

# IBFAN-ASIA REGIONAL TRAINING

**Implementing the International Code of Marketing of  
Breastmilk Substitutes**

20-23 October, 2014  
Jakarta, Indonesia



Facilitated by: IBFAN-ICDC, Penang, Malaysia

## A. Training Instructors

Annelies Allain, Director, IBFAN-ICDC, Penang, Malaysia  
Yeong Joo Kean, Legal Advisor, IBFAN-ICDC, Penang, Malaysia

## B. Background

The Regional Training Course on Implementing the International Code of Marketing Breastmilk Substitutes (see Addendum I for Course Programme) was made possible through the support and sponsorship of IBFAN-ASIA. The training was hosted by Asosiasi Ibu Menyusui Indonesia / Indonesian Lactating Mother Association (AIMI), an IBFAN member in Indonesia. The intended goal of the training was to build capacity for a 'younger' generation of Code monitors and advocates from selected countries in Asia on Code implementation and multi-leveled Code-advocacy work. Participants came from Indonesia, China, Sri Lanka, Korea, Cambodia, Thailand, and Bhutan (See Addendum I) and included representatives from breastfeeding advocacy groups, officials from Ministry of Health, paediatricians, lactation counselors, consumer rights advocates, independent academic researcher, human rights lawyer, medical researcher, civil rights advocates, and observers from UNICEF Jakarta. Other than the two main facilitators from IBFAN-ICDC, there were two guest speakers, one from UNICEF Jakarta, and another from the Geneva Infant Feeding Association (GIFA).

### Preparatory Work

#### Logistics

To prepare for the workshop, ICDC drafted a training programme and a budget for IBFAN-ASIA, both were approved. One box with 30 sets of training materials was dispatched by courier to Jakarta to be transferred to the training venue prior to the training. More Code Handbooks and other materials were handcarried by ICDC staff.

#### Pre-Course Research & Outreach

In order to effectively provide training and support to each participant/group from different countries, a pre-course preparation guideline was developed and sent to all before the training. The guideline requested participants to research and provide documents (if available) on Code-related national measures; relevant monitoring or compliance reports, and examples of company promotion on baby foods and bottle and teats (advertisements, promotion and equipment in health facilities, informational materials, samples, etc.) of their own country. Participants were also asked to do some field research in supermarkets and stores to gain more knowledge on baby foods retailers, popular brands, and marketing and promotion strategies. Additionally, participants were asked to come prepared to discuss experiences dealing with company representatives, and any actions (if any) relevant to Code implementation, monitoring and enforcement. The purpose of the pre-course preparation was to generate interactive discussions and encourage input from participants.

#### Training Materials

From Penang, ICDC trainers prepared PowerPoint presentations that cover a broad range of topics including the History of the International Code, Code Implementation in Asia, Marketing Strategies of Manufacturers, Risks of Formula Feeding, Scope of the Code, Code Provisions, Violations, and Advocacy. A number of group exercises (including a mock trial role play) were also planned to enhance level of interactions and critical thinking among participants. ICDC consultants also prepared a number of baby foods (and baby feeding products) packaging samples to be shown and used for exercises during the training. Additionally, a number of relevant and current readings and articles on a wide range of topics related to the Code and breastfeeding protection were provided to participants in CD and dropbox-link formats.

#### Pre-training Monitoring & Meeting

Upon arrival in Jakarta, ICDC consultants conducted a brief monitoring in a couple of supermarkets on marketing and



labeling practices. Pictures were taken to be used for discussions in the training on CodeCode violations. Prior to arrival, ICDC consultants had also called for a meeting with the local host AIMI at the training venue the day before the training to go through details and logistics. A representative from AIMI came and met with ICDC consultants on the day of arrival for a final 'walk-through' of the training.

