

Early
Essential
Newborn
Care: A
healthy start
to every
newborn

The 16th ASEAN & Japan
High Level Officials Meeting
on Caring Societies

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Health



- Play EENC animation video (3 minutes)

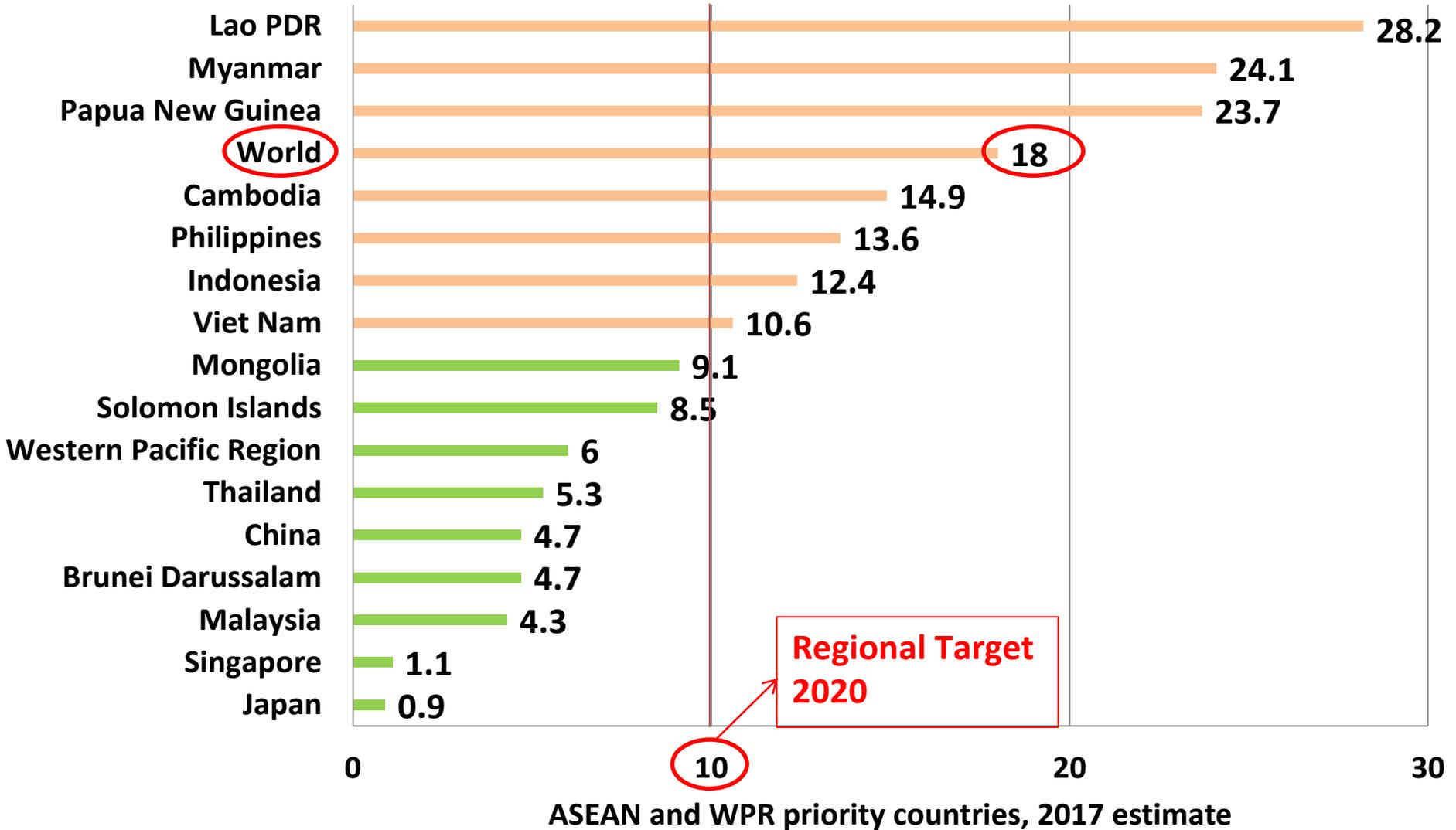
Action Plan for
Healthy Newborn Infants
in the Western Pacific Region
(2014–2020)



