

# Mobile Nursing Pods for Mothers and Children in Public Spaces

## The Context

Inadequate Breastfeeding leading to poor health and increase in mortality rates in Children and Mothers in India. As per a United Nations Report, almost 1 lakh children die every year in India due to diseases that could have been prevented through breastfeeding. It also mentions that mortality and other losses attribute to inadequate breastfeeding can cost the country's economy 14 billion dollars. In China, India, Nigeria, Mexico and Indonesia alone, inadequate breastfeeding is responsible for more than 2,36,000 child deaths each year. <sup>1</sup>In these countries, the estimated future economic cost of mortality and cognitive losses attributed to inadequate breastfeeding are estimated to be almost USD 119 billion a year. Despite a reported 55 per cent exclusive breastfeeding rate in children below the age of six months, the large population in India and high under five mortality means that an estimated 99,499 children die each year as a result of cases of diarrhoea and pneumonia that could have been prevented through early initiation of breastfeeding, exclusive breastfeeding for the first six months, and continued breastfeeding. Further, the high level of child mortality and growing number of deaths in women from cancers and type II diabetes attributable to inadequate breastfeeding is estimated to drain the Indian economy of \$7 billion. Together with another \$7 billion in costs related to cognitive losses, India is poised to lose an estimated \$14 billion in its economy, or 0.70 per cent of its Gross National Income. <sup>2</sup>

## The Problem Statement

### Infrastructural Challenges faced by Mothers

As best to our knowledge, we realized that, even though with increasing urbanization of the cities and growth in the country, making everything convenient for consumers, breastfeeding spaces for mothers have always been a challenge in public spaces. As per a web link-based survey in India, 900 mothers were surveyed, 77% of whom were in the 25-to-35-year age group while the remaining 23% were in age group of 36 to 45 years. Women have fed their babies in their own car (90%), public transport (78%), restaurants (56%), car parking (49%), trial rooms (47%), washrooms (44%), religious places (41%), parks (32%) and breastfeeding



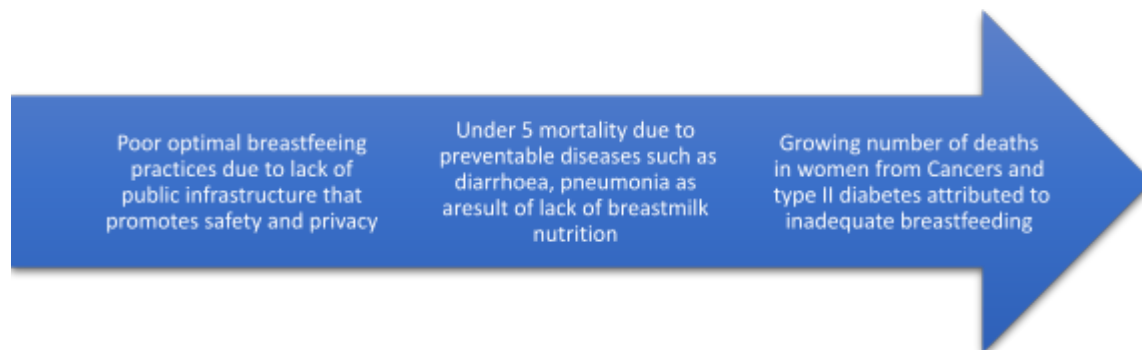
1

<https://www.thehindu.com/sci-tech/health/inadequate-breastfeeding-may-drain-indian-economy-of-usd-14bn-un-report/article19407309.ece#:~:text=Nearly%20one%20lakh%20children%20die,the%20country's%20economy%20%2414%20billion.>

2

<https://www.thehindu.com/sci-tech/health/inadequate-breastfeeding-may-drain-indian-economy-of-usd-14bn-un-report/article19407309.ece>

rooms (6%). Around 81% mothers are not comfortable feeding their children in public due to the lack of proper breastfeeding places. The greatest deterrents are hygiene (53%) and uncomfortable stares and lack of privacy (47%).<sup>3</sup>



## Solution

'Mobile Nursing Pods -An exclusive space for mother and child'

These pods are small rectangular units with attractive aesthetics and required amenities to be placed at public places with high footfall. There are a few ongoing international examples of similar interventions such as Mamava in USA, a well-known brand for lactation pods. In many airports/train stations, many mothers do not have the privacy or the space to breastfeed their babies, hence we propose 4 lactation Pods for our beneficiaries in airports and train stations.

We realized that solving the lack of infrastructure problem in public spaces can help promote better and optimal breastfeeding practices for the new mothers. When mothers are on a transit that might take longer hours, it is often worrisome for them to find a safe space to breastfeed their children. Most airports in countries such as USA are adopting the practice of providing lactation pods for mothers. We also realized that most Indian airports/train stations have not been made significant interventions in solving this issue. This is where our Pods come in. We don't only focus on giving them a temporary safe space for the children and mothers but also care about making a permanent impact on their health through giving them better breastfeeding awareness and information.

## Objectives

To bridge the gap between timely breastfeeding necessity and spaces for mothers and children that not only guarantees safety and privacy but also ensures high quality experience. We aim to provide services that promote the best level of mother and child wellness, in the long run.