### C. Description of Training Programme

#### Day 1 – 20 October 2014

##### Opening Session

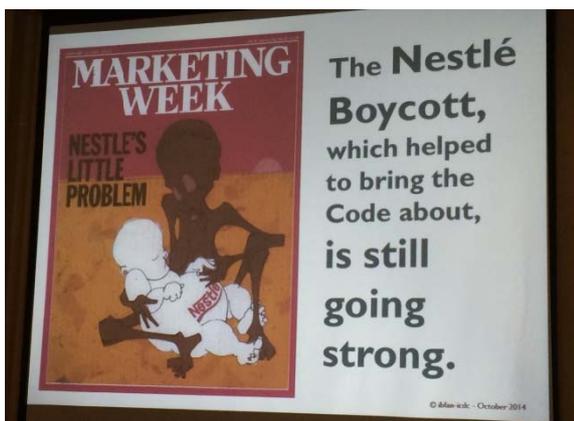
The welcoming speech was made by IBFAN-ICDC's Director Annelies Allain and AIMI's Deputy Chairwoman Nia Umar. Annelies Allain thanked IBFAN-Asia for making this training possible, and expressed the importance of training a younger generation of Code advocates to continue the work on protecting breastfeeding by holding corporations accountable to marketing practices. She explained the history and experiences of IBFAN-ICDC in helping countries develop capacity to implement and monitor the International Code, and her own involvement in the development of the International Code. Nia Umar, thanked the participants on behalf of AIMI, and expressed her passion for breastfeeding promotion work in which AIMI is currently engaged. Another member of AIMI, Faradhiba Tenrilemba, conducted a brief introduction session for all participants. Participants were asked to do an assessment on background knowledge on the International Code of Marketing of Breastmilk Substitutes. The assessment was helpful for trainers to identify existing knowledge and problem areas of the participants, so as to address these issues in the training.



##### Session 1 – History of the International Code by Annelies Allain (AA), ICDC

In this session, AA talked about the history and development of the Code. It started with historical events that led up to the establishment of the Code such as a speech made by Dr. Cicely Williams in 1939 condemning misguided propaganda on infant feeding, breastfeeding decline in the 40s and 50s in the US, and concern on worldwide decline in breastfeeding rate in the 60s and 70s due to inappropriate marketing practices of baby food companies. The pivotal moment came when Mike Muller published his essay titled "The Baby Killer: A War on Want Investigation into the Promotion and Sale of Powdered Baby Milk in the Third World", which was subsequently translated into "Nestlé Kills Babies" by a Swiss NGO. When Nestlé sued for libel in 1974, the NGO only received a token fine, but the judge warned Nestlé about their marketing practices and that they must be changed. Thus began the longest consumer boycott in history. Much later, after the Innocenti 2 meeting, a paradigm shift happened in understanding the issue, focusing on the inherent risks of formula feeding instead of the benefits of breastfeeding.

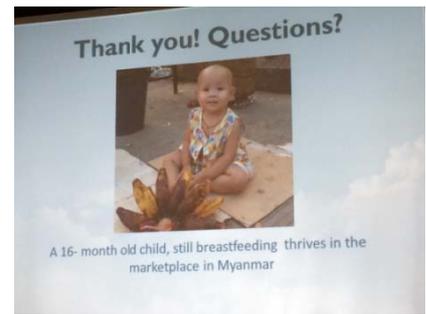
The awareness raised by activism and boycott in the 70s and 80s led to other lawsuits and a WHO/UNICEF meeting on marketing of breastmilk substitutes in 1979. This famous four-party meeting on Infant and Young Child Feeding, consisted of governments, scientists, industry, and NGOs, set the foundation of the International Code. It set the tone on WHO/UNICEF's emphasis on the importance of protecting breastfeeding, and the idea of developing an international Code to hold manufacturers accountable was born in this meeting. AA went on to emphasize the importance of the formation of the International Baby Food Action Network (IBFAN) by six international NGOs at that time to help the development of the International Code of Marketing of Breastmilk Substitutes. After the 18-month drafting process the WHA finally adopted the International Code in May 1981. Attention was also drawn to how the International Code was originally developed as a regulation, but was later changed to recommendation with confidence that the US would vote in favor. In the end, 118 countries voted in favor, and the US was the only country that voted against. The remainder of the presentation focused on subsequent WHA resolutions, types of implementation in different countries, and a brief State of the Code by Country worldwide as of 2014.



### Session 2 – Revisiting the Code in Asia by Yeong Joo Kean (YJK), ICDC

By presenting the statistics of the revenue on the baby food market worldwide and in Asia, YJK illustrated the breadth and depth of the baby food market worldwide and in Asia. Figures on money spent on formula advertising were also presented. She went on to discuss the various challenges on Code implementation work in Asia, citing countries such as the Philippines, Vietnam, and Hong Kong as examples. Various situations where the Code was under attack were discussed in depth, such as difficulties in enacting laws even with good draft legislation in some countries, resistance from trade associations, squabbles with Ministry of Trade, arguments against amendments through diplomatic channels, manipulation of public opinion, biased monitoring and evaluation reports, and potential barriers by trade agreements (e.g. WTO, Transpacific Partnership). Current strategies employed by companies were discussed, such as Public-Private Partnerships (PPP), company-sponsored breastfeeding programs, and reaching out to health workers. Trainers also alerted participants to the danger of bilateral and multilateral trade agreements in ways that allow companies to directly sue other governments (e.g. case on Philip Morris Hong Kong suing the Australian government).