Targets by 2020 in all Member States:

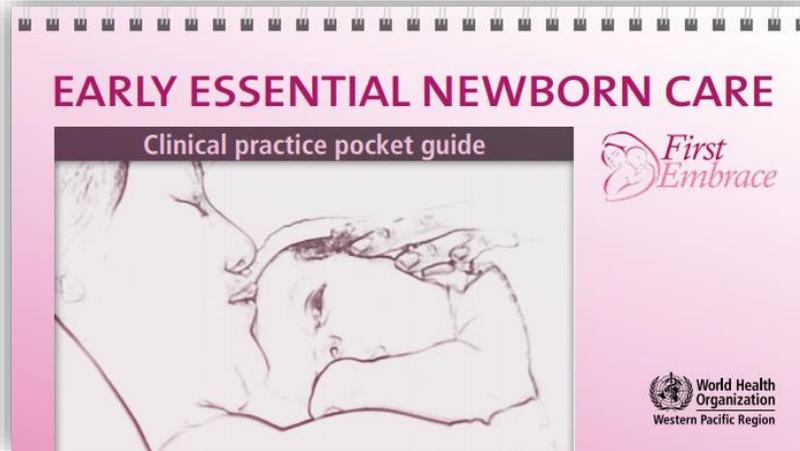
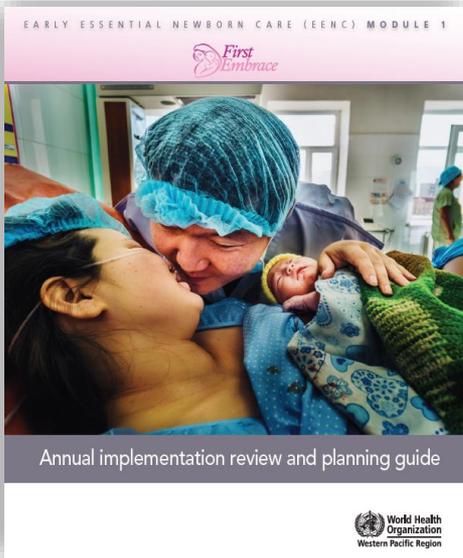
- 1. At least 80% of birth facilities are implementing EENC**
- 2. At least 90% of births are attended by skilled birth attendants**
- 3. National & subnational neonatal mortality rate (NMR) are 10 per 1000 live births or less**

Neonatal Mortality Rate (2017)

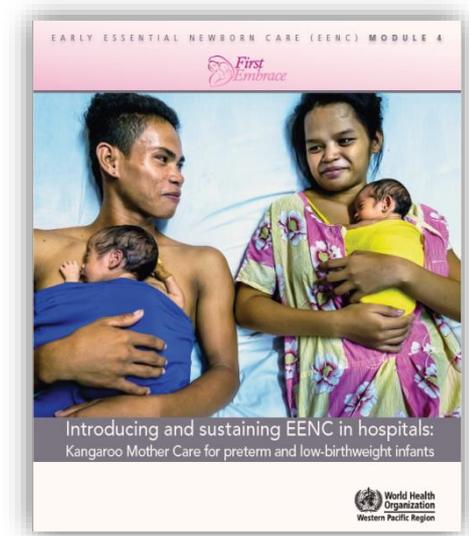
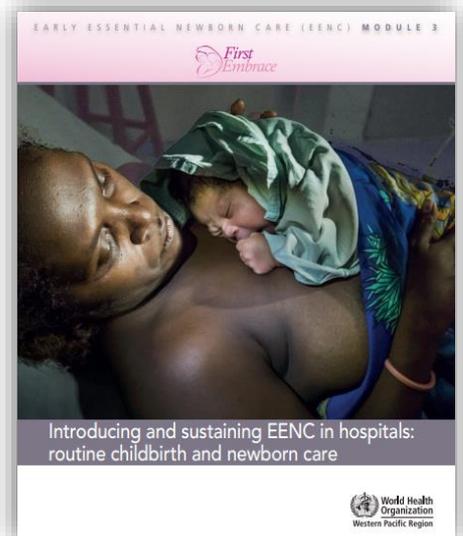


Source: UN IGME child mortality report (2018)

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
breastfeed-
-ing

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



A warm motherly embrace can save a life.
Ask for sustained skin-to-skin contact
immediately after birth.



