



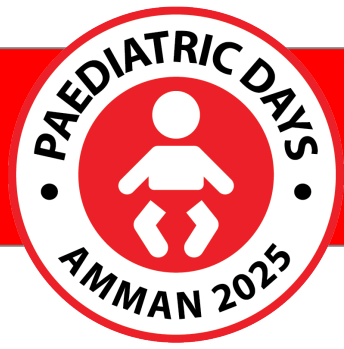
TELEHEALTH AND REMOTE BREASTFEEDING SUPPORT

A Case Study from Gaza

Nour Abdin, Nutritionist and IBCLC

GINA Infant Nutrition Alliance





GAZA: Uncharted Waters

Self-actualization

desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

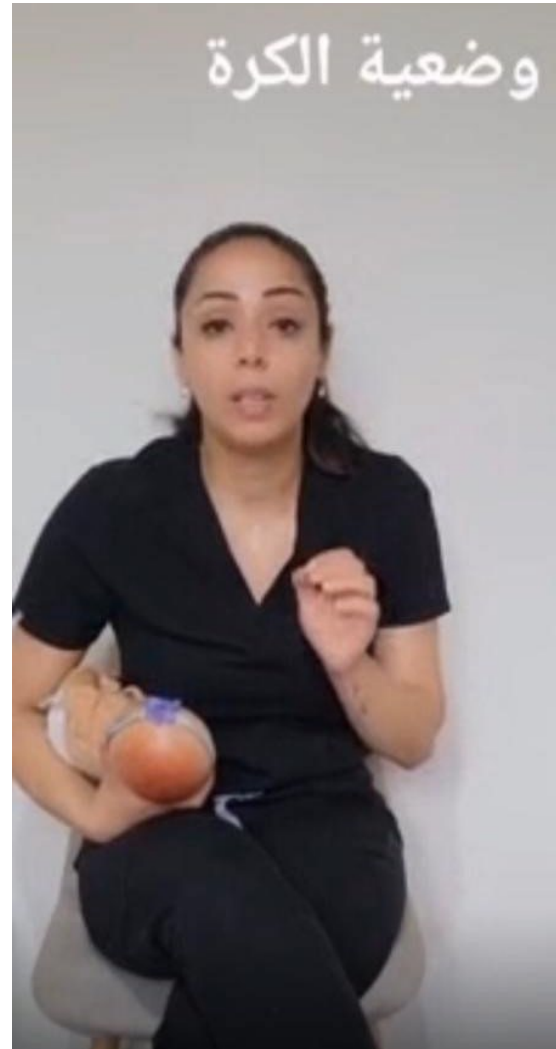
air, water, food, shelter, sleep, clothing, reproduction





Remote Training Program

- Material was created in Arabic and divided into small bites.
- GINA moderated lively discussion groups on WhatsApp and Zoom for staff.



GINA Training Arabic

by Gaza Infant Nutrition Alliance (GINA)

Playlist • 12 videos • 342 views

GINA Training Material - Arabic
Breastfeeding Support - training package for healthcare professionals

▶ Play all

اسسوت الرضاعة الطبيعية
أسبوعية الرضاعة الطبيعية
37:32

الفوائد العديدة لمباشرة بعد الولادة
البدء المبكر: مباشرة بعد الولادة
1:08:47

طريقة الحقن
53:51

لتحسين الأوقات مع الرضيع الفعّال
التعاون والتحديات التي تواجهها الأمهات
58:29

GINA training part 1
Physiology of Breastfeedi...
Gaza Infant Nutrition Alliance...
208 views • 1 year ago

GINA training part 2: A Good :
Start, by Yafa Ajweh
Gaza Infant Nutrition Alliance...
119 views • 1 year ago

GINA training part 3 common :
problems by Yafa Ajweh
Gaza Infant Nutrition Alliance...
100 views • 1 year ago

GINA training part 4
Premature babies by Ya...
Gaza Infant Nutrition Alliance...
106 views • 1 year ago

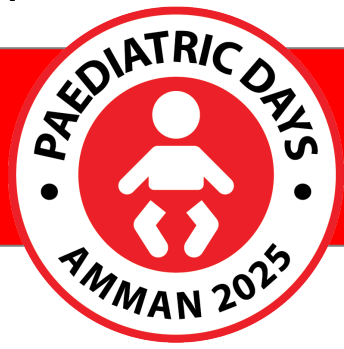




Remote Training Program

- 40 health workers trained as GINA lactation advisors.
- 120 received structured IYCF-E breastfeeding support training from other NGOs and the MOH.
- Remote simulation training using dolls and breast models.
- Supported supervision using video calls.

