

**Minutes of the Meeting on Promotion of Breastfeeding
and implementation of the Infant Milk Substitute (IMS) Act, 2003
Institute of Public Health (IPH), NHM, Namkum, Ranchi, Jharkhand**

21st January, 2020

Background : The State Level meeting on Breastfeeding promotion and Implementation of Infant Milk Substitute Act (2003) was convened on 21 January, 2020. The Meeting was held under the chairpersonship of MD, NHM. Participants were from NHM, Breastfeeding Promotion Network of India (BPNI, Delhi), and the various divisions within health Deptt. of Pediatrics, RIMS Child Health Cell, State Nutrition Mission, Maternal Cell, Nursing Cell, Community Mobilization Cell, Training Cell, TNAI, SOMI, CINI, FOGSI, RIMS, IAP, IMA, Primal Foundation, World Vision, IPE-Global, Save The Children and UNICEF.

Key Discussion points:

Breastfeeding Promotion:

- In Jharkhand, 33% children under age 3 years were breastfed within one hour of birth. Around 65% children below 6 months were exclusively breastfed and only 47% children age 6-8 months received solid or semi-solid food as per NFHS-4 (2015-16). To improve the IYCF indicators of the state it was decided to focus on roll-out MAA programme, promotion of breastfeeding and implementation of the Infant Milk Substitute Act (2003) at all levels.
- According to the Lancet series on Breastfeeding, 2016, Breastfeeding ensures Long-term neuro-developmental benefits to children. It has the potential to add up to 3 IQ points across all income levels, improved academic performance, increased long-term earnings and increased productivity. Jointly group committed to emphasize on the promotion of Breastfeeding and ensure awareness generation activities at the Community level for sustainable nutrition gains.
- The Role of Community Health Officers (CHOs) will be important for the promotion of Breastfeeding and implementation of the IMS Act at community level. It was decided that Nutrition and IMS Act will be incorporated as part of the curriculum of the CHOs. UNICEF and BPNI will support the MIYCN Resource Centre at IPH in developing a plan to build the capacity of CHOs on nutrition programmes and inclusion of Breastfeeding promotion and implementation of the IMS Act as part of their existing curriculum.

IMS Act Implementation:

- Provisions under the IMS Act were discussed in detail during the meeting by BPNI team. The IMS Act came into force on 1 August 1993 as a Central Government Law by notification in the Official Gazette to protect, promote & support breastfeeding. The key provisions under IMS act are as follows :
 - Section 3: Bans Promotion or Advertisements to the Public,
 - Section 4: Prohibits Giving Incentives,
 - Section 5: Restricts Donation of Products, Educational Materials or Equipment's,
 - Section 6: Prescribes Guidelines for Labelling,
 - Section 7: Ensures accurate information through educational materials,
 - Section 8: Bans Promotions and Displays in Hospitals, Clinics, Chemist Shops etc,
 - Section 9: Prohibits contribution and pecuniary benefits to healthcare workers and their Associations,
 - Section 10: Bans Commission on Sales.

- **IMS Act compliance and Monitoring** :Government of Jharkhand vide letter No 9/RCH-41/2019-68(HSN) Date 13.03.2019 nominated the Civil Surgeon as the Nodal officer for the implementation of IMS act in Jharkhand. however, it was also brought into notice by the government that until a Gazette notification is issued, the Civil Surgeon will not have an official authorization to act in case of violation of the IMS Act. It was agreed that the state government will issue an official Gazette notification to authorize district civil surgeon/other class one medical officers as per the section 21(b) of the IMS Act.
- It was also highlighted that the knowledge and awareness of the district officials on IMS Act is very limited. With an aim to build the capacity of the nominated District Nodal Officers; it was decided to organize a two-days training of District nodal officers on Breastfeeding promotion and IMS Act with support of UNICEF and BPNI Delhi followed by 1 day district level orientation chaired by Civil Surgeons with focus on IMS Act monitoring.
- It was agreed that the Health department should facilitate a letter for mandatory adherence of IMS act at all private Nursing homes and Hospitals. Private Facilities will also be monitor by District Nodal Officer to ensure compliance.
- Nodal Officer, State Child Health Cell requested BPNI Delhi to provide the Hindi version of IMS Act booklet developed by BPNI, which will be more useful to the Government officials and other functionaries.
- To promote Breastfeeding and Implementation of IMS Act, awareness generation activities should be done at district/block/ community level. For more effective implementation and awareness of IMS Act it should be properly displayed in the form of Hoardings /Bill-Boards at Public places, District Hospitals and block level facilities in local language. BPNI was requested to support in development of IEC materials for awareness generation which can be adapted in local languages of Jharkhand subsequently for wider dissemination.

