruit that he can feed himself. Now he is eating solid foods, he may get constipated. Fruit can soften stools.	Helps the mother understand what changes in her baby's stools are abnormal and when to seek treatment. This empowers her with knowledge and also helps ensure that sick babies get the treatment they need.	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>UNICEF. 2012. Diarrhoea. http://www.unicef.org/health/index_43834.html. [Accessed on 3 June 2014]</p> <p>WHO. 2011. Zinc supplementation in the management of diarrhoea. http://www.who.int/elena/titles/bbc/zinc_diarrhoea/en/. [Accessed on 3 June 2014]</p> <p>WHO. 2013. Diarrhoeal Disease. http://www.who.int/mediacentre/factsheets/fs330/en/ [Accessed on 3 June 2014]</p>
46 *NEW	Talk to your child regularly. The best predictor of how well a child will	A study by Pancsofar and Vernon-Feagans (2007) has shown that at 3 years of age, father-child	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. <i>J Pediatr Adolesc Gynecol</i>. 2011;24(6):404-409pmid:22099734</p>

	develop language is how involved the father is!	communication was a significant and unique predictor of advanced language development in the child.	<p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p> <p>Chang JJ, Halpern CT, Kaufman JS. Maternal depressive symptoms, father's involvement, and the trajectories of child problem behaviors in a US national sample. Arch Pediatr Adolesc Med. 2007;161(7):697–703pmid:17606834</p> <p>Charlie Lewis and Michael E Lamb (2003) Father's influences on child development: The evidence from two-parent families, European Journal of Psychology of Education 18(2): 211-288. http://www.psy.miami.edu/faculty/dmessenger/c_c/rsrscs/rdgs/emot/LewisLamb2003.dads.pdf</p> <p>Conner GK, Denson V. Expectant fathers' response to pregnancy: review of literature and implications for research in high-risk pregnancy. J Perinat Neonatal Nurs. 1990;4(2):33–42pmid:2391646</p> <p>Davis RN, Davis MM, Freed GL, Clark SJ. Fathers' depression related to positive and negative parenting behaviors with 1-year-old children. Pediatrics. 2011;127(4):612–618pmid:21402627</p> <p>Erlandsson K, Dsilna A, Fagerberg I, Christensson K. Skin-to-skin care with the father after cesarean birth and its effect on newborn crying and prefeeding behavior. Birth. 2007;34(2):105–114pmid:17542814</p> <p>Feldman R. Infant mother and infant father synchrony: the coregulation of positive arousal. Infant Ment Health J. 2003;24(1):1–23</p> <p>Gawlik S, Muller M, Hoffmann L, et al. Prevalence of paternal perinatal depressiveness and its link to partnership satisfaction and birth concerns. Arch Women Ment Health. 2014;17(1):49–56pmid:24022743</p> <p>Giallo R, D'Esposito F, Christensen D, et al. Father mental health during the early parenting period: results of an Australian population based</p>
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47	Keep the house safe for the crawling baby. Keep water buckets, small or	5% of under-five deaths is caused by injuries. WHO 2010	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

