

WORLD BREASTFEEDING WEEK (1-7 August 2012)

Taking Stock of Policies and Programmes!



**BABIES NEED
MOM-MADE
NOT MAN-MADE!**

BPNI 2012

WBW 2012 - Taking Stock of Policies and Programmes

Twenty years ago the World and India celebrated the first World Breastfeeding Week with the theme “Baby -Friendly Hospital Initiative (BFHI)”. Today it's the time to celebrate, but also look back and see what has changed and what more is required. Each year there has been a path breaking theme, this year it is “Taking Stock of Policies and Programmes”, with the following objectives:



- To take stock of implementation of policies and programmes on breastfeeding & infant and young child feeding in India.
- To celebrate successes and achievements of past 20 years.
- To identify the gaps that exist and call for action to bridge these gaps.
- To raise awareness among public and policy makers about these gaps in policies and programmes related to breastfeeding and infant and young child feeding.
- To share the action taken with the national and global community.

The true reason for decline in breastfeeding rates in the 20th century is the popularization of alternatives through the market based approach. Lack of proper support in health care system, social taboos, cultural barriers and women going out to work for wages are some other reasons. Use of clever marketing techniques by baby food manufacturing companies have upturned basic human child-rearing and food habits, all the while making people believe that they have chosen a better way to feed and raise their children on the man-made (factory made) stuff. There is a need to bust this myth that man-made stuff is equal or better than mom-made (natural). This is the big fight that has to be won by the people.

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Why Take Stock of Policies and Programmes?

India started measuring breastfeeding indicators in 1992, and yet no improvement has been shown till date, barring a small rise in only one of the indicators i.e. the initiation of breastfeeding within one hour of birth. Other two indicators i.e. exclusive breastfeeding for the first six months and timely & appropriate complementary feeding after six months along with continued breastfeeding have remained stagnant. At the same time it is possible that the steep decline that happened in 70s and 80s may have stopped.



India has taken many steps to improve breastfeeding and infant and young child feeding practices e.g. enacting the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003 (IMS Act)*, launching the *National Guidelines on Infant and Young Child Feeding (2004 & updated in 2006)*. However, much remains to be done for implementing these. Other policies like *Maternity Benefit Act, 1961* provides a 3 month maternity leave. Government of India, later increased this maternity leave to six months for the government employees, and launched a cash incentive scheme in 2011 for some wage compensation for all women, so as to cover the unorganized sector.

Let's see the progress and scale of implementation of these policies and programmes, the call for action, and look at what the baby food industry is doing to undermine breastfeeding and the IMS Act.

Who Can do it?

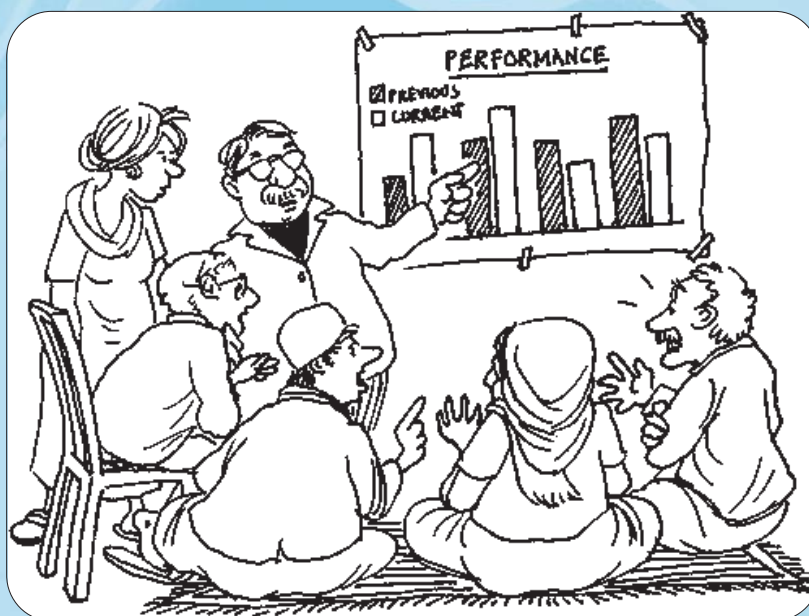
Any one, including public interest civil society groups, breastfeeding advocates, activists, professionals, centre and state governments, community care workers, policy makers and political parties need to take stock of existing policy and programmes, monitor the activity of baby food industry and their compliance with the IMS Act. Baby food industry or its allies, or its front organisations are expected to follow the IMS Act and not indulge in influencing health providers and mothers by inappropriate promotion of their products. Governments need to regulate inappropriate marketing practices of baby food companies, generate support and protection for feeding mothers, provide services for 'one to one feeding counselling' by skilled workers and maternity benefits to all women. It is in these areas that **YOU** can take action.

