



National Institute of Health and Family Welfare



INDIA: WORLD BREASTFEEDING WEEK (1-7 AUGUST 2020)

## Support Breastfeeding for a Healthier Planet

*Covid-19 is an opportunity to  
strengthen action on breastfeeding*



# World Breastfeeding Week 2020

**Dr Arun Gupta MD FIAP  
Central Coordinator BPNI**

[www.bpni.org](http://www.bpni.org)



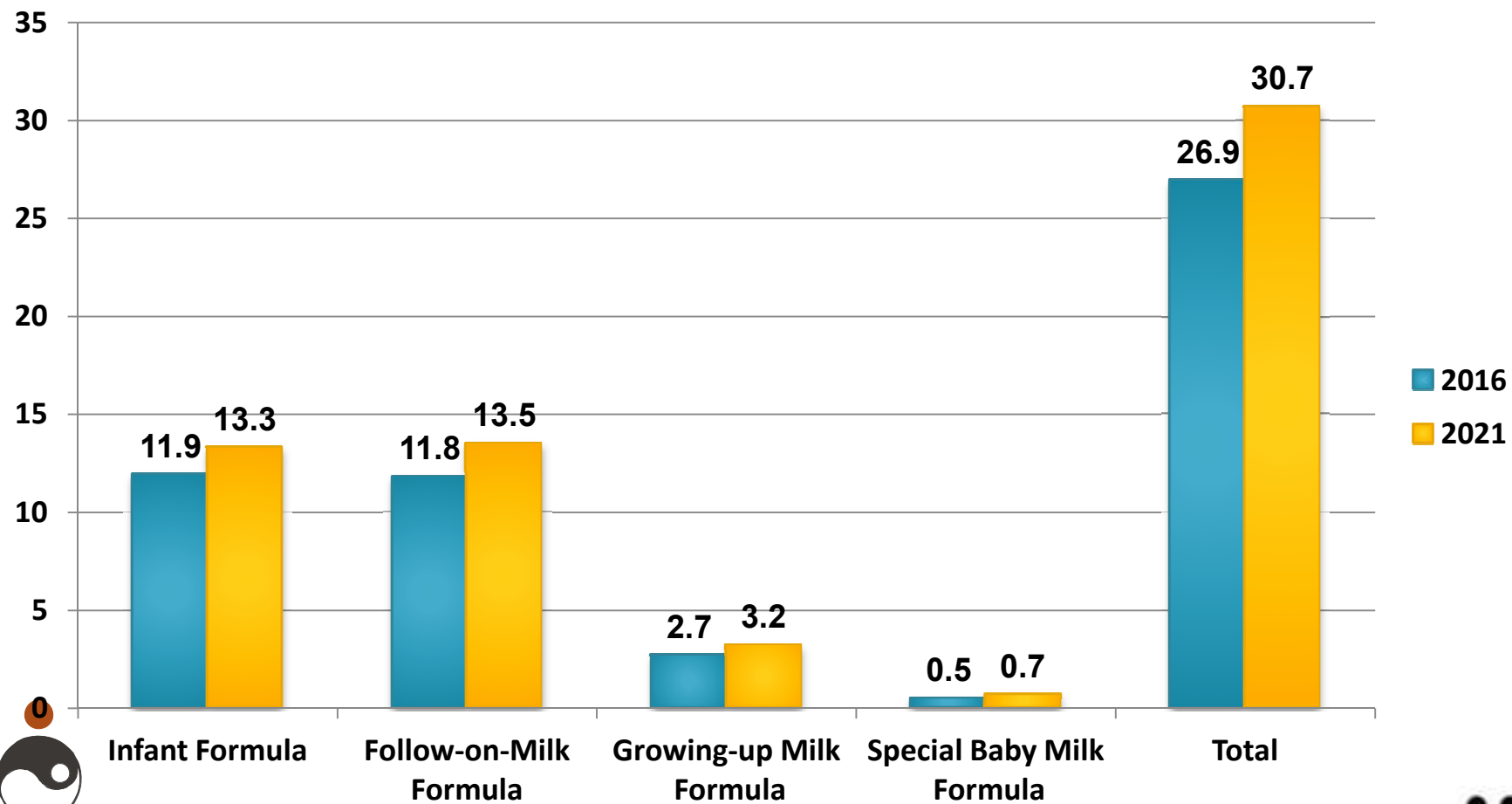
# OBJECTIVES

- 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*.

