Early Essential Newborn Care: A healthy start to every newborn

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• Play EENC animation video (3 minutes)
Targets by 2020 in all Member States:

1. At least 80% of birth facilities are implementing EENC

2. At least 90% of births are attended by skilled birth attendants

3. National & subnational neonatal mortality rate (NMR) are 10 per 1000 live births or less
Neonatal Mortality Rate (2017)

ASEAN and WPR priority countries, 2017 estimate

- Lao PDR: 28.2
- Myanmar: 24.1
- Papua New Guinea: 23.7
- World: 18
- Cambodia: 14.9
- Philippines: 13.6
- Indonesia: 12.4
- Viet Nam: 10.6
- Mongolia: 9.1
- Solomon Islands: 8.5
- Western Pacific Region: 6
- Thailand: 5.3
- China: 4.7
- Brunei Darussalam: 4.7
- Malaysia: 4.3
- Singapore: 1.1
- Japan: 0.9

Regional Target 2020

Source: UN IGME child mortality report (2018)
Early Essential Newborn Care (EENC)

- For EVERY baby: Term or Preterm/Low birthweight
- For ALL delivery: Vaginal or Caesarean section; rich or poor settings
- Simple, effective, and low cost
- Evidence-based
If this benefits babies,

Immediate drying, delayed cord clamping

Skin-to-Skin Contact

Early exclusive breastfeeding

Why is this so common?

Immediate cord clamp, delayed drying, routine suctioning

Separated from mother, distress, exposed to dangerous bacteria

Delayed breastfeeding
EENC: EVERY baby needs

To breathe normally
To be warm
To be protected
To be breastfed
EENC: Skin-to-skin contact’s benefits for healthy newborns

- **Breastfeeding**: 63.73 more days
- **Blood glucose**: 10.49 mg/dL mean level
- **Body temperature**: 0.3 °C higher axillary temp

Source: Moore ER et al, Early skin-to-skin contact for mothers and their healthy newborn infants (2016), Cochrane review
EENC: SSC duration increases exclusive breastfeeding rate in both term and preterm babies (8 countries)

No SSC
<30min
<60min
<90min
≥90 min

Term (N=1323)
Preterm (N=329)
EENC: Breastfeeding

**Short-term benefits for the first 6 months**
- 63% less diarrhea
- 72% less hospitalization
- 77% less diarrhea mortality
- 57% less respiratory infection
- 67% less respiratory hospitalization
- 70% less respiratory mortality

**Long-term benefits for life**
- Higher IQ
- Better school performance
- 34% less type-2 diabetes
- 24% less obesity

Low breastfeeding rate leads to financial burden

Global expenditure in US Dollars

Annual retail value of infant formula industry

Countries lose annually due to low BF rate

Source: Global Nutrition targets 2025
Average monthly cost of infant formula, pre & post - EENC comparison, Da Nang Hospital, Viet Nam (2013-2015)

93.6% reduction in infant formula costs

<table>
<thead>
<tr>
<th>NICU</th>
<th>Postnatal wards</th>
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</thead>
<tbody>
<tr>
<td>Pre-EENC</td>
<td>Post-EENC</td>
</tr>
<tr>
<td>1527</td>
<td>337</td>
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</tbody>
</table>

Amount in US $
EENC reduces adverse clinical outcomes and NICU admissions, Da Nang, Viet Nam (2013-2015)

<table>
<thead>
<tr>
<th>Outcomes and practices</th>
<th>Pre-EENC (Nov 2013-Oct 2014), n (%)</th>
<th>Post-EENC (Nov 2014-Oct 2015), n (%)</th>
<th>Relative risk (95% CI)</th>
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<tbody>
<tr>
<td>Adverse outcomes</td>
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<tr>
<td>Hypothermia on admission</td>
<td>N=13201</td>
<td>N=14180</td>
<td>0.7 (0.7-0.8)</td>
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<tr>
<td>Sepsis</td>
<td>707 (5.4)</td>
<td>549 (3.9)</td>
<td>0.3 (0.2-0.4)</td>
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<td>Care practices in the Neonatal unit</td>
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<tr>
<td>N =2360</td>
<td>N =1701</td>
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<tr>
<td>Exclusive breastfeeding</td>
<td>1157 (49)</td>
<td>1501 (88)</td>
<td>1.8 (1.7-1.9)</td>
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<tr>
<td>Formula only</td>
<td>55 (2.3)</td>
<td>9 (0.5)</td>
<td>0.2 (0.1-0.5)</td>
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<tr>
<td>Care practices for Babies &lt;2000g</td>
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<tr>
<td>Receiving KMC</td>
<td>194 (52)</td>
<td>287 (67)</td>
<td>1.3 (1.1-1.4)</td>
</tr>
</tbody>
</table>
EENC: Continuous Kangaroo Mother Care (KMC) for Preterm and low birthweight babies

1. Continuous Skin-to-skin contact (>20 Hours per day)
2. Early and exclusive breastfeeding
3. Close monitoring of illness

Compared to conventional care, continuous KMC is associated with:

- 7 times higher exclusive breastfeeding
- 40% lower risk of neonatal death
- 51% lower risk of morbidity
- 66% lower risk of hypothermia

Sources: WHO recommendations on interventions to improve preterm birth outcomes (2018); Li et al, Health system barriers to breastfeeding (publication forthcoming)
EENC: A Healthy Start for Every Newborn

Visit us at www.thefirstembrace.org
• Ending with EENC video (5 min documentary shown in Da Nang starting with the woman on the blue ball)