

International Baby Food Action Network

Report to the WABA Core partner's Forum
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WBW 2010

- Participation of IBFAN Groups in the World Breastfeeding Week.
- The participation of IBFAN Groups in the World Breastfeeding Week has increased in the last two years. The relevance of the themes of the last two years have successfully motivated local groups in different regions to develop public activities and disseminate information.

- In many countries of IBFAN LAC, to give an example, the local IBFAN groups lead the numerous WBW and were invited by governments to participate in presentations and press conferences.
- Argentina, Brazil, Colombia, Costa Rica, Guatemala, Mexico, Uruguay,
- In many of these countries the local IBFAN groups took the lead to organize the WBW activities.

<http://www.worldbreastfeedingtrends.org/docs/WBTi-3Countries.pdf>

WBTi

- IBFAN Asia has *WBTi* as a core component of Global Breastfeeding Initiative for Child Survival (gBICS).
- *WBTi* has been launched as a joint IBFAN-WABA effort to improve the quality and availability of data on breastfeeding.
- The *WBTi* has been launched in 73 countries in Asia, Africa and Latin America.

- WBTi systematically collects, analyzes and reports a cluster of uniform relevant developed by the World Health Organization and the Global Participatory Action Research of WABA to monitor and assess infant feeding practices, programs and policies at country level. WBTi assessment covers ten of the most relevant areas of programs and policies meant for implementing the *Global Strategy for IBFAN and Young Child*.

Rejuvenation

- The incorporation of younger generations in activities related with the protection and promotion of sound infant feeding is crucial for the growth sustainability of both WABA and IBFAN. The initiative of RUMBA, initially born in Latin America has growth and expanded to other regions of the world. RUMBA is now networking in 22 countries of LAC and focuses mainly on breastfeeding, the monitoring and implementation of the International Code on Breast milk substitutes and subsequent WHA resolutions.

63th WHA

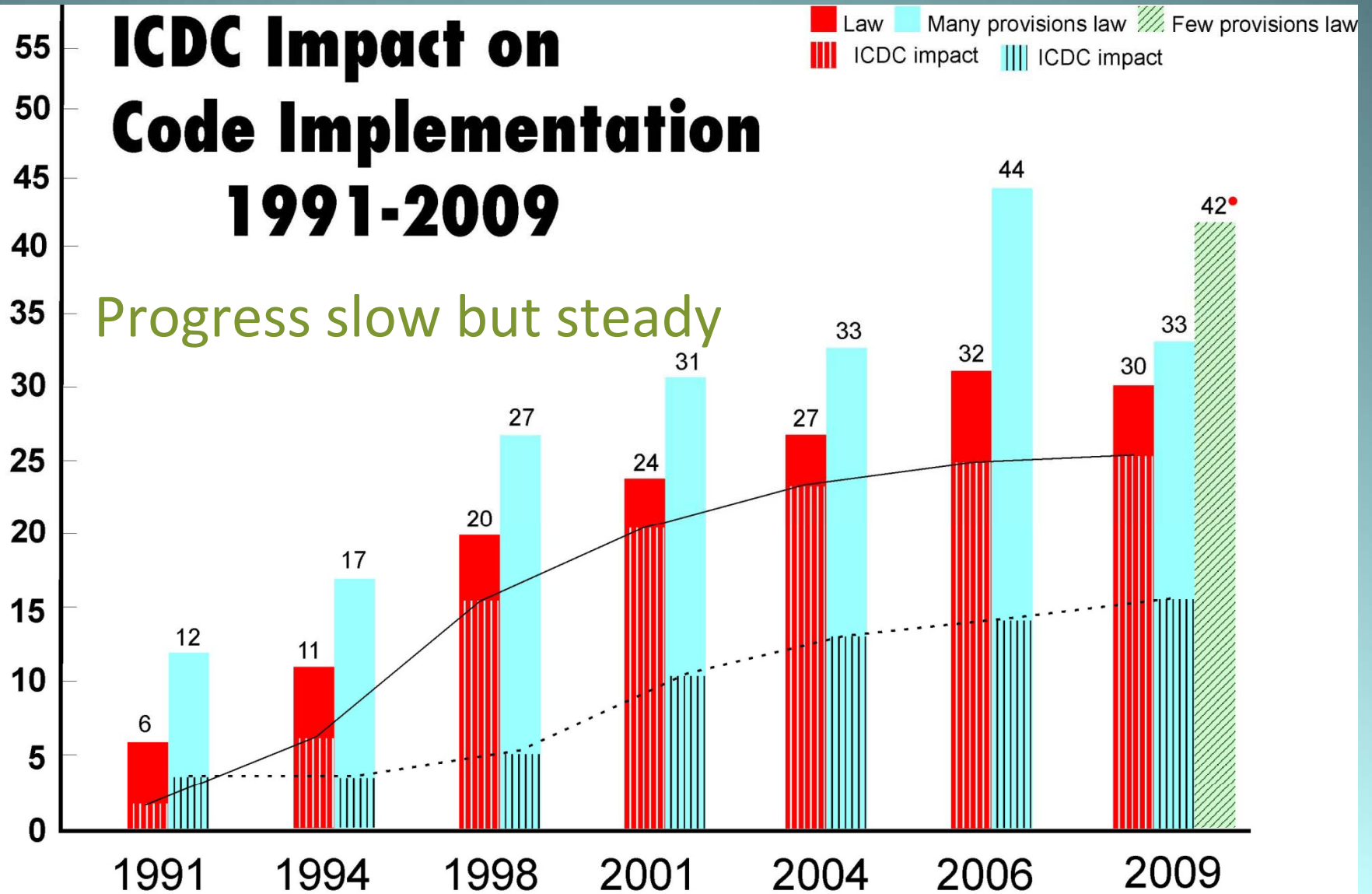
- IBFAN focused its work and succeeded in the inclusion of several changes in the resolution proposed by Peru :
- In regard the Baby-Friendly Hospital Initiative:
“Mindful of the fact that implementation of the global strategy for infant and young child feeding and its operational targets requires strong political commitment and a comprehensive approach, including strengthening of health systems and communities with particular emphasis on the Baby-friendly Hospital Initiative, and careful monitoring of the effectiveness of the interventions used;