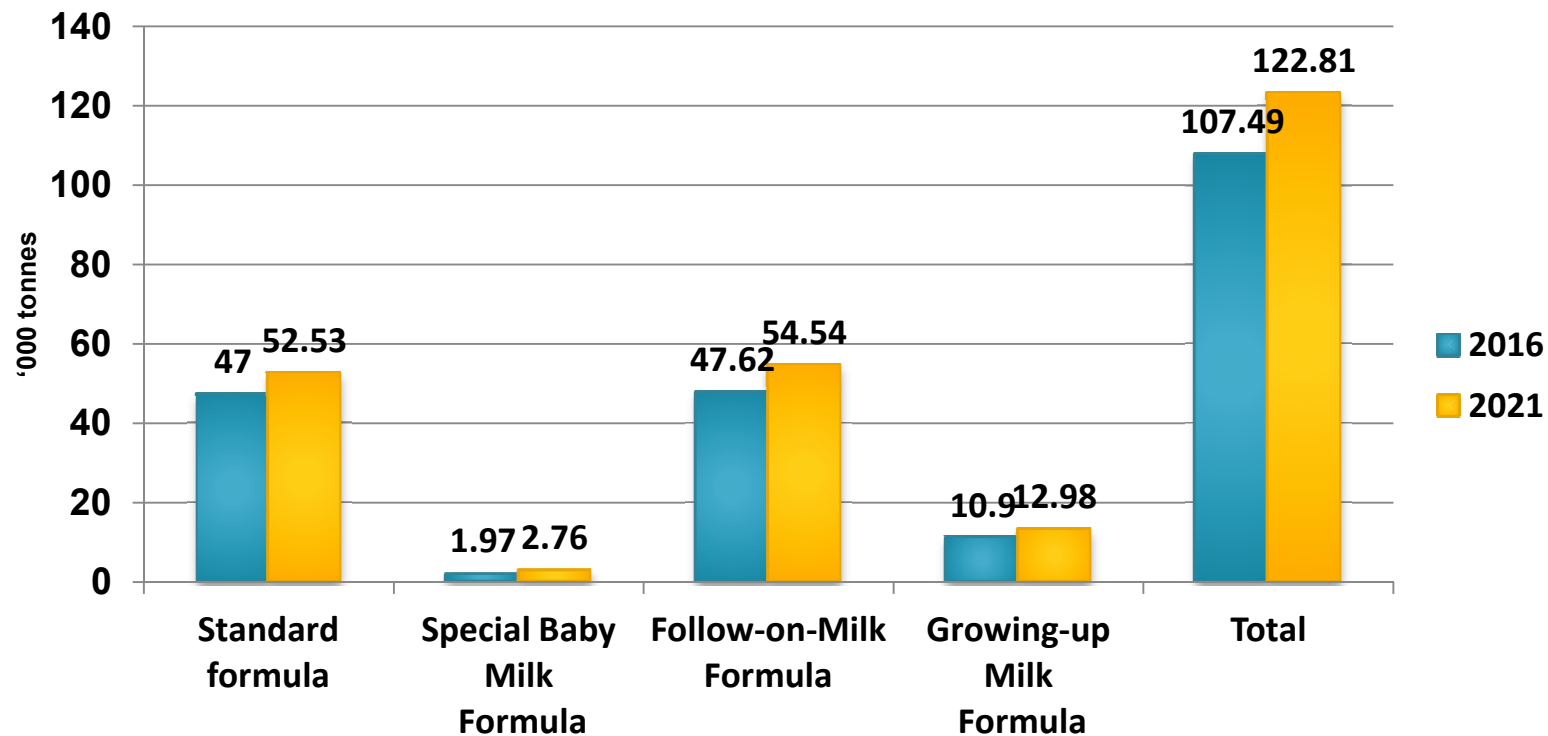
# HOW DID WE QUANTIFY IMPACT OF BMS?