YJK then asked participants to identify the state of Code implementation in their respective country (Sri Lanka, Cambodia, Indonesia, China, Republic of Korea, Bhutan, and Thailand), and problem areas in implementation. Reasons on why Code implementation progress is slow in Asia were discussed and analysed, such as lack of leadership, lack of awareness among policy makers, and industry interference. The session closed with discussions on the socioeconomic implications of protecting breastfeeding, closing the health inequality gap especially for infants and young children born into poverty. A picture of a baby girl taken in a market in Myanmar was shown, to remind participants that it was breastfeeding that enabled the thriving good health of the baby in relatively poor living conditions, so as to encourage participants to continue working on the protection of breastfeeding.



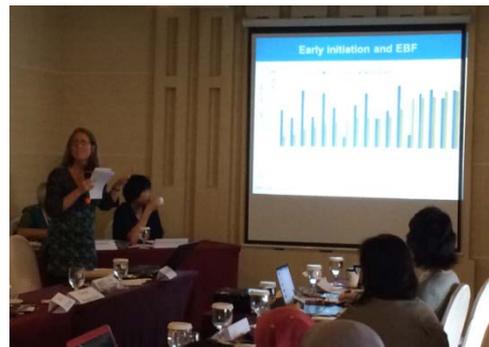
### Session 3 Understanding Marketing Annelies Allain (AA), ICDC

In this session, AA illustrated a myriad of marketing tactics employed by baby food companies to reach mothers and their babies with the goal of persuading mothers to use infant formula and other baby food products. Starting from the traditional forms of mass media advertising, to gadgets used at retail outlets and shops, to social media and smart phone ‘apps’. Trainer and group discussed the changing landscape of marketing with the invention of the internet, social media, and smart phone ‘apps’. AA then went on to present alternative marketing strategies that target healthcare facilities, such as sponsoring medical equipments, medical detailing, and sponsoring research. Other than that, manufacturers also donate supplies, samples (to be given to mothers upon discharge), booklets, and gifts. Tactics targeting health professionals through educational services and grants; professional associations through sponsorship of research grants and community projects (CSR projects); and government programs through grants and public health campaigns (PPP) were highlighted to alert participants of the multiplicity of ways that manufacturers employ to sell their products other than the visible mass media advertising. Participants from Indonesia also brought up that they knew Nestlé was reaching out to provincial governments to form partnerships with community clinics (posyandu), and one of the programmes is to train midwives and mothers on breastfeeding, which seems to be a blatant conflict of interest. This generated a lively discussion on marketing tactics among participants.

### Guest Speaker Session How Breastfeeding and the Code fit into IYCF Programming

Harriet Toulesse (HT), UNICEF Jakarta

The first day of training closed with a guest speaker session. HT presented to participants the importance of promoting breastfeeding in implementation of IYCF programmes, especially in developing countries. She used her own professional experiences to discuss the significance of breastfeeding in tackling issues such as malnutrition and other co-morbid diseases in infants and young children. She then linked the topic to the importance of the Code in protecting the practice of breastfeeding. Finally, the “Alive & Thrive” programme ([www.alivendthrive.org](http://www.alivendthrive.org)) was used as a reference to illustrate the technical focus on approaches to best practices of IYCF initiatives worldwide.



### **Day Two 21 October 2014**

### Session 4 Risks of Formula Feeding Annelies Allain (AA), ICDC

Day two started with discussing risks brought on by formula feeding. AA highlighted the fact that although most people know the general benefits of breastfeeding (e.g. no wastage and no cost), not everyone is aware of the risks of artificial feeding. This paradigm shift on highlighting the lifelong health and developmental implications can be used effectively to protect and promote breastfeeding. Physiological risks on both mothers (breast cancer, anaemia, post-partum depression, heart disease, etc.) and babies (obesity, chest infection, asthma, eczema, etc.) were presented.

Furthermore, how additives such as DHA and ARA used in formula are dangerous and unnecessary were explained. Contamination risks such as *Enterobacter sakazakii*, *Salmonella enterica* and *Clostridium Botulinium* were discussed. The contamination cases led to small steps forward such as the WHO Guidelines published in 2007 on minimising risks of contamination, and some companies putting information on labels to alert consumers on the non-sterile nature of formula. The session concluded that due to the number of health risks linked to artificial feeding, optimal breastfeeding should be protected, promoted and supported as a global public health recommendation.

