

9. Consider what new legislation or other suitable measures may be required to give effect to the principles and aim of the International Code of Marketing of Breast-milk Substitutes and to subsequent relevant World Health Assembly resolutions.

This implementation plan encourages all countries to revitalize action programmes according to the Global Strategy, including the Baby-friendly Hospital Initiative (BFHI). The original BFHI addresses targets 1 and 2 and 8, above, and this version adds some clarity to 1, 2, 6, 7 and 8.

In 2003, nine UN agencies joined in the development and launching of “HIV and Infant Feeding - Framework for Priority Action”. This document recommends key actions to governments related to infant and young child feeding, and covers the special circumstances associated with HIV/AIDS. The aim of these actions is to create and sustain an environment that encourages appropriate feeding practices for all infants while scaling-up interventions to reduce HIV transmission.

The five recommended actions include the need for ensuring support for optimal infant and young child feeding for all, including the need for BFHI, as requisites to successful counselling of the HIV-positive mother:

1. Develop or revise (as appropriate) a comprehensive national infant and young child feeding policy that includes HIV and infant feeding.
2. Implement and enforce the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly Resolutions.
3. Intensify efforts to protect, promote and support appropriate infant and young child feeding practices in general, while recognizing HIV as one of a number of exceptionally difficult circumstances.

This action specifically includes a call for revitalization and scale-up of coverage of the Baby-friendly Hospital Initiative and to extend it beyond hospitals, including through the establishment of breastfeeding support groups. It also encourages making provision for expansion of activities to prevent HIV transmission to infants and young children hand-in-hand with promotion of BFHI principles. HIV/Infant Feeding counselling training recommendations from WHO/UNICEF note that BFHI or other breastfeeding support training should precede training on infant feeding counselling for the HIV-positive mother.

4. Provide adequate support to HIV-positive women to enable them to select the best feeding option for themselves and their babies, to successfully carry out their infant feeding decisions.
5. Support research on HIV and infant feeding, including operations research, learning, monitoring and evaluation at all levels, and disseminate findings.

In 2005, the fifteenth anniversary of the Innocenti Declaration, an assessment of progress and challenges was carried out, culminating in a second Innocenti Declaration 2005 on Infant and Young Child Feeding, highlighting the importance of early initiation of breastfeeding, suggesting ways to strengthen action on breastfeeding and outlining urgent activities for the nine operational areas of the Global Strategy.

BFHI Section 1, Background and Implementation, presents a methodology for encouraging nations to reinvigorate, restore or launch the BFHI in today's realities, facilitating the changes needed in maternity facilities, practices, and health worker training in those facilities, in accordance with the WHO and UNICEF “Ten Steps to Successful Breastfeeding.” The original documents written during the 1990s have been