	sharp objects, detergents, kerosene or medicine away from the baby	<p>The most common agents involved in childhood poisonings in low-income and middle-income countries are hydrocarbons used for fuel and lighting, such as paraffin oil (also known in some countries as kerosene). (WHO/UNICEF, 2008, World report on child injuries)</p> <p>Address other safety issues if common.</p>	<p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>World Health Organization. 2008. Tackling injuries, the leading killers of children. Regional Office of Europe-World Health Organization. WHO/UNICEF, 2008, World report on child injuries. http://whqlibdoc.who.int/publications/2008/9789241563574_eng.pdf?ua=1</p>
47 *NEW	Let your baby develop a relationship with the rest of the family. Strong relationships will help your baby grow into a well-rounded person.	Young children can also benefit significantly from relationships with other responsive caregivers both within and outside the family.	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p> <p>Center on the Developing Child at Harvard University (2016). 8 Things to Remember about Child Development. Retrieved from www.developingchild.harvard.edu.</p> <p>Center on Media and Child Health; Ages and Stages Tip Sheet: Infants and Toddlers Ages 0 to 2 http://cmch.tv/wp-content/uploads/Tip-Sheet-Infants-and-Toddlers.pdf</p> <p>Reach up and Learn; http://www.reachupandlearn.com/</p> <p>The Incredible Years® Parenting Programs, http://www.incredibleyears.com/</p> <p>UNICEF/WHO, Care for Child Development Package, https://www.unicef.org/earlychildhood/files/3.CCD_-_Participant_Manual.pdf</p> <p>https://www.ncbi.nlm.nih.gov/pubmed/27717615</p> <p>Zero to Three; https://www.zerotothree.org/</p>
48	If a family member has TB, take your baby to the clinic for preventive medicine. This will prevent him from catching TB, too.	An estimated 1.7 million people died from TB in 2011. The highest number of deaths was in the Africa Region (WHO, 2011).	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p>

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48 *NEW	The more involved a father is in his child's life, the better the child does in life. Try to spend some time with your baby every day.	Children with involved, caring fathers have better educational outcomes. An active and nurturing style of fathering is associated with better verbal skills, intellectual functioning, and academic achievement among adolescents (U.S. Department of Health and Human Services, 2006).	<p>Alio AP, Mbah AK, Grunsten RA, Salihu HM. Teenage pregnancy and the influence of paternal involvement on fetal outcomes. J Pediatr Adolesc Gynecol. 2011;24(6):404–409pmid:22099734</p> <p>Alio AP, Mbah AK, Kornosky JL, Wathington D, Marty PJ, Salihu HM. Assessing the impact of paternal involvement on racial/ethnic disparities in infant mortality rates. J Community Health. 2011;36(1):63–68pmid:20512407</p> <p>Boyce WT, Essex MJ, Alkon A, Goldsmith HH, Kraemer HC, Kupfer DJ. Early father involvement moderates biobehavioral susceptibility to mental health problems in middle childhood. J Am Acad Child Adolesc Psychiatry. 2006;45(12):1510–1520pmid:17135997</p> <p>Catherine S. Tamis-LeMonda (2004) Fathers and Mothers at Play With Their 2- and 3-Year-Olds: Contributions to Language and Cognitive Development, http://steinhardt.nyu.edu/scmsAdmin/uploads/006/913/Cabrera%2C%20N.%20J.%2C%20Lamb%2C%20M.%20E.%2C%20Shannon%2C%20J.%20D.%2C%20%26%20Tamis-LeMonda%2C%20C.%2C%20Child%20Dev%2C%202004.pdf</p>

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49	If the baby has diarrhoea, give her 1/4 cup of clean water after every loose stool. The mother should keep breastfeeding, too.		WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015. WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health. WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization Nice. 2010. Weight management before, during and after pregnancy. National Institute for Health and Clinical Excellence. Public health guidance 27. World Health Organization/ Food and agriculture organization. 2006. FAO/WHO technical consultation on national food-based dietary guidelines. MIND. 2006. How to look after yourself. National Association for Mental Health. www.mind.org.uk UNICEF. 2012. Diarrhoea. http://www.unicef.org/health/index_43834.html . [Accessed on 3 June 2014]