#### Session 5      The Scope of the Code    Yeong Joo Kean (YJK), ICDC

This session focused on Code Article 2 (the scope of marketing and related practices of baby food and baby feeding products covered under the Code) and Article 3 (the definition of breastmilk substitutes), and related WHA resolutions (39.28, 49.15, and 54.2). A wide range of IYCF commercial products were shown to participants to illustrate products that fall within the scope. Cross promotion strategies with the attempt to create brand recognition were highlighted. A chart on 'Stages of Infant and Young Child Feeding' was used to illustrate what constitutes as breastmilk substitutes, and how baby food companies try to blur these stages with various product labelling tactics such as "Stage 1 Supported Sitters" and "for all ages". The Model Law, developed by ICDC, was highlighted in its usefulness to help governments in translating the International Code into legislation that is applicable at a national level. YJK reminded participants that the Code is only a minimum standard and advocates can push for national measures to be stronger and more stringent on monitoring marketing of IYCF products.

#### Working Groups 1      Scope

Participants were divided into three smaller groups to each work on the drafting of a law in their country to give effect to the International Code. Each group was given a list of products to consider, ranging from infant formula, to follow-up formula, to packaged drinks to breast pumps. Group members were to utilize Article 2 and 3 in the International Code and the Model Law (definition of designated products in Code Essentials 2) as reference materials. Each group had a facilitator, two from AIMI and one from ICDC, to help guide the group on identifying the limitations of the Code, and facilitate group dialogues on improving the Code in regards to scope provision. All groups participated actively in the process, and each group elected a reporter to present the groups results in the subsequent Plenary Reports session.

#### Session 6A      Major Code Provisions – Part 1: Information and Education (Article 4)

##### Annelies Allain (AA), ICDC

This session focused on Code provisions regarding information and education as mentioned in Article 4, & Art. 7.2 of the International Code and WHA Resolution 58.32 (2005). One of the major challenges of Code implementation lies in the fact that companies are not prevented from producing or distributing information materials on IYCF; and through this channel, they are trying all sorts of methods to promote products. Examples such as breastfeeding promotional materials produced by companies, nutritional advices offered by companies to mothers, and manipulation of brand identity were cited to illustrate how companies, through conflicting messages, tried to discourage breastfeeding and promote artificial feeding. AA emphasized that although in Article 4 it clearly stated that government should be responsible for exerting control over the dissemination of information, such as ensuring the statement on benefits and superiority of breastfeeding and negative effects of bottle feeding, marketing still finds cracks and companies continue to find all kinds of loopholes to promote their products. The session highlighted Article 7.2 in which information to health workers has to be 'scientific and factual', but questions were raised as to whether and how materials were screened and validated, and how 'scientific and factual' information can be biased. AA discussed with participants the thin line between information and promotion, and how it is manipulated to make health claims utilizing research platforms. The session ended with in-depth discussions on the implications of companies producing educational materials on breastfeeding, and the impact on breastfeeding practices.

Session 6B Major Code Provisions – Part 1: Promotion to Public (Article 5)  
Yeong Jook Kean (YJK), ICDC

This session focused on Article 5, Code provisions that restrict product promotion to the general public and mothers (5.1), samples of products (5.2), point-of-sale advertising (5.3), gift items (5.4), and contact to pregnant women or mothers of IYC by marketing personnel. YJK briefly reviewed marketing strategies employed by companies, and discussed the effects of company promotion and advertising on breastfeeding. Even though the Code clearly states that there should be no advertising and promotion to general public and mothers in all forms, YJK showed examples of how companies consistently commit violations in this area through health claims, use of internet and social media, cross promotion (especially with formula for mothers), giving of free samples, ‘questionable’ customers’ reviews on online shopping websites, gifts to mothers, ‘innovative’ ways to contact mothers through ‘mother clubs’ and careline services. The remaining of the session explored Code provisions on promotion of complementary foods in WHA Resolutions 49.15 (1996), 54.2 (2001), 58.32 (2005), and 65.6 (2012), and how the ambiguities on provisions on complementary foods opened up doors for companies to utilize cross promotion and other promotional tactics to undermine breastfeeding.

