Support Breastfeeding for a Healthier Planet

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TNAI Webinar on Supporting Breastfeeding for Healthier Planet 6th August, 2020



A breastfeeding mother contributes to the planetary health!





https://worldbreastfeedingweek.org/



A Breastfeeding mother contributes to the health of her baby her own health !

| Pr 1 | eventable Child Deaths | |
|---|---|--|
| Cases of Diarrhoea 34,791,524 Cases of Pneumonia 2,470,429 Cases of Obesity 40,382 | | Cases of Breast Cancer 7,976 Cases of Ovarian Cancer 1,748 Cases of Type II Diabetes 87.855 |
| | Health Care Costs | |
| ₹7 | 27.18 cro | res* |
| Hou | usehold Costs of Formula Feeding | L |
| ₹25 | 393.77 c | rores* |
| | * Extrapolated from the tool, 'The Cost of Not Br | eastfeeding Tool' (1 US\$ = INR 68.5672 as on 16 July 2019) |

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Breastmilk is more than nutrition !

| Antimicrobial factors | Secretory IgA, IgM, IgG, Oligosachbari | Mother gets infection |
|-----------------------|--|--------------------------|
| | des, | Produces antibodies |
| | Lysozyme, | |
| | Leucocytes | |
| Cytokines & | Interleukins, | |
| anti- | Prostaglandin | |
| inflammatory | s, TNF | Secrets |
| factors | | breastmilk |



Ann Prentice. Constituents of human milk. <u>http://archive.unu.edu/</u> <u>unupress/food/8F174e/8F174E04.htm</u>



Breastfeeding imparts long-term neurodevelopmental benefits to children

- Adds up to 3 IQ points across all income levels
- Improved academic performance
 - Increased long-term earnings
 - Increased productivity

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Cognitive losses associated with not breastfeeding impact earning potential, and amount to global loss of \$302 billion (India INR 4300 Cr) annually



Lancet Series on Breastfeeding, 2016

Formula feeding is detrimental to the health of the planet

Breastmilk substitutes leave an ecological footprint, as they -

- Need energy and water for production
- Materials for packaging
- Fuel for transport distribution
- Water, fuel, and cleaning agents for daily preparation and use
- Generate waste requiring disposal

Rollins NC, Bhandari N, Hajeebhoy N et al. Why invest, and what it will take to improve breastfeeding practices? Lancet. 2016;387(10017):491-504.

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BMS are Ultra-processed products

| Nutrients | Standard | Ingredients | |
|------------------------------|-----------------------|--------------------------|-----|
| | Proportion | | |
| | Red-Std IF | | |
| | Black - FUF | | |
| Carbohydrates | <mark>60</mark> - 67% | high fructose corn syrup | |
| | | cane sugar | |
| | | lactose | |
| Proteins | <mark>13</mark> - 15% | milk powder | |
| | | whey protein concentrate | |
| Fats | 17 – 27 % | vegetable oil: | |
| | | Palm oil | |
| | | Soybean oil | |
| | | Sunflower oil | |
| | | Peanut oil | |
| Others | < 1% | Various chemicals | |
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Average GHG Emissions (kg CO2 eq) per kg of different category of Milk Formula



Standard Milk Formula/Special Milk Formula

3.95 kg Co2 eq per kg

FU Milk Formula/ Toddler's Milk Formula 4.04 kg Co2 eq per kg





How significant is GHG generated by BMS

| Food Item (1 kg) | GHG emissions in Kg CO2 eq |
|-----------------------|--|
| BMS (Only production) | Standard infant formula – 3.95 FUF/GUM formula – 4.05 |
| Milk | 1.1 |
| Chicken | 4.7 |
| Fish | 3.1 |
| Egg | 3.0 |
| Milk | 1.0 |
| Bean | 0.86 |
| Rice | 1.2 |
| Wheat | 0.58 |
| Potato | 0.19 |
| Apple | 0.28 |

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González AD, Frostell B, Carlsson-Kanyama A. Protein efficiency per unit energy and per unit greenhouse gas emissions: potential contribution of diet choices to climate change mitigation. Food policy. 2011 Oct 1;36(5):562-70.



GHG Emissions due to BMS in 2016 and projeced emissions in 2021 ('000 tonnes $\rm CO_2$ eq.) in India



increase of 14%)

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Equivalent activities for total GHG emission due to milk formula in India(107,490 tonnes)

| Equivalent to annual Greenhouse Gas emissions from | 24 Crore Miles driven by an average passenger vehicle |
|--|---|
| Greenhouse Gas emission avoided by | 3.7 Million Incandescent lamps switched over to LEDs |
| Carbon sequestered by any one of these | 1.6 Million tree seedlings grown for 10 years |
| | 127,348 acres of U.S. forests in one year |

https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator

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Are we doing enough to support breastfeeding and restrict use of BMS to improve planetary health?





