



# Welcome!

**Please take your seats.**

**The program will begin shortly.**



**Global Congress on Implementation of  
the Code of Marketing of Breast-milk Substitutes**  
June 2023

**Paul Zambrano**

Regional Associate Director  
Alive & Thrive East Asia Pacific





Global Congress on Implementation of  
the Code of Marketing of Breast-milk Substitutes  
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# How civil society can support governments in Code advocacy and implementation

Experience of Alive & Thrive

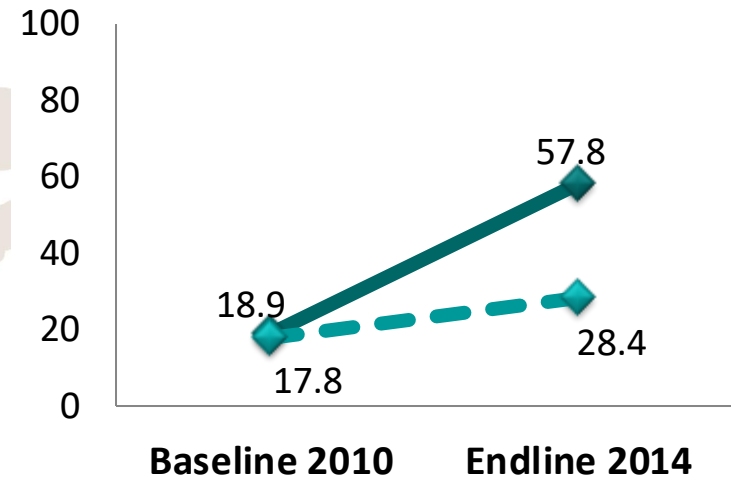
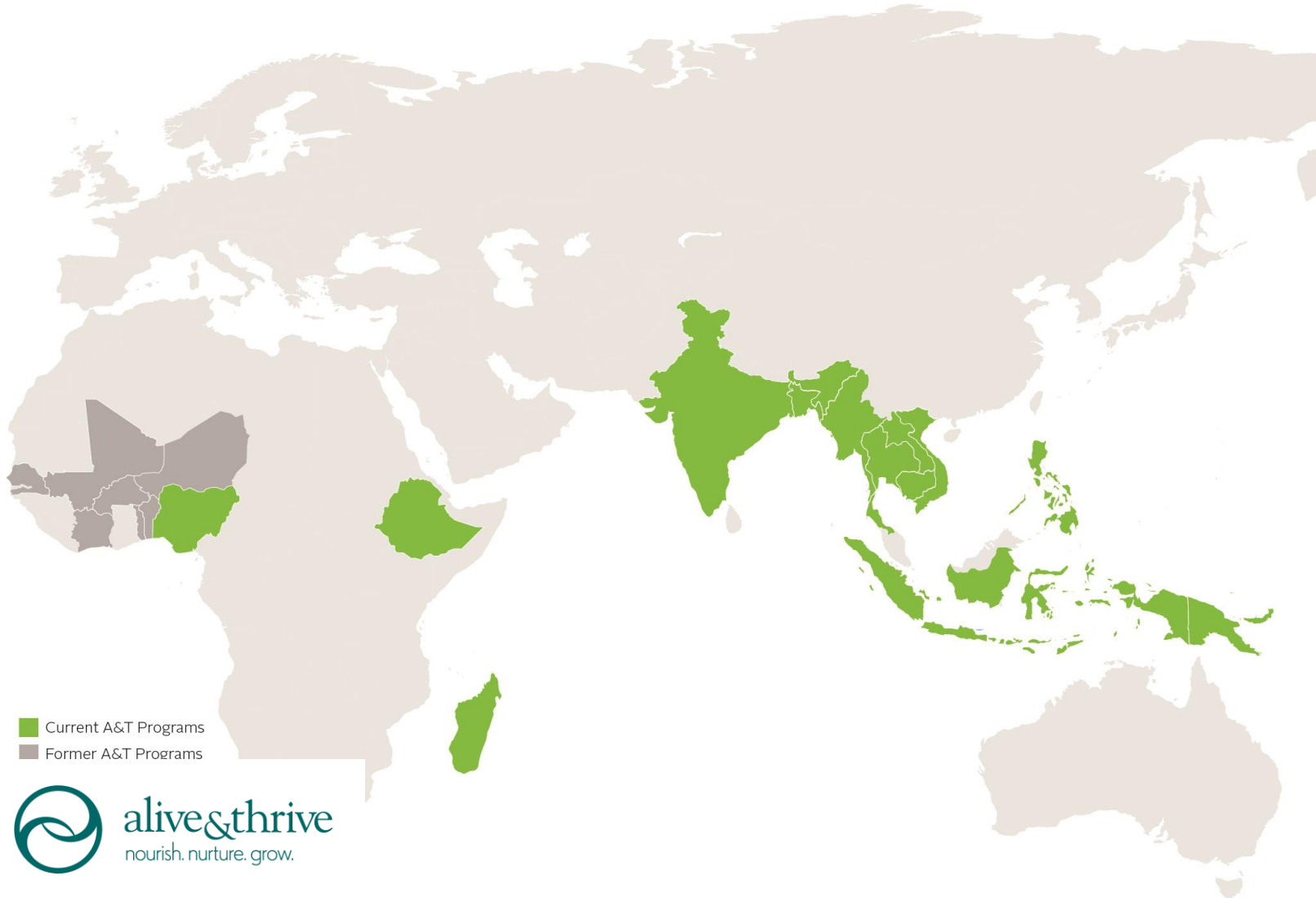
**Paul Zambrano, MD, MSc.**  
Technical Associate Director  
Alive & Thrive East Asia Pacific / FHI  
360