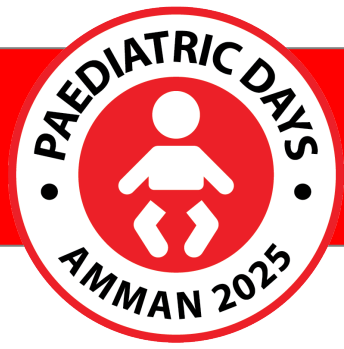




Remote Mentorship

- Remote mentorship with lactation consultants and neonatologists.
- Mentorship for team leaders on management and team building.
- Wellbeing support for our team.

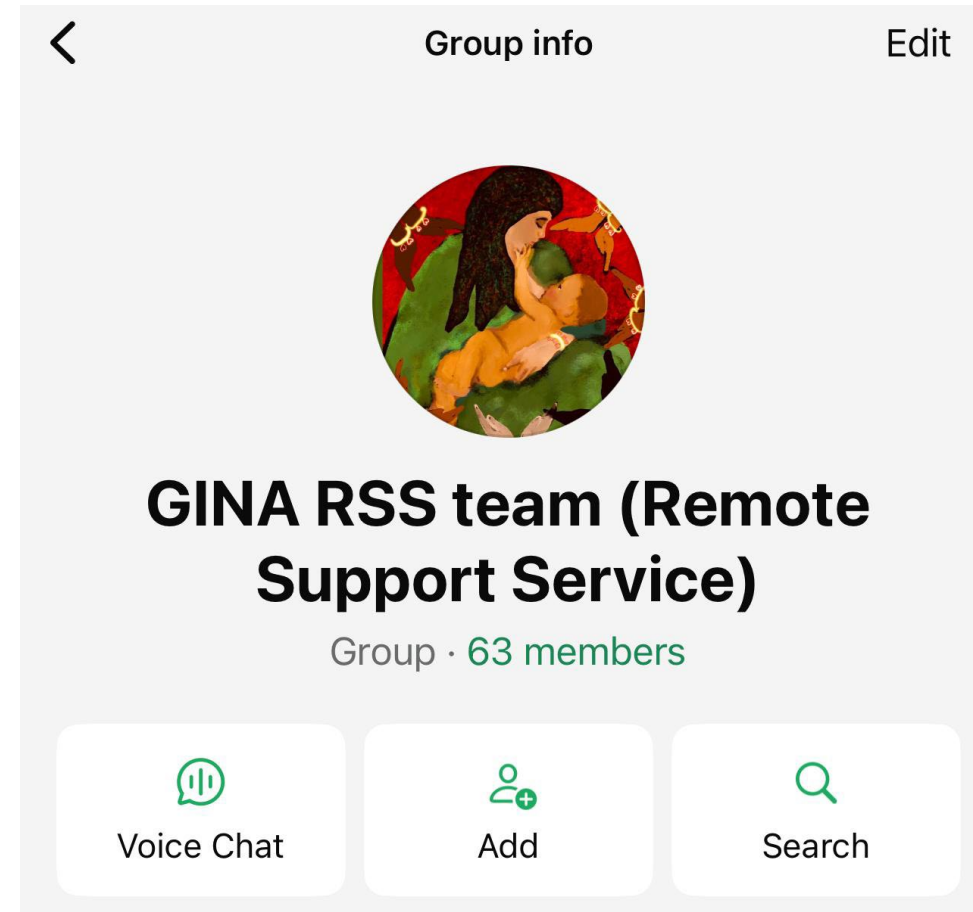


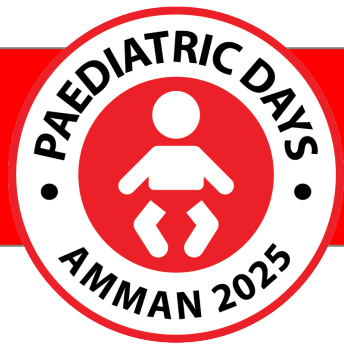


Remote Breastfeeding Support Model

Mother Centered Bubble

- Referral from Gaza → remote team → 1:1 virtual follow-up → return to face-to-face when feasible
- Multidisciplinary support → lactation advisors, doctors & translators
- Warm, continuous contact through calls, voice notes & videos





Virtual Peer Support Groups

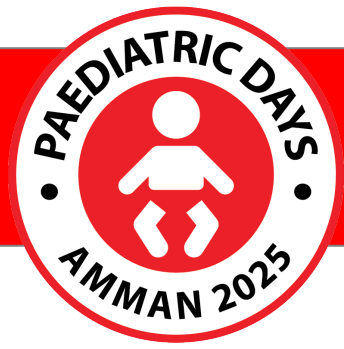
- Safe environment for information sharing.
- “Myth-busting” WhatsApp Groups – 4 groups so far
- Moderated by GINA Infant Feeding Advisors.



