World Breastfeeding Week 2020

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www.bpni.org
OBJECTIVES

- To generate awareness and action on detrimental effects of breastmilk substitutes (BMS) on the environment and the protective role of breastfeeding on the environment.

- To involve groups for advocacy in different States to improve protection, promotion and support of breastfeeding especially to implement the *Infant Milk Substitutes Feeding Bottles, and Infant Foods Act 1992, and Amendment Act 2003.*
HOW DID WE QUANTIFY IMPACT OF BMS?

- We developed an innovative method for calculating the average GHG emissions due to various categories of baby milk formula.

- The method looked into the composition of baby milk formula products, ascertaining contribution of each ingredient, and identifying GHG emissions due to the individual ingredients.
### Sales of BMS in 2016 and projected sales in 2021 (‘000 tonnes)$^2$

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant Formula</td>
<td>11.9</td>
<td>13.3</td>
</tr>
<tr>
<td>Follow-on-Milk Formula</td>
<td>11.8</td>
<td>13.5</td>
</tr>
<tr>
<td>Growing-up Milk Formula</td>
<td>2.7</td>
<td>3.2</td>
</tr>
<tr>
<td>Special Baby Milk Formula</td>
<td>0.5</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>26.9</td>
<td>30.7</td>
</tr>
</tbody>
</table>
GHG Emissions due to BMS in 2016 and projected emissions in 2021 (‘000 tonnes CO$_2$ eq.)$^{1,2}$
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.

The Global Strategy for Infant and Young Child Feeding provides a policy framework for strengthening the policies and programmes on infant and young child feeding (IYCF).

The World Breastfeeding Trends Initiative (WBTi) led periodic monitoring of IYCF policies and programmes revealed glaring gaps in the implementation in India.
Policies and Programmes on IYCF

- National Policy, Programme... 1.5
- Baby Friendly Hospital Initiative 0
- Implementation of the International Code 8.5
- Maternity Protection 6
- Health and Nutrition Care System 5
- Information Support 6
- Infant Feeding and HIV 5
- Infant Feeding during... 0
- Monitoring and Evaluation 7

bpni

putting child nutrition at the forefront of social change

IBFAN

defending breastfeeding
Enhancing breastfeeding rates requires investments in

- Interventions to protect breastfeeding
- Supporting mothers by providing face-to-face counselling
- Maternity protection to all lactating mothers
- Promotion through all possible channels
Regulation of marketing and use of BMS is the key to protection

Sales of BMS in 2016 and projected sales in 2021 (‘000 Tonnes)

GHG Emissions due to BMS in 2016 and projected emissions in 2021 (‘000 Tonnes CO₂)

Thank You