Breastfeeding

63.73 more days



Blood glucose

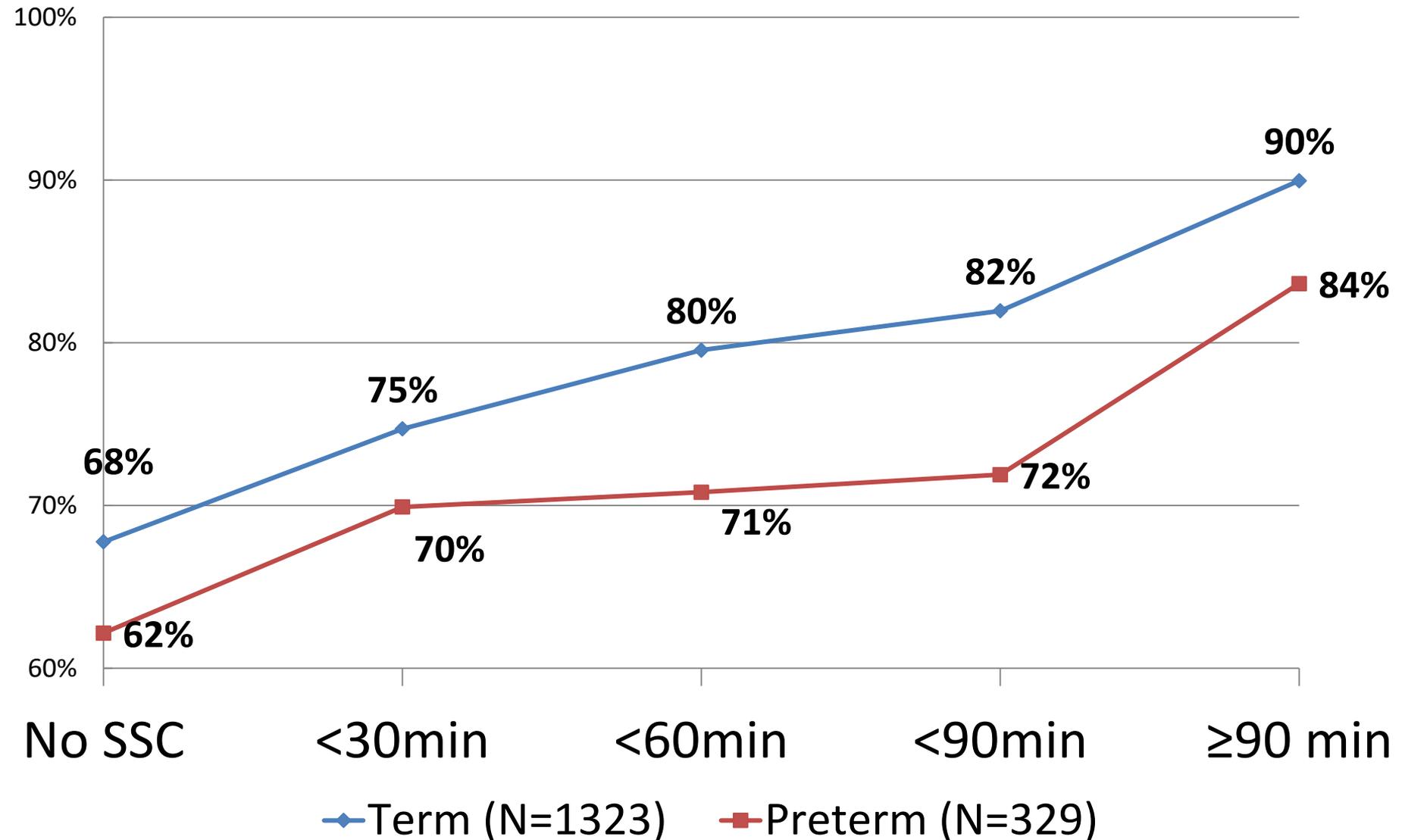
10.49 mg/dL mean level



Body temperature

0.3 °C higher axillary temp

EENC: SSC duration increases exclusive breastfeeding rate in both term and preterm babies (8 countries)