Hospital Assessment for breastfeeding promotion

- District hospitals should be improved as on basis of BFHI (Baby Friendly hospital initiative) and evaluation will be important based on ten steps of BFHI. It is informed that in Jharkhand facility level assessment on BFHI indicators is being carried out with support from MIYCN Resource Centre, by February, 2020 – 16 District Hospitals will be assessed on the BFHI Indicators.
- BPNI representatives shared that a Self-assessment tool along with an External evaluation and accreditation/recognition of health facilities to evaluate their compliance with the Ten Steps for Successful Breastfeeding under the BFHI has been developed and under finalization of MoHFW. It was decided by the group to adopt the tools for concurrent monitoring of health facilities. It will be easy for evaluation and accreditation of health facilities.
- Community mobilization cell of NHM suggested to incorporate BFHI Component in Kayakalp Checklist to ensure assessment of BFHI component during ongoing Kayakalp assessments through district teams. It was also shared that funding support can be leveraged through DMFT funds by submitting a detailed proposal to Deputy Commissioners of selected districts.
- In first phase the group agreed that out of 1905 delivery points in the Jharkhand, 73 L3 health facilities (High load District hospital FRUs etc. about 73 – caters 50% of deliveries) will be assessed through self-assessment and independent external assessment. Funding support will be requested in the Supplementary NHM PIP 2020-21. UNICEF agreed to support in Facility Level Assessment of District Hospitals in two priority districts namely Giridih & West Singhbhum with technical support of BPNI Delhi.

- BPNI suggested to build capacity of 5 ANMs / Staff Nurses from each health facility on Promotion of Breastfeeding and IMS act under the MAA Programme.

Engaging with the private hospitals, professional bodies and local shop keepers

- It was also proposed that a 2-3-hour consultation with private hospitals, their associations, professional bodies etc. chaired by the MD NHM to discuss the implementation of the IMS Act and BFHI/hospital practices to be convened.
- It was agreed that to bring Indian Medical Association (IMA) and Indian Academy of Paediatrics and Federation of Obstetric and Gynaecological Societies of India (FOGSI) – Jharkhand chapters, Dept of Health will write to these professional bodies with key roles and expectations for IMS and BF compliance.
- It was also decided to print hand bills for Local Shop keeper and medical store person for no more commercial advertisement and display of formula milk at their stores. It was also suggested to involve Food Safety Officer in monitoring of Medical Stores to ensure adherence of the IMS Act.

The concluding note given by Dr. A.K. Mishra followed by a Vote of Thanks


Mission Director
NHM, Jharkhand

List of participants

Participants :

1. Dr J.P. Sanga, DIC, Health services ,Jharkhand
2. Dr. V.S. Das, Director IPH, Namkum
3. Dr. Amar Kumar Mishra, Dy. Director cum Nodal Child Health Cell
4. Dr. Ajit. Kr. Prasad MO, Child Health Cell
5. Dr. Deepawali, MO, Maternal Health Cell
6. Dr.R.K.Verma, Nodal Officer IEC,NHM
7. Dr. Marcel Aind, Add Director, Health
8. Dr. V. B. Prasad, Civil Surgeon, Ranchi
9. Dr. Bina Sinha, FOGSI, Retd. Dy Director Health, Jharkhand
10. Dr. Birendra Kumar, MO, IPH, Ranchi.
11. Dr. Arun Gupta, BPNI, Delhi
12. Dr. JP Dadhich, Ttechnical Director, BPNI
13. Dr. Chandan Barnwal, Senior Resident Dept. of Predication RIMS
14. Dr. Manisha Kujur, SR, PSM, RIMS
15. Mrs Bina Barla, Vice- President, SOMI,RIMS
16. Mrs Prabha Dey Principal, Collage of Nursing, RIMS,TNAI
17. Mrs Renu Arora Vice President TNAI,
18. Mrs V.Mahalaxmi, President,TNAI

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date: 03.03.2020

19. Dr.Sunita Katyayan, State Coordinator BPNI, Jharkhand
20. Ms. Preetu Mishra, Nutrition Specialist, UNICEF Jharkhand
21. Mr. Pritish Kumar Nayak, Nutrition Officer, UNICEF Jharkhand
22. Sumitro Roy, STL, WRLAN, IPE- Global
23. Sanjay Kumar State Officer, Save the Children
24. Mrs. Akai Minj, SPC, NHM
25. Mrs Suchandra Panda, State Training Consultant, NHM
26. Dr. Anamika, Consultant Child Health Nutrition, NHM
27. Mrs Josely John, Prog. Coordinator Nursing, NHM
28. Mrs Usha Ray, Program Coordinator, Nursing Cell NHM
29. Samresh Singh, DPM, Ranchi
30. Jiren.S. Kandulna, Hospital Manager Ranchi
31. Ajay Kumar Verma State Consultant State Nutrition Mission
32. Mr. Sujit Sinha, Consultant, MIYCN Resource Centre
33. Mr. Vikash Seet, Consultant, MIYCN Resource Centre
34. Ms. Pratima Singh, Consultant, MIYCN Resource Centre

Memo No.: 9/ReH-787/16-272 (MD) Date: 03.03.2020

Copy to :

1. Principal Secretary, DoHFW, Jharkhand
2. State Nutrition Mission Jharkhand
3. Director in Chief, Health Services, Jharkhand
4. Director, IPH, Namkum, Jharkhand
5. Nodal Officer, Child Health Cell, Jharkhand
6. Nodal Officer, Maternal Health Cell, Jharkhand
7. Nodal Officer, IEC Cell, Jharkhand
8. Nodal Officer, Community Mobilization Cell, Jharkhand
9. Nodal Officer, Nursing Cell, Jharkhand
10. Dept. Of Predication, RIMS
11. Dept. Of PSM, RIMS
12. All Civil Surgeon, Jharkhand
13. Nutrition Specialist, UNICEF, Jharkhand
14. BPNI, Delhi
15. IMA, IAP, FOGSI, TNAI, SOMI
16. MIYCN Resource Center, Jharkhand


3/3/20
Mission Director
NHM, Jharkhand