**UNICEF IEC – eWarehouse Metadata Format**

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| **DOCUMENT TITLE** | **Breastfeeding advice during the COVID-19** |
| **SUB-CATEGORY** | As per IEC Warehouse, check from the list belowORIf none of this is relevant, create a new subcategory.Education: [ ]  Quality package[ ]  Disparity reduction [ ]  Girl stars[ ]  Meena and Girls EducationReproductive and Child Health[ ]  Maternal and New-born care[ ]  Japanese Encephalitis[ ]  immunization plus[ ]  Polio Education[ ]  Integrated Management of Child illnessChild Development and Nutrition[ ]  Nutrition [ ]  Early childhood Development[ ]  Infant and Young Child feeding[ ]  Salt iodization[ ]  Vitamin A[ ]  Adolescent AnaemiaWASH[ ]  Home Hygiene and Sanitation[ ]  School Sanitation[ ]  Community Management and Water Supply[ ]  Drinking-Water SafetyPolicy Planning and Evaluation[ ]  Birth Registration[ ]  Village Planning[ ]  Community Development Advocacy & Communication[ ]  Maternal HealthDisaster Risk Reduction[ ]  Floods[ ]  Drought[ ]  Psychosocial care[ ]  Tsunami[ ]  Avian Flu and Human Influenza[x]  COVID-19 |
| **PROGRAMME** | As per IEC Warehouse, check from the list,[ ]  Education[x]  Health[ ]  Reproductive and Child Health[ ]  Child Development and Nutrition[ ]  WASH[ ]  Policy Planning and Evaluation[ ]  Advocacy and Communication[x]  Disaster Risk Reduction  |
| **DESCRIPTION (1500 Characters)** | Note: Breastfeeding is very essential for new-born infants. It is particularly effective against infectious diseases. It strengthens the immune system by directly transferring antibodies from the mother.Mothers suspected or confirmed COVID-19 should take precautions to ensure safety of their children. Health workers and staffs must also take precautions to support and care for new-born child and their mothers. |
| **SEARCH KEYWORD(S)** | Note: practice respiratory hygiene. Use medical mask when near your child. Wash hands with soap before and after contact with you child. Routinely clean and disinfect the surface. If too unwell, should opt for relaxation, wet nursing, or use donor human milk. |
| **DETAILS** | Note: A4 booklet (3 pages) |
| **OFFICE** | World Health Organization |
| **MEDIUM** | [ ] Audio Software [ ]  Banner[ ]  Book[x]  Booklet[ ]  Dangler[ ]  Exhibition Panel[ ]  Film[ ]  Flash Cards[ ]  Flip book[ ]  Games[ ]  Hoarding[ ]  Leaflet[ ]  Mobisode[ ]  Other[ ]  Pamphlet[ ]  Panel[ ]  Poster[ ]  Print Advert[ ]  Radio PSA[ ]  Sticker[ ]  Tin Plate Template[ ]  TV PSA[ ]  Wall Painting Template |
| **LANGUAGE(S)** | English |
| **CONTENT TYPE** | [x]  Adobe Acrobat PDF (.pdf)[ ]  Executable (.exe)[ ]  Microsoft Word (.doc)[ ]  Microsoft Excel (. Xls)[ ]  Microsoft PowerPoint (.ppt)[ ]  Rich Text Format (.rtf)[ ]  Video/Audio file (dat., mp3, mp4)[ ]  JPG image (.jpg)[ ]  GIF image (.gif)[ ]  Font File (.fnt)[ ]  VCD file (.vcd)[ ]  EPS File (.eps)[x]  Page Maker file (. pmd)[x]  Corel Draw (.cdr)[ ]  True Type font (.ttf)[ ]  True image files (.tif)[ ]  Bitmap image (. Bmp)[ ]  PostScript File (. Ps)[ ]  Application (.app)[ ]  InDesign Document (. Indd)[ ]  Word Document Template (.dot)[ ]  Adobe Illustrator (.ai)[ ]  Freehand 8 (. fh8)[ ]  Photoshop Design File (.psd)[ ]  Zip File (.zip) |