- 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)<sup>2</sup>



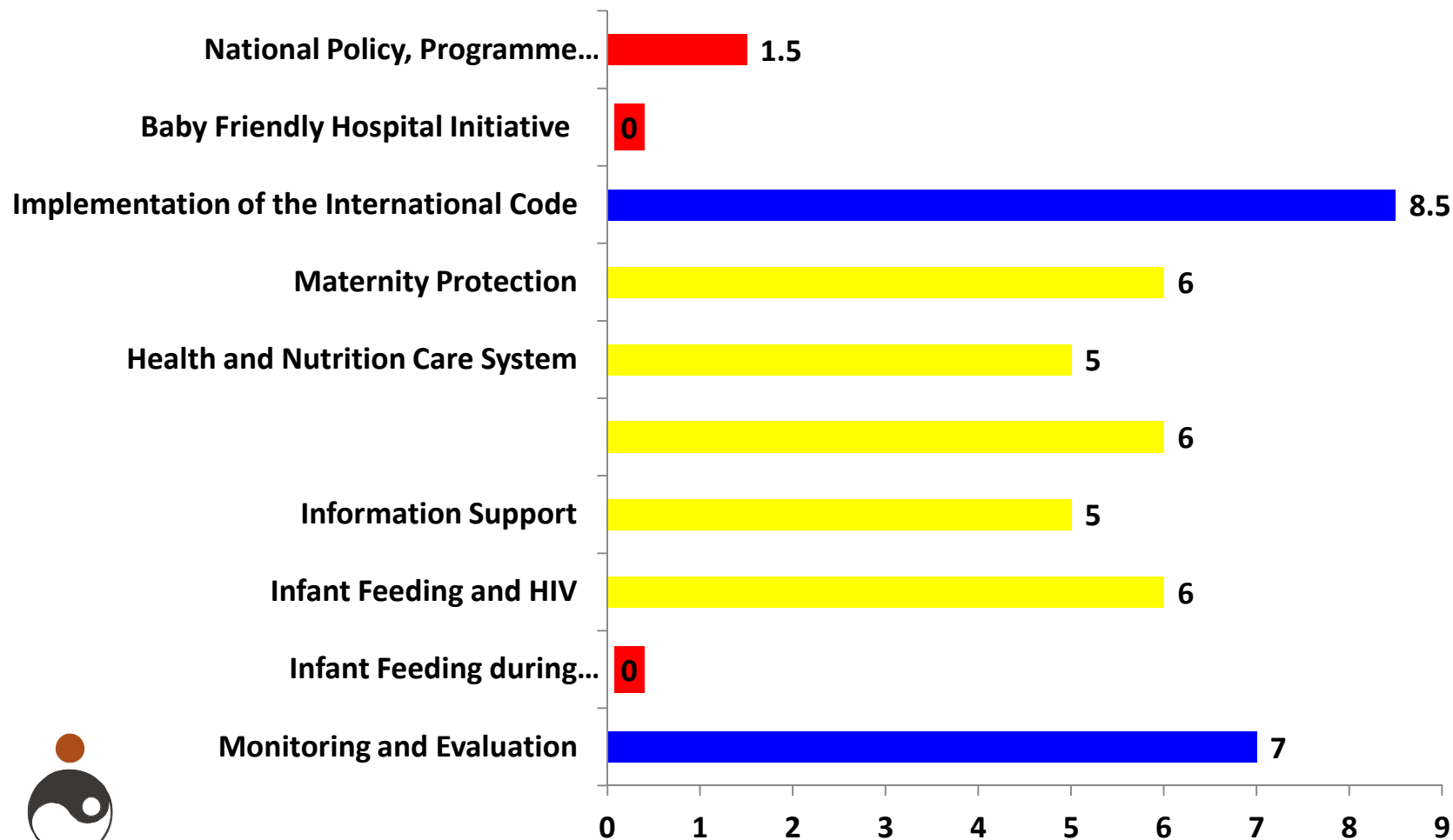
# GHG Emissions due to BMS in 2016 and projected emissions in 2021 ('000 tonnes CO<sub>2</sub> eq.)<sup>1,2</sup>



# REDUCING ENVIRONMENTAL IMPACT

- 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)16 led periodic monitoring of IYCF policies and programmes revealed glaring gaps in the bpniimplementation in India.