REDUCING ENVIRONMENTAL IMPACT

Environmental impact of **Breastmilk Substitutes** can be curtailed by efforts for reducing their consumption and enhancing breastfeeding rates through good support systems for mothers and families







Policy/Guidelines/Programme Initiatives





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2004



Strengthening of Health & Nutrition through Home Visits **OPERATIONAL GUIDELINES**

April 2018



A Joint Initiative of Ministry of Health and Family Welfare & Ministry of Women and Child Development



Initiation of breastfeeding

(NFHS - 4, 2015-16)



Breastfeeding practices in India – critical issues

(NFHS - 4, 2015-16)

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Exclusive Breastfeeding falls rapidly!



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Policies and Programmes on IYCF

National Policy, Programme and Coordination

Baby Friendly Hospital Initiative

Implementation of the International Code

Maternity Protection

Health and Nutrition Care System

Mother Support and Community Outreach

Information Support

Infant Feeding and HIV

Infant Feeding during Emergencies

Monitoring and Evaluation

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Challenges at health facilities

| Baby-friendly Hospital Ini Implementing Ten Steps India, Nepal Challenges ar | itiative (BFHI) in South Asia: to Successful Breastfeeding and Bangladesh nd Opportunities |
|---|---|
| AR | EPORT |
| | |
| The W Octo | forld Bank aber 2019 |
| | |

- Lack of dedicated space or human resources for breastfeeding/lactation counselling
- Heavy Workload
- Health staff lacks the required competence in lactation management

A pediatrician said, "...time is the most important factor and if there is a dedicated counsellor, it makes it a bit easy for the doctor, as after seeing 100 patients in the OPD and after taking rounds of 50 beds, it is impossible to do counselling" (during interview for the study)

http://documents.worldbank.org/curated/pt/916891573111241173/pdf/South-Asia-Baby-Friendly-Hospital-Initiative-in-South-Asia-Implementing-Ten-Steps-to-Successful-Breastfeeding-India-Nepal-and-Bangladesh-Challenges-and-Opportunities.pdf

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What more can be done?

What can policy makers/ programme managers do at National and State level?

- Bridge the gaps in the policies and programmes noted in the India's WBTi assessment report (2018); especially for enhancing the standards of care in the hospitals, both public and private.
- Launch a campaign to generate mass awareness about the environmental impact of BMS and environmental sustainability of breastfeeding among people and health workers

CARE RIGHT AFTER BIRTH

ROOMING-IN

7

unicef 🧐

Restricting Breastmilk Substitutes sales!

IBFAN defending breastfeeding

*Baker P, Smith J, Salmon L, et al. Global trends and patterns of commercial milk-based formula sales: is an unprecedented infant and young child feeding transition underway?. Public Health Nutr. 2016;19(14): 2540-2550. doi:10.1017/S1368980016001117

What can civil society, and breastfeeding advocates do?

- Find out about the policies and programmes on IYCF in the states by writing to different departments dealing with health and nutrition.
- Raise awareness about inadequate policies and programme and breastfeeding practices in their area through media and social media.
- Keep a watch on the direct and indirect promotional activities of the baby food and feeding bottle manufacturers like organising seminars, media
 campaigns, free distribution of baby foods, contacting mothers through social media etc. Report and resist.

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What can civil society, and breastfeeding advocates do?

- Check the hospitals with maternity services for breastfeeding friendly practices like
 - early initiation of breastfeeding,
 - avoiding separation of baby and mother,
 - not giving prelacteal feeds,
 - practicing exclusive breastfeeding and
 - using infant formula only if there is medical indication as suggested by WHO.

Approach Members of Parliament/ Legislative
 Assembly for breastfeeding friendly policies and parliament

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What can hospitals, doctors and nurses do?

- Ensure that their hospital practices Ten Steps to successful breastfeeding. (You can use the Tool developed by BPNI-WHO India-Government of India to check).
- They can minimise use of powdered infant formula for indications as prescribed by WHO.
- Support women with face to face counselling on breastfeeding during pregnancy, at birth and later till the mother and baby are discharged and come back on follow-up visits.

What can parents do?