مجموعة GINA لدعم الرضاعة الطبيعية في غزة

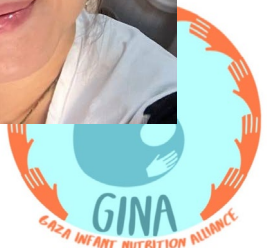
Group · 968 members

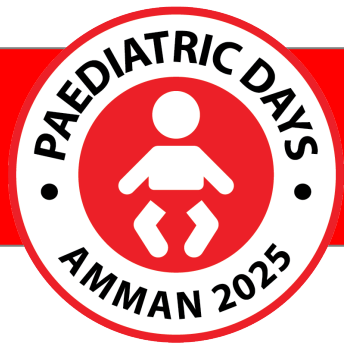




Impact Highlights

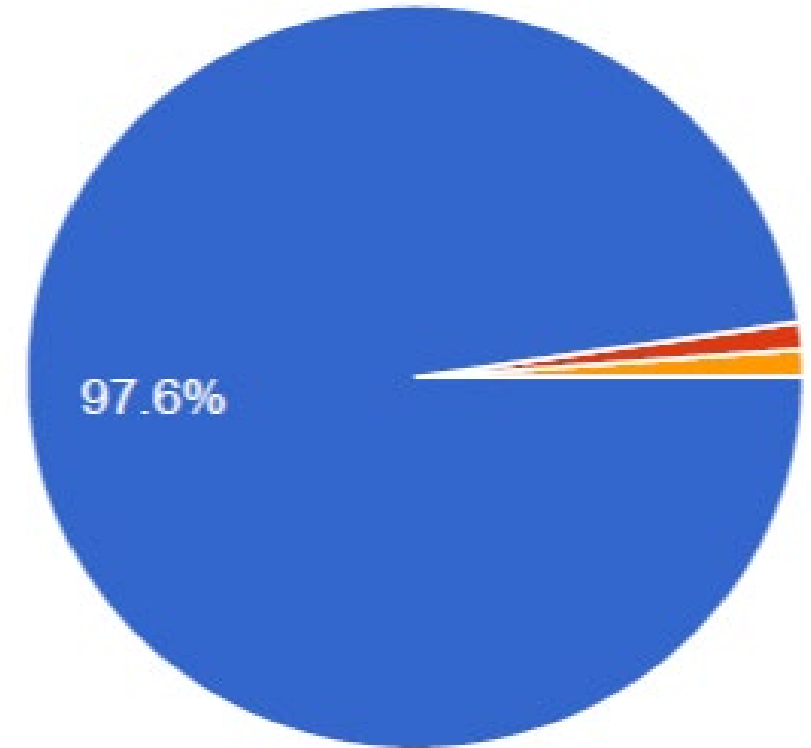
- We work in 4 hospitals and one clinic.
- Increased staff confidence in breastfeeding support.
- Sustained support for breastfeeding during displacement.
- Strengthening collaborations with MoH & MSF Spain.

