**UNICEF IEC – eWarehouse Metadata Format**

|  |  |
| --- | --- |
| **DOCUMENT TITLE** | **Breastfeeding advice during the COVID-19** |
| **SUB-CATEGORY** | As per IEC Warehouse, check from the list below  OR  If none of this is relevant, create a new subcategory.  Education:  Quality package  Disparity reduction  Girl stars  Meena and Girls Education  Reproductive and Child Health  Maternal and New-born care  Japanese Encephalitis  immunization plus  Polio Education  Integrated Management of Child illness  Child Development and Nutrition  Nutrition  Early childhood Development  Infant and Young Child feeding  Salt iodization  Vitamin A  Adolescent Anaemia  WASH  Home Hygiene and Sanitation  School Sanitation  Community Management and Water Supply  Drinking-Water Safety  Policy Planning and Evaluation  Birth Registration  Village Planning  Community Development    Advocacy & Communication  Maternal Health  Disaster Risk Reduction  Floods  Drought  Psychosocial care  Tsunami  Avian Flu and Human Influenza  COVID-19 |
| **PROGRAMME** | As per IEC Warehouse, check from the list,  Education  Health  Reproductive and Child Health  Child Development and Nutrition  WASH  Policy Planning and Evaluation  Advocacy and Communication  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  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** | 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)  Page Maker file (. pmd)  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) |