Supporting mother to breastfeed
Implementation of IMS Act

UNICEF
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Current rates and targets for breastfeeding practices

Source: Global Breastfeeding Score Card, 2019, Global Breastfeeding Collective, UNICEF, WHO
Infant and young child feeding: India

- Early initiation: 42% (NFHS 4) vs 57% (CNNS)
- Exclusive breastfeeding: 55% (NFHS 4) vs 58% (CNNS)
- Timely introduction: 43% (NFHS 4) vs 53% (CNNS)
Breastfeeding - What works

- Good quality consistent communication

- Reinforced through multiple contacts and channels

- Skilled counselling support

- Legislations to enable mothers to adopt recommended breastfeeding practices
Effective legislation/Code matters

- Mothers and caregivers need support to make informed best choice about feeding their babies.
- Inappropriate marketing of breast milk substitutes prevalent.
- Sales of breast milk substitutes globally is increasing.
- Fears and concerns on breastfeeding and COVID 19 likely to influence feeding choices.
Implementation of the Code

**Implementation score based on:**
- Legal status and alignment
- Enforcement and monitoring mechanisms
- Information and educational materials
- Promotion - public and in health care facilities
- Labelling
IMS Act prohibits promotion of breastmilk substitutes to health care professionals and in health care settings.
Priorities

• Health providers understand the Act and their responsibilities

• Stop promotion and inappropriate use of breastmilk substitutes

• Equipped with knowledge and skills to support recommended breastfeeding practices

• Support mother and families for breastfeeding in all settings - in health facilities, communities, home and work
Government led initiative
• Plans, programmes, budgets, guidelines/directives on IYCF

Making facilities breastfeeding friendly
• Breastfeeding Corners
• IYCF Counselling Centres
• “Bottle-free” zones
• Facility assessment - MAA Award

• Partnerships
  • Academic institutions
  • Other development partners
Bottle Feeding Free Hospital Declaration

Declaration of Bottle Feeding Free hospital: 34 Health Facilities including two Medical Colleges (ANMMCH- Gaya and NMCH) and 14 districts

Purnea District Hospital
Public education
Thank you.