## Benefits of the Project

- ✓ Creating an impact in the society through our Pod – a unique intervention in the airports/train stations
- ✓ More visibility of the organization and the impact it is creating to promote child and mother wellness
- ✓ Project will be handled by our team of CSR professionals from top tier institutions in the country and experience in executing similar projects

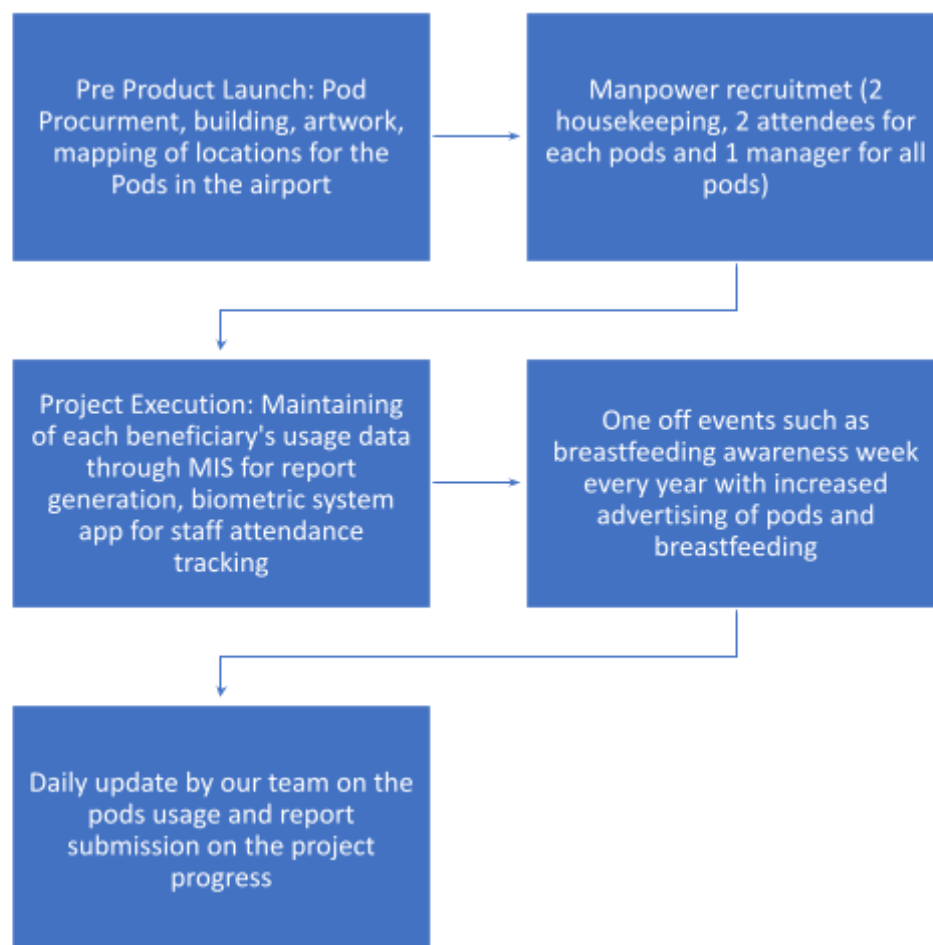
<sup>3</sup> <https://www.epw.in/engage/article/no-room-breastfeeding-mothers-india>

## Monitoring Process and Key Deliverables

- ✓ Quarterly and Annual Project progress reports submission to with a deep Impact assessment research after every year by our team
- ✓ Fortnightly visits by allocated managers and daily tracking of beneficiaries' usage for each of the pods
- ✓ Quality control through issue logs, Risk registers by team

## Implementation Plan

- ✓ Mobile lactation pods – 10ft x 10ft with a water sink (basin), a mini refrigerator, available packaged drinking water and packaged breast milk pumps.
- ✓ Installation locations – 2 at departure and 2 at arrival sections
- ✓ Comfortable resting and seating space for mother and child
- ✓ Air-conditioned Pods with TV that screens and pamphlets about information and awareness on why breastfeeding is so important
- ✓ Well trained staff to clean the spaces. A female attendee available around the clock for any assistance in each Pod.
- ✓ Standee advertisements with clear instructions on directions for beneficiaries at locations such as lounges/restaurants/cafes and restroom/check ins and at departure and arrival gates.



## Timeline and Duration

***Need suggestions on how can a one time set up be funded/Who'll take over the operations?***

the duration of the program will be from September, 2022- August, 2022

Activities	Sept- Nov	Dec-Feb	March- May	June- Aug
Pre-project Discussions and Firming up the plan				
Finalisation of IEC and SOPs				
Setting up the infrastructure				
Outreach and mobilisation of the program				
Monitoring of the pods				
Quarterly report submission				

## Scale up plan/Replicability

- ✓ Set up and Operations in 1<sup>st</sup> airport (initial 2 yrs)
- ✓ Operations expansion within and outside the cities' airports and trainstations,
- ✓ could target upto 20 pods
- ✓ In a span of four years, the project can expand beyond airports and train stations, to malls in metro cities