**Day 3 October 22, 2014**

Working Groups 2 Information and Education/Promotion to Public

Participants were divided into 3 groups again to work on two case studies. Two groups worked on Case Study 1, about a National Breastfeeding Committee being asked for advice by Director of Public Health on a request by a company to hold a seminar at the Ministry of Health for nutritionists. Group members made use of reference materials such as Article 4 & 5 of the International Code and relevant WHA Resolutions, and deliberate discussions to decide whether or not the seminar should be held, and if so under what conditions. Both groups reported in the subsequent plenary reports that they supported the seminar but with specific conditions such as pre-seminar review of literature and informational materials, making sure that the Ministry of Health endorsement does not appear on any materials, and reconsideration of seminar location. The reports demonstrated that participants engaged in well thought-out processes and examined the case critically utilizing what they have learnt in the training.

The remaining group worked on Case Study 2, in which the National Breastfeeding Committee had to handle a complaint about a CSR breastfeeding event for mothers organized by a local baby food company. The company press release said that mothers who participate would receive gift packs with cosmetics, mother milk samples, growing-up milks and cereals, ensuring that no products under the scope of the Code would be distributed. Group members made use of Article 5.4 and 5.5, WHA Resolutions 39.28, 49.15, and 63.23, and Section 4(3)(d) of the Model Law to move the discussions forward on coming to an agreed decision. The Rapporteur of this group presented that they would make a recommendation to MoH to not allow events of this sort to happen in the future, and to make donations without any branding or company logo.

Guest Speaker Session The International Code, an Essential Component of the Human  
Right to Breastfeeding Camille Sellenger (CS),  
Geneva Infant Feeding Association (GIFA)

CS gave a presentation on the significance of the Code in upholding breastfeeding practices from a human rights perspective. Rights such as ‘right to the enjoyment of the highest attainable standard of health’, ‘right to adequate food’, ‘right to education and correct information’, ‘right to work and decent work conditions’ were cited and explained to support the advocacy on Code implementation into countries’ legislative framework. CS highlighted that one should be cautious to cite the ‘right of the child’ as a way to advocate breastfeeding and relevant Code provisions, as the focus on breastfeeding protection should be placed on ensuring mothers’ (or parents’) access to information that is free from commercial pressures, and respecting mothers’ informed choices.

Session 7A Major Code Provisions – Part II: Promotion to Health Workers and the Healthcare System (Articles 6&7) Annelies Allain (AA), ICDC

This session focused on Articles 6 & 7 and relevant WHA Resolutions on Code provisions regarding promotion to health workers and healthcare facilities. AA discussed with participants how companies always find ways to get around the Code by manipulating the company's name or logo (e.g. using colour and composition) to reflect their brand on educational materials, donated equipments, and supplies. Even though WHA Resolution 47.5 ended donations of free/low-cost supplies to any part of the healthcare system, and WHA Resolutions 49.15 and 58.32 specifically addressed conflict of interest caused by financial support for health professionals - companies found ways to reach health workers by organising award ceremonies to reward for long service, giving gifts to doctors, and establishing physician-industry relations. The session ended with a discussion on the Model Law (Chapters II & III of Code Essentials 2), and how it can be used and applied to national measures of countries.

Session 7B Major Code Provisions – Part II: Labelling (Articles 9) Yeong Joo Kean (YJK), ICDC

This session delved into the plethora of tactics used by companies to label their products that undermine breastfeeding and promote artificial feeding, and tactics they use to circumvent Article 9 (and relevant WHA Resolutions 49.15, 54.2, and 58.32) of the Code that specifically addresses labelling restrictions of products. The limitations or ambiguities of the article were raised and YJK discussed with participants extensive examples of labelling tactics and violations from Bangladesh, Cambodia, Fiji, Iran, and Brazil. Provisions restricting idealising text or pictures and how companies went around the provisions in this area (e.g. using cute animal pictures, promotion 'lingo' such as A+ / Pro / Gold); as well as violations on health claims in labelling were also discussed. Specifically with the 'grey area' of complementary foods, companies are contradicting global infant and young child feeding recommendations by representing them as suitable for infants below six months through various marketing ploys in their labelling practices. Examples were given to illustrate this point. The session ended with recommending the Model Law as a possible solution to 'plug' holes in existing Code provisions.

Working Groups 3 Promotion to Health Workers and the Healthcare System

Participants were divided into 3 working groups. Using the reference materials (International Code Articles 4(3), 6, and 7; WHA Resolutions 47.5, 49.15, and 58.32; and Section 4 of the Model Law in Code Essentials 2), groups members were meant to decide whether or not a number of benefits that manufacturers and distributors of breastmilk substitutes have been known to provide to hospitals, health workers, professional associations, and medical schools should be prohibited. Groups in their presentation reported that product samples, gifts, donation or low-price sale of breastmilk substitutes supplies, and donation or equipment and services to healthcare facilities should be prohibited.