# Disclosures

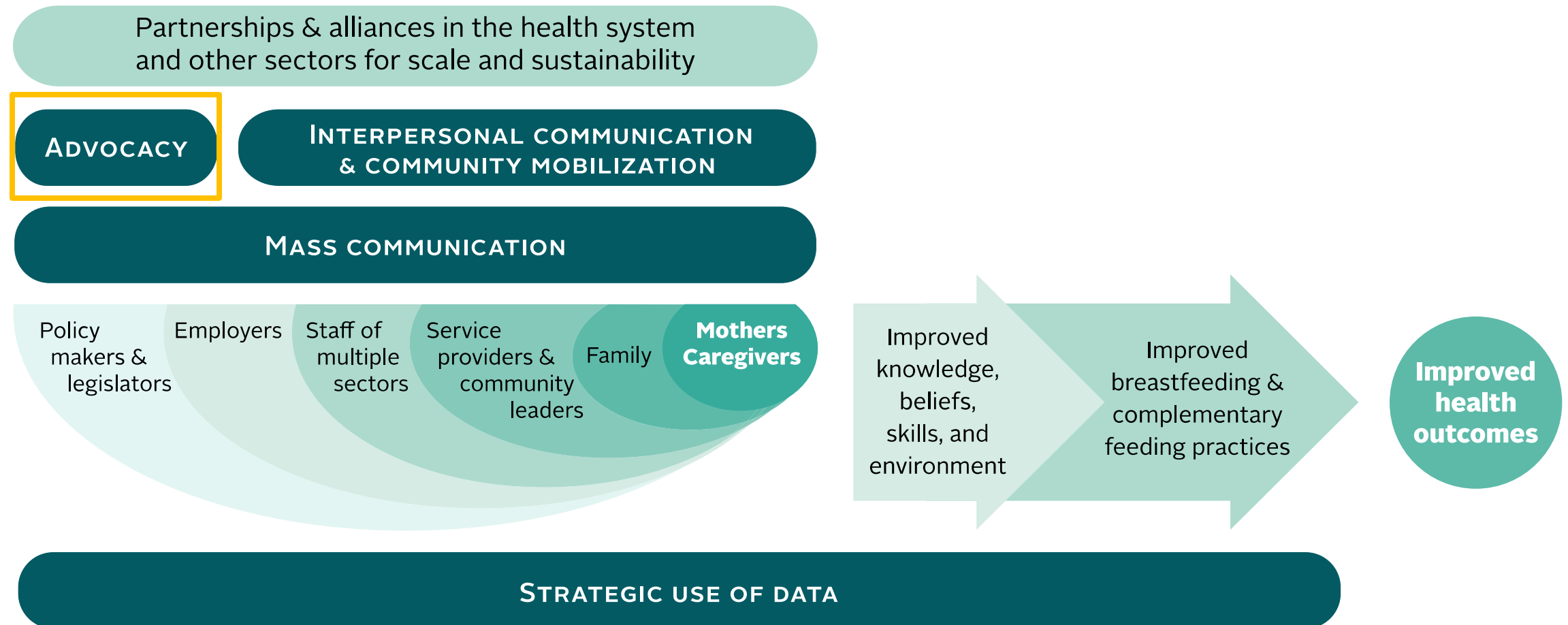
Alive & Thrive is managed globally by FHI Solutions and is funded by The Bill & Melinda Gates Foundation, The Government of Ireland, and UNICEF, among others.

A&T receives no funding or other support from manufacturers or distributors of breastmilk substitutes, feeding bottles and teats, or from entities representing those interests.

