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## Letter to Editor

## Nurturing a healthy future: The impact of the mothers' absolute affection (MAA) programme on infant and young child feeding

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Sir,

The Mothers' Absolute Affection (MAA) Programme is a crucial programme designed to support ideal baby and early child feeding practises and promote breastfeeding in India. The MAA Program's relevance and success in enhancing the health and wellbeing of women and their children through its multidimensional approach to breastfeeding and infant nutrition are explored in this abstract.

The MAA Programme encompasses a range of key components:

1. Promotion of exclusive breastfeeding: According to MAA, breast milk is the best source of nutrition for newborns and it should be provided exclusively to them during the first six months of life. Different public health initiatives and educational initiatives spread this message.<sup>1</sup>
2. Antenatal and postnatal support: The MAA educates women on the advantages of breastfeeding and the right methods for doing so during prenatal and postnatal counselling. In providing advice and assistance, healthcare professionals are essential.<sup>2</sup>
3. Community involvement: To promote breastfeeding, the programme works with the local community and medical professionals. This involves educating

community health professionals and anganwadi staff members about breastfeeding and providing support for it.<sup>3</sup>

4. Mother's well-being: Maternal health is crucial for promoting healthy breastfeeding, according to MAA. It addresses mother nutrition, emotional support, and removing obstacles that can prevent breastfeeding.<sup>4</sup>
5. Complementary feeding: In order to guarantee the best possible nutrition for children after the first six months, the MAA Programme encourages the introduction of wholesome supplemental meals during nursing.<sup>5</sup>
6. Monitoring and evaluation: To evaluate the program's effectiveness and pinpoint areas for improvement, it is supported by rigorous monitoring and evaluation tools. This data-driven methodology helps to efficiently focus resources and fine-tune plans.<sup>3-5</sup>

Improved breastfeeding rates and baby nutrition indices show the MAA Programme's effectiveness. It has aided in improving child health and lowering child mortality rates. Additionally, it promotes a culture of support for moms by highlighting their crucial role in newborn feeding and general health.<sup>1-3</sup>

In conclusion, The MAA Programme is a comprehensive and successful effort that supports mothers' crucial role in baby and early child feeding. The programme strives to promote child health, maternal well-being, and the future of the country by encouraging exclusive breastfeeding, offering assistance to mothers, and involving communities.

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Its accomplishments serve as a guide for similar initiatives made in other parts of the world to promote nursing and feeding practises for infants and young children.

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