**Day 4** **23 October 2014**

Session 8 Monitoring the Code Yeong Joo Kean (YJK), ICDC

This session focused on why monitoring the Code is imperative to protecting breastfeeding as the optimal IYCF practice, and why it is important in holding companies accountable both in countries with or without Code-related national measures. Monitoring can ensure that the law is being observed and is effective; and where there is no law, it can advocate actions to implement the Code by providing factual information for policy makers. YJK further discussed in details monitoring responsibilities that are involved on different levels (governments, companies, NGOs, consumer organisations, etc.); and the ways monitoring should be carried out (e.g. independent, free from commercial influences). Detailed discussions on what to monitor were conducted, and attention should also be placed on new trends and new technologies (internet, webcasts, online chat rooms,

social media, smart phone apps) that are ever complicating and exhausting the monitoring efforts. Additionally, monitoring is also extremely important during humanitarian crisis and emergencies. Monitors should make sure that companies are not capitalizing on these situations to provide donations when breastfeeding protection and promotion should be in full force. A number of monitoring tools were presented, including ICDC Code Monitoring Kit for government authorities and NGOs, standard IBFAN monitoring form (SIM), ICDC online monitoring forms. YJK encouraged participants to share as not only does monitoring provide opportunities to challenge companies' PR campaigns - many times, monitoring efforts were somewhat effective as companies do care about their public image and the fiscal repercussions as a result of tarnished PR.

#### Session 8A SIM Exercise

Participants all engaged in a monitoring exercise using sample packages of baby food and baby feeding products provided by ICDC as props with the SIM quick and easy form. ICDC trainer YJK went through the form with participants and raised questions and discussions interactively to help participants learn about the process of monitoring.

#### Session 9 Quiz on Violations

Participants completed a quiz on the Code, with questions presenting different scenarios around Code violations. Trainers went through the quiz with participants to provide the correct answers and relevant discussions around each scenario.

#### Session 10 Implementation and Enforcement Yeong Joo Kean (YJK), ICDC

This session covered Article 11 in the Code where it recommends governments to take action to implement and enforce the Code within their social and legislative framework, in the capacity of national legislation or regulations. YJK, as the Legal Advisor of ICDC, shared her legal expertise with the participants on the different definitions of law, regulation, decree, rules, and Code. She reminded participants of important points to contemplate, such as the appropriateness, the aim, whether it serves its purpose, and who bears the accountability in these measures. She also explained to participants the qualities that make a good law, such as clarity, effectiveness, and containing mechanisms that serve the purposes it set out to achieve (administration, monitoring, and enforcement). Chapter V & VI of Code Essentials 2 on the Model Law on Administration, Penalties, and Procedure were introduced as reference materials for further understanding and application.

#### Mock Trial

Participants were divided into 2 groups. Each group was given a scenario of a violation lawsuit faced by a baby food company, Dutch Lady and Nestlé. Group members had to role play their assigned roles in the court system and use the International Code and WHA Resolutions as reference materials to support their claim against the companies. The intended purpose of the mock trial was to provide a causal and interactive platform for participants to familiarize themselves with the Code and learn how to apply it from a legal perspective. The participants all enjoyed the mock trial a great deal as humor and comic elements were added into the mix.

#### Advocacy for Code Implementation and Discussion on Future Plans Annelies Allain (AA), ICDC & Mia Sutanto (MS), AIMI

AA shared her views as one of the founding members of IBFAN the much needed work that lies ahead of us. She expressed that right now we are at a very critical juncture where corporations are gaining headway in influencing global public health policy through public-private partnerships. Efforts to 'put these corporations in their place' and to resolve the conundrum of conflicts of interest are ever more necessary. She recalled the years of challenging activism work that she has immersed herself in, but the reward and results have proved that the work is worth continuing and the cause worth fighting for. Just like mutation of a disease, the social malignancy brought on by corporations' greed and blatant neglect of public interest will only become increasingly complex. Therefore the younger generation of breastfeeding and Code advocates are called upon to step up to the plate.

Just like the drawing on the IBFAN T-shirt, it takes the concerted effort of a number of small fish to go after the big fish.