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49 *NEW	Look after the health of your daughters and sons equally. By doing this you are helping your family and your future generations prosper.	<p>Pillai Ortiz-Rodriguez (2015) found gender disparities in stunting levels in children under 5 in India. They deduced that gender preference for boys bears a net negative effect on the stunting level of girls. Girls often start working at an earlier age than boys, especially in the rural areas where most working children are found. Girls also tend to do more work in the home than boys. As a result of adherence to traditional gender roles, many girls are denied their right to an education or may suffer the triple burden of housework, schoolwork and work outside the home, paid or unpaid (UNICEF)</p>	<p>CARMMA, The Girl Child and Reproductive, Maternal, Newborn and Child Health (Policy Brief) http://www.carmma.org/resource/girl-child-and-reproductive-maternal-newborn-and-child-health-policy-brief</p> <p>Equality Now (2014) Protecting the girl child: Using the law to end child, early and forced marriage and related human rights violations. https://www.equalitynow.org/sites/default/files/Protecting_the_Girl_Child.pdf</p> <p>Fledderjohann J et al. (2014) Do Girls Have a Nutritional Disadvantage Compared with Boys? Statistical Models of Breastfeeding and Food Consumption Inequalities among Indian Siblings. PLoS One. 2014; 9(9): e107172. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4167551/</p> <p>http://www.un.org/millenniumgoals/2014%20MDG%20report/MDG%202014%20English%20web.pdf</p> <p>Pillai VK and Jeyle Ortiz-Rodriguez (2015) Child Malnutrition and Gender Preference in India: The Role of Culture, Health Science Journal Vol. 9 No. 6:8 http://www.hsj.gr/medicine/child-malnutrition-and-gender-preference-in-india-the-role-of-culture.pdf</p> <p>The World Health Organization supports reducing pregnancy under the age of 20. See Adolescent Pregnancy Fact sheet N°364, May 2012, accessible at http://www.who.int/mediacentre/factsheets/fs364/en/</p> <p>UN (2014) MDG report 2014</p> <p>UN Women, The Beijing Platform for Action, “The Girl Child” http://beijing20.unwomen.org/en/in-focus/girl-child#facts</p>

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50	<p>Make sure the baby gets deworming treatment from the clinic after his 1st birthday. Worms can make the baby very sick.</p>	<p>Change to fit local deworming practices</p> <p>Fit to local vaccination programmes.</p> <p>Worms are parasites that live in human bowels (intestines). Some worms are big enough to see with the naked eye, some worms are very small and are harder to see. Some worms can enter the body through the mouth as worm eggs; others enter through the skin as larvae. It is therefore important for children to develop the habit of washing hands properly, keeping nails short and clean and always wearing footwear when playing in the ground (soil). (WHO. Urbani school health kit)</p>	<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>Kattula D (2014) Prevalence & risk factors for soil transmitted helminth infection among school children in south India, Indian J Med Res. 139(1): 76–82.</p> <p>WHO. 2005. The evidence is in: deworming helps meet the Millennium Development Goals. World Health Organization.</p> <p>WHO. Urbani School Health Kit: A Lively and Healthy Me: A Campaign on Preventing and Controlling Worm Infections for Health Promoting Schools. (date unknown)</p> <p>http://www.who.int/immunisation/documents/positionpapers/en/Summary of WHO position papers – recommended routine immunisations for children (Tables 1 & 2)</p> <p>http://www.who.int/immunization/policy/Immunization_routine_table 1.pdf</p> <p>http://www.who.int/immunization/policy/Immunization_routine_table 2.pdf</p>
50 *NEW	<p>Your child needs a nurturing home. Seeing you and your partner show each other love and respect will make him feel safe and happy.</p>	<p>Nurturing relationships (attachment and consistent warm, loving behavior) have been found to be critical for optimal brain development. Persistent neglectful and negative relationships and environments damage the developing brain with long-term effects. (Ministerial Council for Education, Early Childhood Development and Youth Affairs, 2010).</p>	<p>Black MM et al. (2017) Early childhood development coming of age: science through the life course. Lancet. 2017 Jan 7;389(10064):77-90. doi: 10.1016/S0140-6736(16)31389-7. Epub 2016 Oct 4. https://www.ncbi.nlm.nih.gov/pubmed/27717614</p> <p>Britto PR (2017) Nurturing care: promoting early childhood development. Lancet. 2017 Jan 7;389(10064):91-102. doi: 10.1016/S0140-6736(16)31390-3. Epub 2016 Oct 4.</p> <p>Center on the Developing Child (2009). Five Numbers to Remember About Early Childhood Development (Brief). Retrieved from www.developingchild.harvard.edu. https://developingchild.harvard.edu/resources/five-numbers-to-remember-about-early-childhood-development/</p>