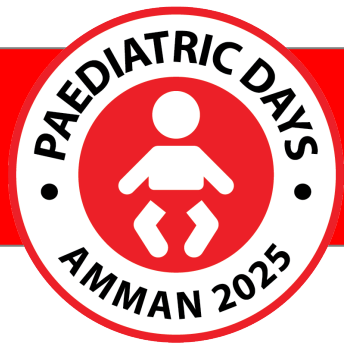




Cultural Change: Mothers Feedback

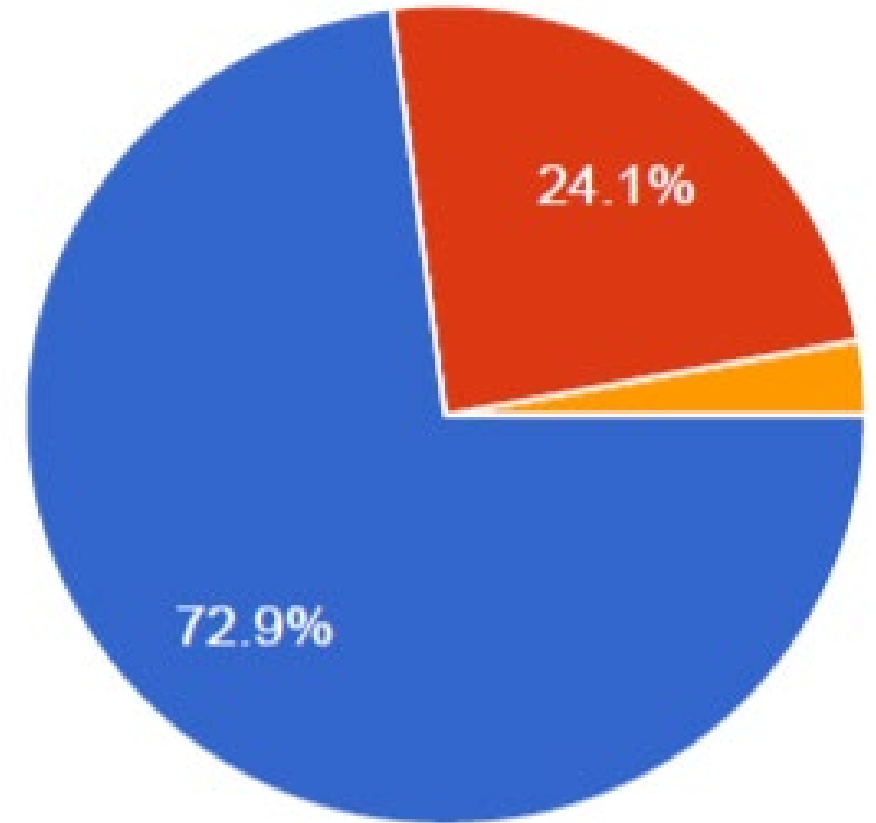
- 97.6% of mothers report GINA WhatsApp groups as helpful for breastfeeding support.
- Remarkable increase in Exclusive breastfeeding rates since GINA intervention, more than 50% in July, as they were already low pre-conflict (36%, UNICEF 2020)

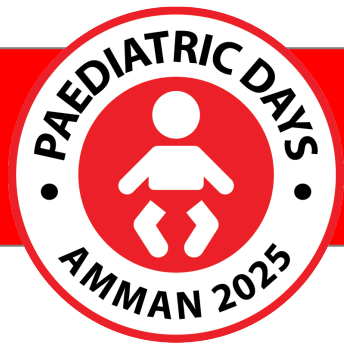




Cultural Change: Mothers Feedback

- 72.9% received direct consultations from the GINA team in clinical settings
- 24.1% Didn't receive direct consultations from the team, but joined the Q&A WhatsApp group and found it really helpful.
- Mothers report sustained breastfeeding despite displacement and difficult living conditions.





Testimonials from Mothers



"I have malnutrition, but skin-to-skin at night changed my milk — so much blessing, even when everything else is scarce."



"I thought I'd lose my milk after the bombing... but your voice made me believe again."



"When my baby became fussy after meningitis, I thought I'd lose my milk. But Omama's voice calmed me. She said, 'He's still your baby, and your milk is still his medicine.' That moment gave me back hope."

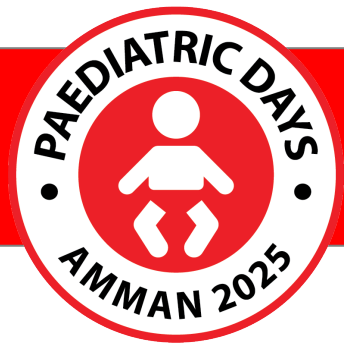


**"Israa, Hanan, and Wissal — I love them with all my heart
Their kindness, their calm voices, their gentle hands.
In the hardest time of my life, they gave me peace."**



**"Before GINA, I helped collect donations for formula.
Now I teach other mothers to trust their milk."**





Conclusion

- Telehealth has a lot to offer for IYCF-E.
- Holistic approach (circle of love): Mother-baby dyad needs and staff needs.
- GINA's model shows that distance is not a barrier.
- **Protecting Breastfeeding = Protecting Lives.**





THANK YOU