MS shared the work that AIMI has done and upcoming plans on promoting breastfeeding in Indonesia. She shared that apart from breastfeeding counseling and promotion, they are also looking into advocating for legislation that is related to maternity protection. She emphasized that it is every citizen's responsibility to protect the health of our children.

Presentation of Certificates \_\_\_\_\_ Annelies Allain (AA), ICDC & Mia Sutanto (MS), AIMI

The training ended with a brief certificate presentation ceremony and exchange of souvenirs between ICDC and AIMI.



## D. Evaluations

### How useful the course was to participants -

Out of 19 respondents, 94% (18) of respondents reported that it was very useful with 1 respondent reporting that it was useful. Comments from respondents reflected that the course has given them good foundation on the Code, and the detailed work that the trainers did to help participants understand each article was valuable. It was also reported that the training has helped respondents feel more confident toward their daily advocacy work. Another respondent expressed that apart from theoretical understanding, the training has given them the practical understanding of real life situations and challenges of advocacy work.

### The most positive aspects of the course -

Respondents commented on the lively and engaging facilitation; good mix of lectures, discussion, and group work; and the active participation of all. Others commended on the practical elements of the course that enabled them to apply directly in their work; the history and experiences ICDC trainers have in working with the Code; the professional interpretation of the Code; the breadth of Code work the training covered; and the added human rights perspective. One respondent specifically pointed out that they have learnt a great deal with the real life examples that were given, and how the training was very helpful in guiding them to navigate the grey areas. Respondents also commented on the precise time management throughout the training, the usefulness of the educational materials, and the openness of the atmosphere that helped them ease into the exercises and engage in dialogues.

*Recommendations:* It would be helpful to plan a field day to a hospital or shop

### Negative aspects of the course -

Some of the presentations went over-time, and the longer lectures may be difficult for non-English native speakers to digest. The tight spacing of the meeting room.

### Quality/Effectiveness of course materials/documentation -

63% (12) of the 19 respondents reported that the materials were excellent, and 31% (6) reported they were good, and only 1 respondent reported that they were adequate.

*Recommendations:* Softcopies of course materials/documentation and powerpoint presentations were requested, some requested to be provided with links of the videos shown, and more materials and coverage on the impact of breastfeeding on the economy and the environment.

### The mix of lectures, videos, and discussions in the course –

100% (all) of 19 respondents reported the course was of the right mix.

But if they could chose, they would have preferred:

About half (52%) of them preferred more group discussions, 26% (5) of them preferred more videos, and 0.05% (1) of them preferred more lectures, and the same number preferred fewer lectures.

### Since majority of participants do not speak English as first their language, the level of difficulty in understanding the course was -

21% (4) of 19 respondents found the language difficult; with 36% (7) of them who understood everything, and 63% (12) of them understood almost everything.

### There were topics participants would have liked to see added –

52% (10) of our respondents reported they would have liked to see other topics added to the training. The topics included Code violations in India, basic information on breastfeeding, basic information on the legal system, 'chemical' side effects of production process of breastmilk substitutes, more updated cases on countries and relevant solutions to their Code implementation issues, and more on advocacy and economic impact.

The length of the course was –

73% (14) of respondents thought it was just right. 1 respondent thought it was too long, and 3 of them thought it was too short.

*Recommendations:* Combine session 1 (History of the Code) & 2 (Revisiting the Code in Asia) into one session; and combine session 8 (Monitoring the Code) and 9 (Quiz on Code Violations) into one session.

Suggestions to improve the lectures and workshops –

Respondents suggested to make lectures more interactive and participatory, to add in country reports and action plans, to speak slower for the non-English speakers, and to receive the full International Code and WHA Resolutions before the training. More discussions on economic and environmental impact of breastfeeding would be appreciated.

Has this course motivated you to undertake specific actions in your country?

100% (19) out of all respondents reported the course has motivated them to undertake actions in their country.

And the actions are -

The reported actions included to increase monitoring of violations in healthcare facilities; to form alliances with INGOs, NGOs, and government to step up the monitoring work; to become active in advocacy work through coordinating with IBFAN; and to monitor and report to ICDC more diligently.

Some Other Comments Included -

1. The IYCF programme session could focus more on challenges in Code implementation during emergencies, especially dealing with donations.
2. More pre-training communications and coordination are needed, e.g. participants did not know about the training material fee and who to give payment for meeting package/airport transfer.
3. The group workshops were very helpful in integrating the knowledge participants acquired during the lectures. The mock trial was excellent, as it gave participants an opportunity to confront the arguments raised by BMS manufacturers. More references to real cases and outcomes could be added.
4. This training on Code implementation has provided new advocacy angle for those who are passionate about breastfeeding promotion.
5. Many things learnt in the training on Code can be brought back to participants' own country to be applied.