Many Actions You Could Choose From !

We are suggesting some actions here , which focus on implementation of IMS Act and National Guidelines on IYCF.

Measuring Progress at State Level

The Breastfeeding Promotion Network of India (BPNI)/ International Baby Food Action Network (IBFAN) Asia launched the World Breastfeeding Trends Initiative (WBTi), based on the philosophy of World Alliance for Breastfeeding Action (WABA's) Global Participatory Action Research (GLOPAR) and the tool for policy and programme assessment developed by the World Health Organization (WHO). It takes stock of the 10 areas of action as in the *Global Strategy for Infant and Young Child Feeding*, initiates a participatory assessment, lists gaps and calls for action to change. BPNI has adapted it to develop a State Tool for Assessment of Policy and Programme. It has a questionnaire that can be accessed at <http://www.bpni.org/WBW/2012/stapp.pdf>. If You plan to conduct State level Assessment, you can write to us for more guidance. You can lead a core group of people and organisations to take on this work and show how your state is performing.



Monitoring Individual Area of Action

If you want to assess only one or two areas out of the 10 components of the above tool, you can choose to pick up the questionnaire relevant to your interest, e.g. finding out level of maternity benefits in your State / District.

Monitoring the Conduct of Baby Food Companies

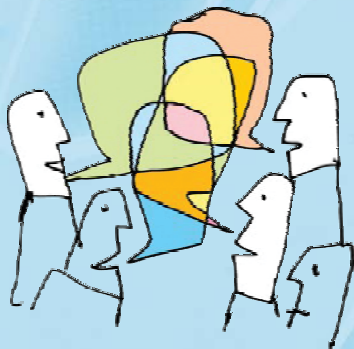
It is evident that IMS Act prohibits any kind of promotion for foods for children under the age of 2 years. If You find any promotional activities like a poster, a label on baby foods, a flyer, or a baby record card etc. please take a picture and upload it on <http://www.facebook.com/pages/Babies-Need-Mom-Made-Not-Man-Made/301758009914509> with key information mentioning the source and content of inappropriate promotion or you can send it to BPNI via post. The Government of India has made it clear that baby food company or its allied front organizations cannot sponsor doctors' meetings or conference. You could also try and find out if it is happening in your state or district.



Call for Action

Once you have done some assessment and monitoring it's time to take action. Prepare a list of gaps and call for action. Submit a Call for action /Petition to your local MLA/DM and State Health /Social Welfare/Women and Child Development Ministers as well as the Chief Minister.

(The Sample petition is available on <http://bpni.org/WBW/wbw2012.html>)



Launching a Campaign

You can launch a campaign in your state/district/block/town/village: Hold public seminar/ meetings with this tag line "Babies Need Mom- Made Not Man- Made!" For reference IEC material is available on <http://bpni.org/WBW/wbw2012.html>.



Submitting the report

You can send your report to BPNI to become eligible for the World Breastfeeding Week Award and for wider dissemination of your work. You may upload it at <http://www.facebook.com/pages/Babies-Need-Mom-Made-Not-Man-Made/301758009914509/> bpni@bpni.org or send it to BPNI via post.



World Breastfeeding Conference



COME JOIN THE FIGHT

6th-9th December, 2012
New Delhi, India



www.worldbreastfeedingconference.org

What is BPNI

BPNI is a registered, independent, non-profit, national organisation that works towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants and young children. BPNI works through advocacy, social mobilization, information sharing, education, research, training and monitoring the company compliance with the IMS Act. BPNI is the Regional Focal Point for South Asia for the World Alliance for Breastfeeding Action (WABA) and Regional Coordinating Office for International Baby Food Action Network (IBFAN) Asia

BPNI Policy on Funds

BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipments, or infant foods.

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