

# Group 2 – Policy, Law, Regulation, Order/ordinance, etc

Session 4 – Strategies for Action

Call To End Baby Food Promos - One Asia Breastfeeding Partners Forum 7

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# Current Situation

- Guiding international documents on breastfeeding and breast-milk substitute marketing are as follows:
  - WHO International Code of Marketing of Breastmilk Substitutes
  - WHO Global Strategy on Infant and Young Child Feeding
- Varying states of implementation of WHO member states in adopting International Code to national laws



# Current Situation

- Country variations on health laws on:
  - Breastfeeding
  - Promotion of breastmilk substitute
  - Consumer Protection
  - Marketing of Food Products (in general)
  - Absence on Regulation on Infant Food Products marketing



# Current Situation

- World Health Assembly has passed WHA Resolution in 2010 to stop inappropriate infant feeding practices
- International commitment of countries to address Millennium Development Goals especially MDG 1, 4 and 5



# Recommendations

- UN Members states should urge World Health Organization (WHO) to update and review the 1981 International Code of Marketing for Breastmilk Substitutes to encompass complementary feeding (infant food products) to reinforce its WHO Global Strategy on IYFC on regular basis.



# Recommendations

- UN Members states have to enact **strong** legislations on breastfeeding and regulation of breastmilk substitutes that meet the minimum standards stipulated in the International Milk Code



# Recommendations

- UN Member States should address gaps in the International Code and provide solutions so that these shall not be abused by the infant milk companies and infant food manufacturing companies



# Recommendations

- Laws on Breastfeeding, Regulation of Marketing of Breastmilk Substitutes and Infant Food Products, and complementary feeding should also cover special situations especially on HIV/AIDS, infant feeding during emergencies, medical conditions as stated in WHO guidelines





# Policy Recommendations

- For the protection of complementary feeding, World Health Assembly should take decisions to urge Member States to legislate on the Code for Marketing of Complementary Foods by Industries including Ready-to-Use-Therapeutic Food (RUTF), Ready-to-use Supplementary Food (RUSF), ready-to-use Complementary Food (RUCF).
- Home-based prepared foods adequate in energy and other nutrients should always be given as complementary food.



# Recommendations

- Besides exclusive breastfeeding from birth up to six months, more attention should be given to the period from six (6) months to 24 months for the optimization of breastfeeding
  - Home-based prepared foods



# Recommendations

- International health professional organizations (pediatricians, OBGynes, midwives, nurses and nutritionists/dietitians) should support breastfeeding and adhere to international guidelines on promotion of breastmilk substitutes and infant food products