# Policies and Programmes on IYCF



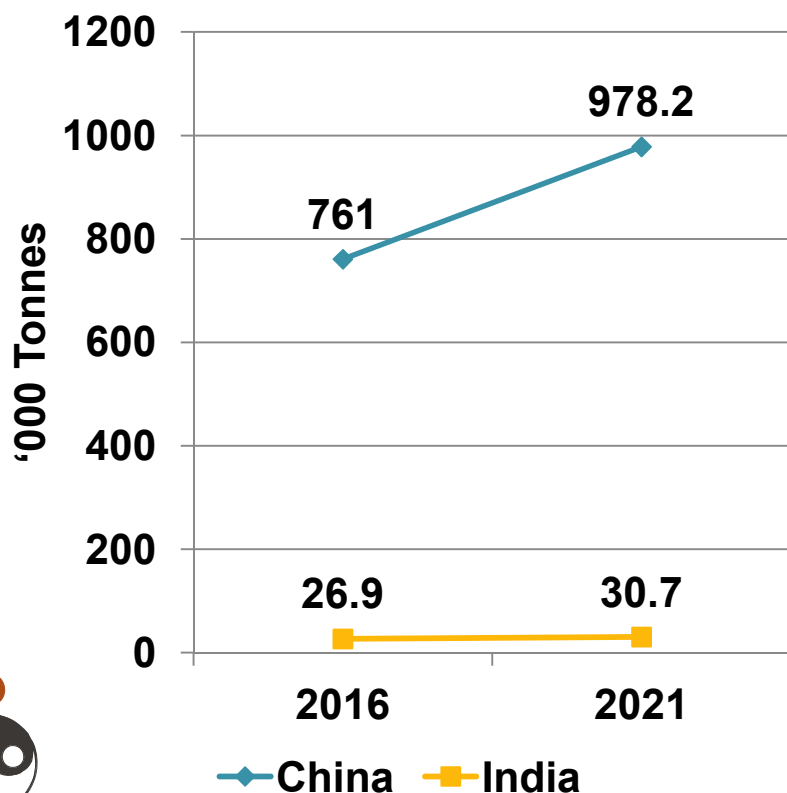
# Enhancing breastfeeding rates requires investments in

- Interventions to protect breastfeeding
- Supporting mothers by providing face-to-face counselling
- Maternity protection to all lactating mothers
- Promotion through all possible channels

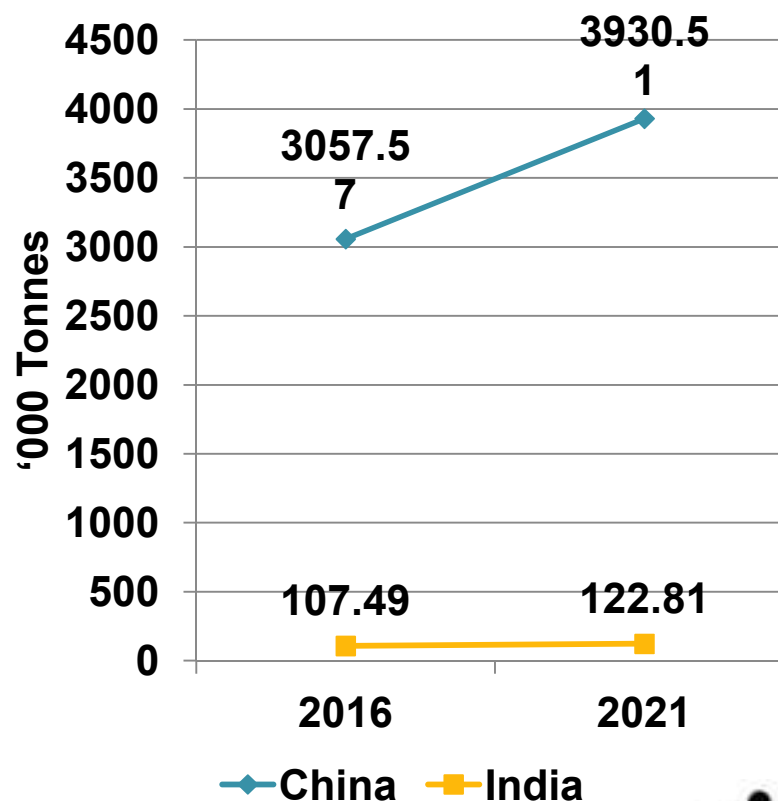


# Regulation of marketing and use of BMS is the key to protection

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 CO<sub>2</sub>)



putting child nutrition  
at the forefront  
of social change

Source: <https://www.bpni.org/wp-content/uploads/2018/11/Green-Feeding-RC-Carbon-Footprint-10-Asian-Countries.pdf>



IBFAN  
defending breastfeeding



# Thank You