Then it asks governments: (2) to strengthen and expedite the sustainable implementation of the global strategy for infant and young child feeding including emphasis on giving effect to the aim and principles of the International Code of Marketing of Breast-milk Substitutes, and the implementation of the Baby-friendly Hospital Initiative;

- And finally it asks the Director general of WHO: (4) to support Member States, on request, in expanding their nutritional interventions related to the double burden of malnutrition, monitoring and evaluating impact, strengthening or establishing effective nutrition surveillance systems, and implementing the WHO Child Growth Standards, and the Baby-friendly Hospital Initiative.

ICDC Impact on Code Implementation 1991-2009

No. of countries



- ❖ The graph above shows how ICDC training has had positive impact on the number of laws which implement all provisions of the International Code (red column) and many provisions in law (blue column).
- ❖ The peaks in the blue column where ICDC had no impact are explained by the decision of the EU in 1991 to issue a Directive giving partial effect to the Code. By 1998, this implementation had become mandatory.
- ❖ By 2006, 15 accession countries had joined the EU and implemented the Directive.
- A fine-tuning in 2009 resulted in regrading many countries. The majority of EU countries were downgraded to a new category (Few provisions law).

Code implementation worldwide 2009

STATE OF THE CODE BY COUNTRY

A survey of measures taken by governments to implement the provisions of the **International Code of Marketing of Breastmilk Substitutes** & subsequent World Health Assembly resolutions

Updated with new classifications!

2009

IBFAN
Celebrating 30 years of protecting infant health
INTERNATIONAL CODE DOCUMENTATION CENTRE
WHO & UNICEF

Status of the Code

	1	2	3	4	5	6	7	8	9
Asia									
Afghanistan						●			
Bangladesh		●							
Bhutan			●						
Brunei						●			

IBFAN SCALE
The Code in 196 countries



Measures taken to implement the Code in 196 countries

- 30 countries implemented most of the Code's provisions as law
- 33 countries implemented many provisions of the Code as law.
- 42 countries implemented a few provisions of the Code as law.
- 17 countries implemented the entire Code as a voluntary measure.
- 23 countries have some voluntary provisions



Codex Alimentarius

- **Code of Ethics for International Trade in Food. Since the revision of the Code of Ethics for international trade in Food was decided in 1998, has underlined in every written comment it has submitted to the CCGP that IBFAN is in favour of an effective Code of Ethics. This is in order to protect the health of the consumers and to guarantee ethical principles to be followed in international trade.**

What else does IBFAN ??

Besides working in the implementation of the Code, IBFAN works in INFANT FEEDING IN EMERGENCIES, MATERNITY PROTECTION (IMPLEMENTATION OF ILO CONVENTION, BREASTFEEDING AND CONTAMINANTS, ICRC, COMPLEMENTARY FEEDING, PROTECTION OF LOCAL FOODS, CODEX ALIMENTARIUS, raising awareness on the consequences of CONFLICT OF INTEREST, Training health workers, supporting governements to adopt good legislations.

Publications

- Newsletters produced by Breast Milk Action, INFACT Canada, IBFAN Brasil, IBFAN Africa, IBFAN Asia are only some of the many printed or electronic newsletters providing updated information about the implementation and monitoring of the Code, conflict of interest, Training on the Code, regional and country meetings, infant feeding in emergencies, complementary foods, Working mothers maternity protection, Breast milk contaminants, Codex Alimentarius, scientific information on breastfeeding and many other issues

IBFAN website

- The IBFAN website offers updated information on activities and publications in all regions. The IBFAN website has information in English, French, Spanish and Portuguese. This website also has links with the IBFAN regional and country websites.

The IBFAN website is coordinated from IBFAN
Argentina

Minimal conditions for a right start of life



- Normal birth weight
- Exclusive Breastfeeding for the first six months
- Healthy complementary food from the six months with continued breastfeeding (local foods)
- Safe water
- No exposure to smoke from Tobacco (nor firewood combustion)
- Adequate access to quality health services /immunizations
- Mother education
- Free from domestic violence