- Find out if the maternity facilities for delivery of baby have lactation support available or not.
 Choose a facility where this support is available
- Mother can communicate to the doctors about her decision to practice skin to skin contact and not use formula for your baby

BPNI's interventions

- For all mothers: IYCF Counselling Specialist training (7 days)
- For breastfeeding mothers: Stanpan Suraksha APP(on 7th August)
- For Pregnant Women: Digital Portal (Coming soon)

IYCF Counselling & Lactation management The '4 in 1' Training Course

Infant and Young Child Feeding Counselling & Lactation Management: The 4 in 1 Training Course

(An integrated course on Breastfeeding & Lactation Management, Complementary Feeding, Infant Feeding & HIV and Growth Monitoring counselling)

Trainer's Guide

Breastfeeding, Lactation Management & Infant and Young Child Feeding Counselling: The 4 in 1

course

(An integrated course on Breastfeeding & Lactation Management, Complementary Feeding, Infant Feeding& HIV and Growth Monitoring)

A BPNI's Certificate Course 2020-2030

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Training on 10 steps to successful breastfeeding

Training on 10 Steps to Successful Breastfeeding

A Lactation Management Course

Trainer's Guide

Training on 10 steps to Successful Breastfeeding: A Lactation Management Course

CONTENTS

| Session 1 | Why Breastfeeding? |
|------------|---|
| Session 2 | Production and Intake of Breastmilk |
| Session 3 | Assessing a Breastfeed |
| Session 4 | Observing a Breastfeed |
| Session 5 | Listening and Learning |
| Session 6 | Ten Steps to Successful Breastfeeding |
| Session 7 | Clinical Practice 1 Listening and learning Assessing a breastfeed |
| Session 8 | Positioning a Baby at the Breast |
| Session 9 | Building Confidence, Giving Support and Checking Understanding |
| Session 10 | Clinical Practice 2 Building confidence and giving support Positioning a baby at the breast |
| Session 11 | Breast Conditions |
| Session 12 | Refusal to Breastfeed and Crying |
| Session 13 | Overview of Infant Feeding and HIV |
| Session 14 | Safe Artificial Feeding |
| Session 15 | Expressing Breastmilk |
| Session 16 | "Not Enough Milk" |
| Session 17 | Increasing Breastmilk and Relactation |
| Session 18 | Breastfeeding History – taking |
| Session 19 | Breastfeeding Low birth weight (LBW) and Sick Babies |
| Session 20 | Clinical Practice 3 Positioning and taking a breastfeeding history |
| Session 21 | Sustaining Breastfeeding |
| Session 22 | Nutrition of Lactating Mothers and their Health and Fertility |
| Session 23 | Regulating Marketing of Breastmilk Substitutes |
| Session 24 | Infant Feeding in Special Situations |

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For breastfeeding mothers: Stanpan Suraksha APP

Stanpan Suraksha bpni putting child nutrition at the forefront of social change supported by HCL FOUNDATION

| Report Promotion of baby Foods/ Feeding Bottles | |
|--|--|
| Find a Counselor | Baby les |
| Engage | |
| Success Stories | |
| Donate | otions |
| Profile | |
| What's New 3 | stecting |
| Volunteer | ence as well oviding ent through |
| Campaign | es. |
| Settings | acity building advocacy for onal policies. |
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https://www.bpni.org/webinar-on-launch-of-stanpan-surakhsha-mobile-app/

| Report C Report Report Promotion of Baby Foods/Feeding Bottles Title List of prohibited promotions 29-J Addertisemnet on Internet Discounts on Products Discounts on Products Writi Misleading Labeling Promtional Display in Hospitals/ Chemist Shops Free Samples Discounts on Distribution of Leaflets/Pamphlets Distribution of Leaflets/Pamphlets PNI is viewed as the last word in protecting eastfeeding from commercial influence as well precision dustatianable approaches. Uptor Sponsorship to Health Professional eastfeeding movement through hovative and sustainable approaches. Adversitement in Magazines/Journal Adversitement in Newspaper Adversitement in Messaper Adversitement in Newspaper Advertisment on Television Public Adversitement in Newspaper Advertisment on Television Uptor | :29 all 斎 🗊 | 16:49 | lln. |
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IBFAN defending breastfeeding

For Pregnant Women: A Digital Portal

A Digital Antenatal Portal

Preparing Pregnant Women to Demand Breastfeeding Counselling and Support Services

A <u>BPNI's</u> Initiative

- To provide breastfeeding counseling services to pregnant women to be fully informed for successful in breastfeeding their babies
- To facilitate an enabling environment for women to ensure early breastfeeding within an hour of birth, skin-to-skin contact, and reduce the consumption of infant formula at the time of birth.

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Carry Home Message

- Environmental impact of BMS use is significant
- Environmental impact of the BMS can be curtailed by efforts that can reduce their consumption and enhance breastfeeding rates through good support systems for mothers and families.

Let us join hands to achieve it.

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What we all can do?

Watch the film 'Tigers' on the Zee5 web portal to know predatory promotional behaviour of the baby food companies <u>https://www.youtube.com/watch?</u> <u>v=dJxsiUvccuM</u>

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