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

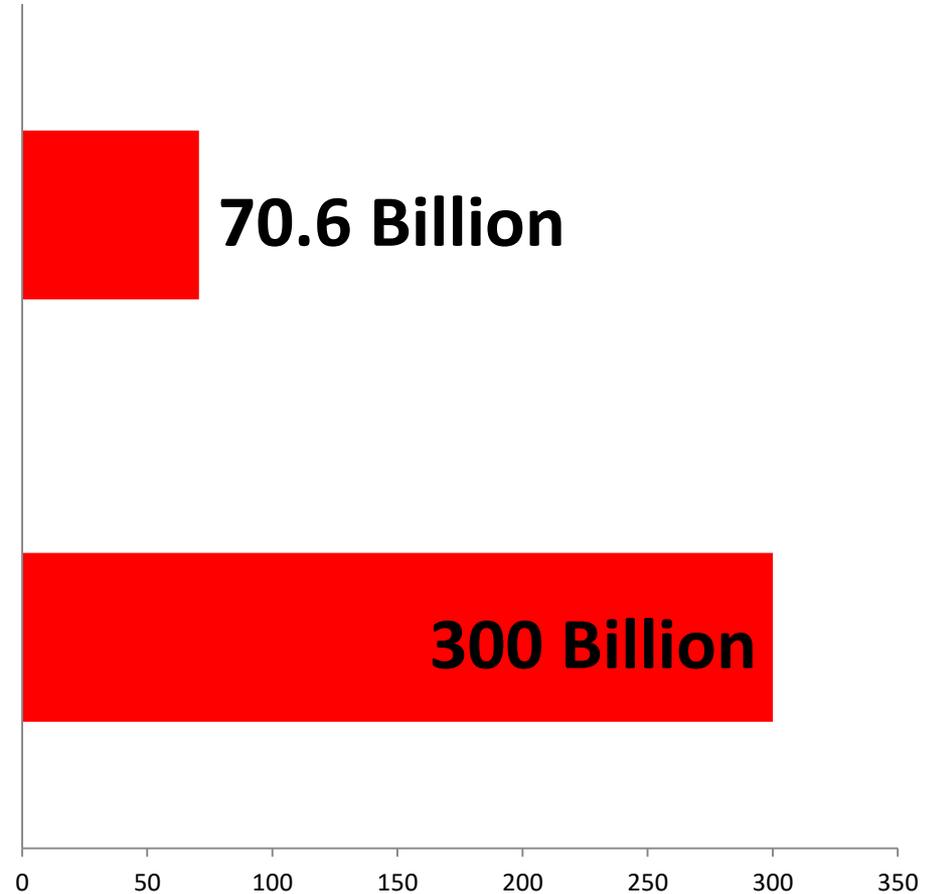
Global expenditure in US Dollars

**Annual retail value of
infant formula industry**

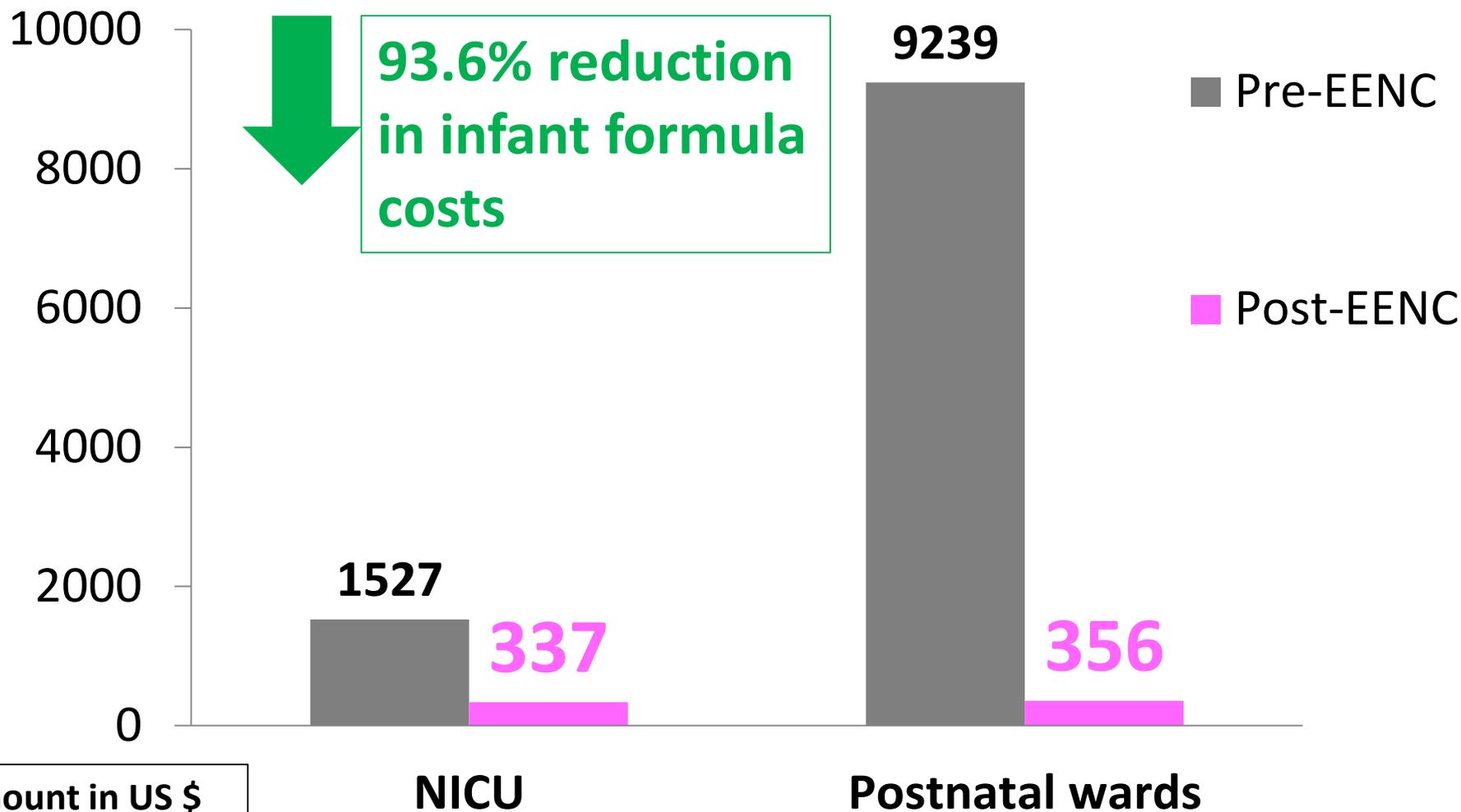
70.6 Billion

**Countries lose annually
due to low BF rate**

300 Billion



Average monthly cost of infant formula, pre & post - EENC comparison, Da Nang Hospital, Viet Nam (2013-2015)



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

Outcomes and practices	Pre-EENC (Nov 2013-Oct 2014), n (%)	Post-EENC (Nov 2014-Oct 2015), n (%)	Relative risk (95% CI)
Adverse outcomes	N=13201	N=14180	
Hypothermia on admission	707 (5.4)	549 (3.9)	0.7 (0.7-0.8)
Sepsis	429 (3.2)	131 (0.9)	0.3 (0.2-0.4)
Care practices in the Neonatal unit	N =2360	N =1701	
Exclusive breastfeeding	1157 (49)	1501 (88)	1.8 (1.7-1.9)
Formula only	55 (2.3)	9 (0.5)	0.2 (0.1-0.5)
Care practices for Babies <2000g	N=372	N=429	
Receiving KMC	194 (52)	287 (67)	1.3 (1.1-1.4)

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)