



IBFAN
defending breastfeeding

Maternal-Infant and Young Child Nutrition

Food Security, Food Sovereignty in MIYCN - Singapore



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Nutrition Profile of children 20 years ago

- ❑ Prevalence of obesity among 11-12 years old
 - ❑ 1992 - 16.6%
 - ❑ 2000 - 14.6%

- ❑ Infant Mortality rate
 - ❑ 2000 – 3.65 per 1,000 live births

Present nutritional status of the children

Prevalence of obesity

- 9.5 per cent in 2006,
according to the National Bureau of Asian Research (NBAR)

Infant mortality rate:

- **2012:** 2.65 deaths/1,000 live births
- **male:** 2.76 deaths/1,000 live births
- **female:** 2.53 deaths/1,000 live births



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Exclusive Breastfeeding Rate 1st 6 months

Year	Initiation	1 month	2 month	6 month
2001	95 %	72 %	50 %	21 %
2011	99 %	90 %	80 %	42 %
2011	Exclusive Breastfeeding	35 %	28%	0.8 %

Cost of formula milk feeding per day

- ❑ Average cost per tin S\$43+7% GST = S\$46
- ❑ **1st two months of baby's life**
= average of 2 tins of 900gm infant formula per month
- ❑ **2 to 6 months**
= average of 4 tins per month
- ❑ Total no. for 1st 6 months = 20 tins = S\$920
- ❑ **Average cost per day = \$920 ÷ 180 days = S\$5**



Therefore 6 months of breastfeeding will save S\$920



BFHI Progress in Singapore

- Formation of BFHI Committee by ABAS with support from HPB in 2010
- WHO Experts' Visit & Consultation with the Training of National BFHI Assessors was held in 2011 & 2013
- Development & localization of BFHI materials in consultation with WHO Experts
- Cessation of free supplies of RTF to hospitals with the revision of SIF ECS code was implemented Jan 2012

BFHI Progress in Singapore

- ❑ Antenatal Breastfeeding Flip Chart developed & distributed as resource for antenatal education
- ❑ Skin-to-Skin DVD purchased & distributed as a teaching resource for staff
- ❑ Television commercial “Feed Love” Naturally Screen Aug to Sep 2013
- ❑ Baby Friendly **Health** Initiative Website
- ❑ 2 BFHI accredited hospitals since Aug 2013

Food commonly used & rich in micronutrient

Carrot



Anchovies



Chinese spinach



Eggs



BFHI IN SINGAPORE



Baby Friendly Health Initiative, Singapore

www.babyfriendly.org.sg

Television Commercial

<http://www.youtube.com>

Current BFHI Programme Manager

Ms Pamela Lim