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51	The baby is almost one-year-old! Feel proud of all the help and support you have given the mother this year. Good luck with next year!		<p>WHO (2015) Pregnancy, Childbirth, Postpartum and newborn Care: A guide for essential practice. Updated 2015.</p> <p>WHO (2013). Guidelines on maternal, newborn, child, and adolescent health. Recommendations on child health.</p> <p>WHO (2013c) Guideline: Updates on the management of severe acute malnutrition in infants and children. Geneva: World Health Organization</p> <p>WHO. 2000. Complimentary Feeding: Family Foods for Breastfed babies.</p> <p>A A Opaneye. 1998. "Traditional medicine in Nigeria and modern obstetric practice: need for cooperation", Central African Journal of Medicine, 44(10):258-61.</p> <p>Chuang, Chao-Hua et al. 2006 . "Herbal Medicines Used During the First Trimester and Major Congenital Malformations: An Analysis of Data from a Pregnancy Cohort Study", Drug Safety, Volume 29, Number 6, pp. 537-548(12).</p> <p>Thein , Koh et al. 1995. "Risk factors for birth defects in Singapore: a case control study". Annals, Academy of Medicine, Singapore. 24(3):421-7.</p> <p>Opio, N., & English, M. (2011). What clinical signs best identify severe illness in young infants aged 0–59 days in developing countries? A systematic review . Arch Dis Child ,1052–1059.</p> <p>Chowdhury, H., Thompson, S., Ali, M., Alem, N., Yunus, M., & Streatfield, P. (2011). Care seeking for fatal illness episodes in Neonates: a population-based study in rural Bangladesh. BMC Pediatrics .</p>

<p>51 *NEW</p>	<p>Your girl child is a treasure. Look after your daughter well, and she will bring you and her future children happiness and prosperity.</p>		<p>CARMMA, The Girl Child and Reproductive, Maternal, Newborn and Child Health (Policy Brief) http://www.carmma.org/resource/girl-child-and-reproductive-maternal-newborn-and-child-health-policy-brief Equality Now (2014) Protecting the girl child: Using the law to end child, early and forced marriage and related human rights violations. https://www.equalitynow.org/sites/default/files/Protecting_the_Girl_Child.pdf Fledderjohann J et al. (2014) Do Girls Have a Nutritional Disadvantage Compared with Boys? Statistical Models of Breastfeeding and Food Consumption Inequalities among Indian Siblings. PLoS One. 2014; 9(9): e107172. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4167551/ http://www.un.org/millenniumgoals/2014%20MDG%20report/MDG%202014%20English%20web.pdf Pillai VK and Jeyle Ortiz-Rodriguez (2015) Child Malnutrition and Gender Preference in India: The Role of Culture, Health Science Journal Vol. 9 No. 6:8 http://www.hsj.gr/medicine/child-malnutrition-and-gender-preference-in-india-the-role-of-culture.pdf The World Health Organization supports reducing pregnancy under the age of 20. See Adolescent Pregnancy Fact sheet N°364, May 2012, accessible at http://www.who.int/mediacentre/factsheets/fs364/en/ UN (2014) MDG report 2014 UN Women, The Beijing Platform for Action, “The Girl Child” http://beijing20.unwomen.org/en/in-focus/girl-child#facts UNFPA (2012), “Marrying Too Young, End Child Marriage,” p. 13, available at http://www.unfpa.org/webdav/site/global/shared/documents/publications/2012/MarryingTooYoung.pdf UNICEF, https://www.unicef.org/sowc07/docs/sowc07_panel_3_3.pdf</p>
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