



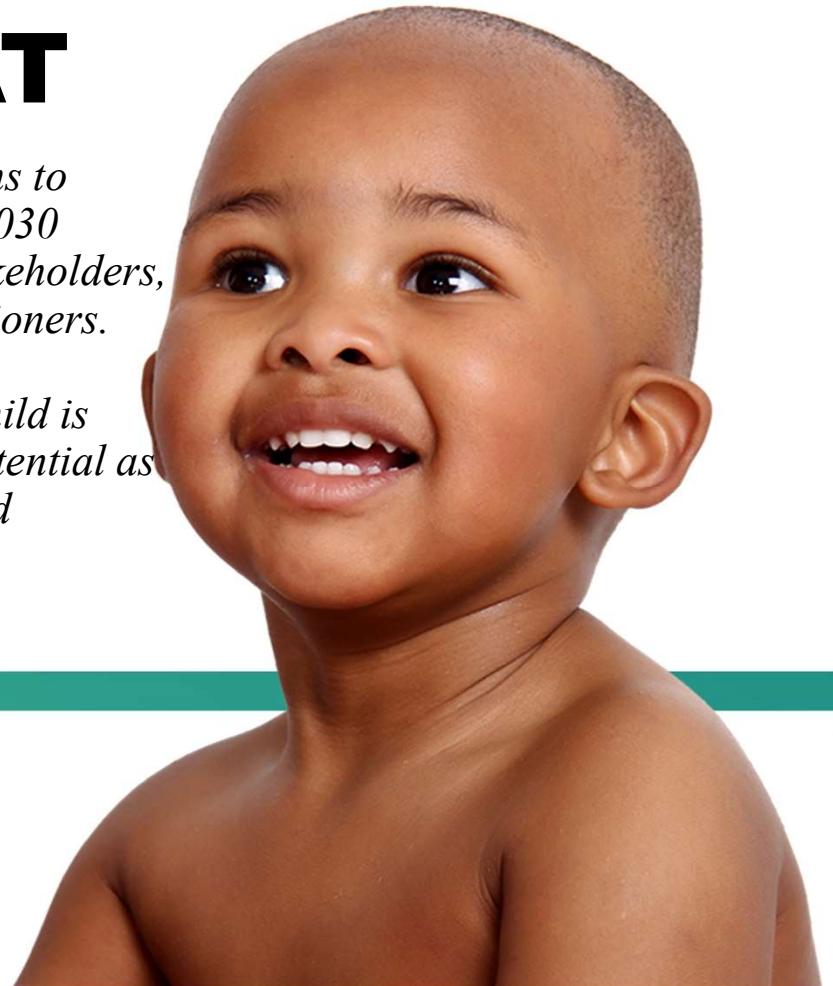
# GROW GREAT CHAMPIONS

*World Breastfeeding Week  
August 2024*

# GROW GREAT

*Grow Great is a national campaign that aims to mobilise South Africa to halve stunting by 2030 through inspiring the public, mobilising stakeholders, supporting parents and empowering practitioners.*

*Grow Great believes in a future where no child is denied the opportunity to reach their full potential as a result of stunting and poor early childhood development in the first 1000 days of life.*



**ABOUT**

# GGC GEOGRAPHICAL FOOTPRINT



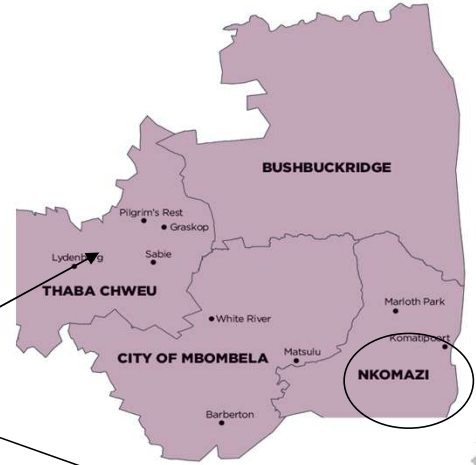
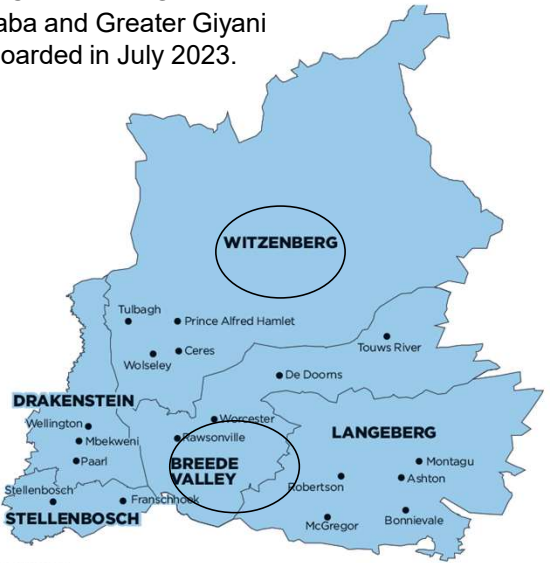
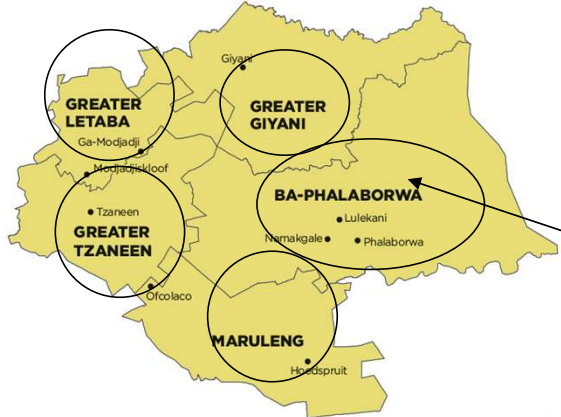
## LIMPOPO, MOPANI DISTRICT:

163 CHWs from Greater Letaba were onboarded in June 2018.

567 CHWs from Greater Giyani onboarded May 2019

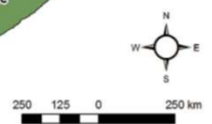
611 CHWs from Greater Tzaneen, Maruleng and Ba-Phalaborwa onboarded September 2022.

300 CHWs from Greater Letaba and Greater Giyani onboarded in July 2023.

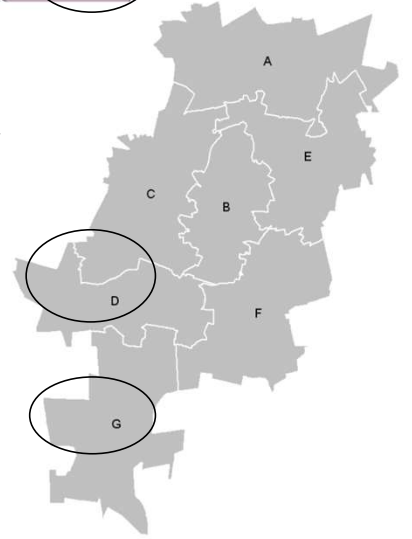


**MPUMALANGA, NKOMAZI:**  
68 CHWs onboarded in September 2018.  
135 CHWs onboarded in April 2021.

**WESTERN CAPE, BREEDE VALLEY AND WITZENBURG:**  
80 CHWs onboarded in November 2021 (Boland Hospice)  
50 CHWs onboarded in November 2021 (NORSA)



**CITY OF JOHANNESBURG:**  
460 CHWs onboarded from Region D in May 2021.  
500 CHWs onboarded from Region G in June 2023.



## **CHW ROLE IN SUPPORTING BREASTFEEDING**

- *Education awareness and discussing with pregnant moms feeding choices*
- *Home visiting in the first week after the child is born to support and observe breast feeding*
- *Addressing cultural beliefs and debunking myths around breastfeeding*
- *Linking to care the struggling moms*
- *Breastfeeding gatherings*

# SUCCESS STORIES AND IMPACT

## Flourish Antenatal Scorecard: 2023



*Antenatal Baseline & Endline surveys measure Flourish's impact on pregnant women's coping skills, knowledge, attitude & practise (KAP) related to stunting-protective behaviours in the first 1000 days of life.*

↑ 10%  
Increase in women's  
**intention to exclusively  
breastfeed** their child  
under 6 months

↑ 30%  
Increase in women's  
**understanding of  
exclusively  
breastfeeding**

↓ 21%  
Drop in women's **use of  
alcohol** during  
pregnancy

77%  
Flourish women who attend  
**early clinic bookings**  
(before 20 weeks)

↑ 30%  
Increase in women's  
**coping skills**

↑ 20%  
Women's **knowledge** about what  
to do **after birth for their baby to  
be healthy**

*Flourish is having a significant impact on pregnant women's coping skills, knowledge, attitudes and practice!*

# SUCCESS STORIES AND IMPACT



Improvements in Exclusive Breastfeeding at Clinics supported by GGC trained CHWs: 2022-2023			
District	2022	2023	Difference
Ehlanzeni (MP)	31%	38%	+7%
Cape Winelands (WC)	42%	46%	+4%
Mopani (LP)	23%	27%	+4%
City of Johannesburg (GP)	39%	44%	+5%

*(source: DHIS Data)*

## **CHALLENGES FACED BY CHWS**

- *Limited resources*
- *Inadequate training*
- *Workload and coverage*
- *Cultural practises post-delivery (Within the first six weeks)*

## **FUTURE DIRECTIONS AND RECOMMENDATIONS**

- *Strengthen CHW programs by equipping CHWs with training*
- *Resource CHWs*
- *CHWs have potential to increase breastfeeding rates and improve child health outcome.*
- *Children only gets into contact with the facility 20 time during 1<sup>st</sup> 1000 days CHWs will always be there as the first contact resource for mothers.*



A thick orange border frames the text. The border is composed of several segments: a top horizontal line, a right vertical line, a bottom horizontal line, and a left vertical line. The bottom horizontal line extends further to the left, ending in a small square-shaped loop.

**THANK YOU**