## **Addendum I – List of Participants**

<b>Country</b>	<b>Name</b>	<b>Email</b>	<b>Position/Title</b>
Indonesia	Cessy Soemitro	cessy@aimi-asi.org	Breastfeeding Counselor, AIMI
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	Mia Sutanto	mia.sutanto@aimi-asi.org	President, AIMI
	Nia Umar	nia@aimi-asi.org	Vice President, AIMI
	Dr. Hikmah Kurniasari, MKM	kurniasarihikmah@gmail.com	Course Director & Lactation Counselor, Sentra Laktasi
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	Sunhee Kim	sunhee421@cu.ac.kr	Assistant Professor, College of Nursing, Catholic Unive
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## Addendum II – Training Programme

<b>Date/Time</b>	<b>Note</b>	<b>PIC</b>
<b>19/10/2014</b>	Arrivals	AIMI
<b>20/10/2014</b>	<b>DAY 1</b>	
<b>09.00</b>	Welcoming Speech	AIMI, IBFAN ASIA, IBFAN-ICDC
<b>09.30</b>	Participants Introductions	AIMI
<b>10.00</b>	History of the International Code	Annelies Allain (AA), ICDC
<b>11.00</b>	<i>Break</i>	
<b>11.30</b>	Revisiting the Code in Asia	Yeong Joo Kean (YJK), ICDC
<b>12.30</b>	Review and discussion of problem areas	
<b>13.00</b>	<i>Lunch Break</i>	
<b>14.00</b>	Understanding Marketing	Annelies Allain
<b>15.00</b>	Video Time – a selection of video clips to facilitate	Yeong Joo Kean
<b>16.00</b>	<i>Break</i>	
<b>16.15</b>	How Breastfeeding and the Code fit into IYCF	Harriet Torlesse, UNICEF
<b>17.00</b>	Adjourn	
<b>21/10/2014</b>	<b>DAY 2</b>	
<b>09.00</b>	Risks of Formula Feeding	AA
<b>10.00</b>	Scope of the Code	YJK
<b>11.00</b>	<i>Break</i>	
<b>11.30</b>	Working Group I – Scope	
<b>13.00</b>	<i>Lunch Break</i>	
<b>14.00</b>	Plenary reports from WG on Scope	YJK
<b>15.00</b>	Major Code Provisions – Part 1 Information & Education (Article 4)	AA
<b>16.00</b>	<i>Break</i>	
<b>16.15</b>	Major Code Provisions – Part I (continued) Promotion to the Public (Articles 5)	YJK
<b>17.00</b>	Adjourn	
<b>22/10/2014</b>	<b>DAY 3</b>	
<b>09.00</b>	Working Groups: Information and Education/Promotion to the Public	
<b>10.15</b>	Plenary reports from WG on Promotion to the Public/Information & Education	YJK
<b>11.00</b>	<i>Break</i>	
<b>11.15</b>	The International Code, an Essential Component of the Human Right to Breastfeeding	Camille Sellenger, GIFA
<b>12.00</b>	Major Code Provisions – Part II - Promotion to Health Workers and the Health Care System (Articles 6 & 7)	AA
<b>13.00</b>	<i>Lunch</i>	
<b>14.00</b>	Major Code Provisions – Part II (continued) - Labelling (Article 9)	YJK
<b>15.00</b>	Working Group on Promotion to Health Workers and the Health Care System	
<b>16.00</b>	<i>Break</i>	
<b>16.15</b>	Plenary reports from WGs on Promotion to Health Workers and the Health Care System	AA
<b>17.00</b>	Adjourn	
<b>23/10/2014</b>	<b>DAY 4</b>	
<b>09.00</b>	Monitoring the Code	YJK
<b>11.00</b>	<i>Break</i>	

<b>11.15</b>	Implementation and Enforcement	YJK
<b>12.00</b>	Role Play – Assignment of Roles and Group Preparation	AA
<b>13.00</b>	<i>Lunch</i>	
<b>14.00</b>	Role Play – Mock Trial	YJK
<b>15.00</b>	Is This a Violation?	YJK
<b>16.00</b>	Advocacy for Code Implementation and Discussion on	AA/AIMI
<b>16.15</b>	Closing remarks and Presentation of Certificates	AIMI, ICDC
<b>17.00</b>	Evaluation & Adjourn	