



Gaps between policy to practice

World Breastfeeding Trends Initiative (WBTi) Indicator: Implementation of International Code

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Gaps detected for the indicator **implementation** of the **International Code** from the last assessment



WBTi assessment in 2013

Scoring 4 as “Criteria 8.5) *Administrative directive/circular implementing the Code in full or in part in health facilities with administrative sanctions*”



confused responsibility assignment and negative attitude

Recommendations for the indicator

Implementation of the International Code



How to wake up the one who is pretending to be asleep?

- To mobilize more general public and NGOs in breastfeeding promotion
- To point a national coordinator to negotiate with relevant government sectors
- To revise the exist legislations and confirm administrative agencies, procedure, and measures **AS SOON AS POSSIBLE**
- To conduct BFHI re-assessment, sanction and re-entitlement
- To alter the conflict of interest in health care programmes
 - To recover the confidence on breastfeeding, not on domestic products

Implementation of the International Code /Plan of Action



Dumex Scandle in Sep of 2008 give us a chance to push the implement of the Code in China.

Actions in 2014

Review the implementation of the Code and BFHI

Actions in 3 years

- Pilot on Baby Friendly Community
- Update the National Strategy for IYCF

Actions in 5 years

- Assistant in the new Regulations
- Code monitoring
- WBTi reassessment