# Alive & Thrive improves maternal and child nutrition at scale



# A proven framework for improving maternal nutrition and child feeding practices at scale







# Establish and Sustain Partnerships for collective impact

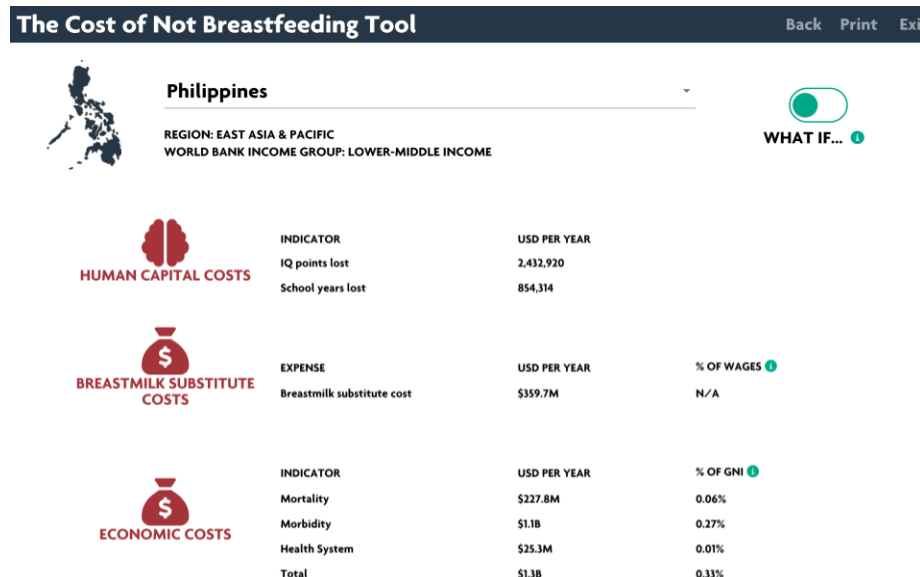
- **Regional advocacy coalitions**
- **Regional and global level partners:** UNICEF, WHO, ASEAN, WBG, EU, SUN, ASEAN, IPU
- **Country level partners:** Governments, parliamentary groups, UN, NGOs, SUN, unions, professional associations, independent research institutions, media, social media groups
- **Non-traditional partners** (e.g. non-health ministries, Women's Associations, Parliamentarians)
- Hospitals and other health facilities





# Develop the Evidence Base

- For Code advocacy, enhancement, implementation
- Stakeholder analysis, legal / law making reviews, opinion leader assessments,
- Economic modelling (e.g. Cost of Not Breastfeeding)
- Evidence to link BF and the Code to other development agendas
- Documentation of Code violations through media audits, scoping review, and digital monitoring tools
- Documentation of policy impact for process learning



**Milk Production, Value and Loss**

All three years (0-35.9 months)	Milk volume in million liters	Value in million USD
1. Actual annual production of breastmilk	50.8	5,079.91
2. Potential production of breastmilk	143.22	14,322.17
3. Lost breastmilk	92.42	9,242.26
4. Percent lost	65%	



**Green Feeding Tool** Country selection Save Print Exit from the tool

Country information

Country: Zimbabwe  
Livebirths: 472,444  
Year: 2019  
Source: MICS

Calculate carbon and water footprints

Breastfeeding practices among infants aged under 6 months

Age in months	Exclusive or predominant breastfeeding	Partial breastfeeding	Not breastfed
0 - 1.9	89%	10%	1%
2 - 3.9	63%	34%	3%
4 - 5.9	42%	56%	2%
Overall	64.9%	33.4%	1.7%

Do you want to use own data?

☐ Enter Own Data ☒ Enter Counterfactual Data



# Develop the Evidence Base



Article

## Old Tricks, New Opportunities: How Companies Violate the International Code of Marketing of Breast-Milk Substitutes and Undermine Maternal and Child Health during the COVID-19 Pandemic

Constance Ching<sup>1,\*</sup>, Paul Zambrano<sup>2</sup>, Tuan T. Nguyen<sup>3</sup>, Manisha Tharaney<sup>4</sup>, Maurice Gerald Zafimanjaka<sup>5</sup> and Roger Mathisen<sup>3</sup>

RESEARCH

Open Access



Globalization, first-foods systems transformations and corporate power: a synthesis of literature and data on the market and political practices of the transnational baby food industry

Phillip Baker<sup>1\*</sup>, Katheryn Russ<sup>2</sup>, Manho Kang<sup>2</sup>, Thiago M. Santos<sup>3</sup>, Paulo A. R. Neves<sup>3</sup>, Julie Smith<sup>4</sup>, Gillian Kingston<sup>5</sup>, Melissa Mialon<sup>5</sup>, Mark Lawrence<sup>1</sup>, Benjamin Wood<sup>7</sup>, Rob Moodie<sup>8</sup>, David Clark<sup>9</sup>, Katherine Sievert<sup>10</sup>, Monique Boatwright<sup>10</sup> and David McCoy<sup>10</sup>

SUPPLEMENT ARTICLE

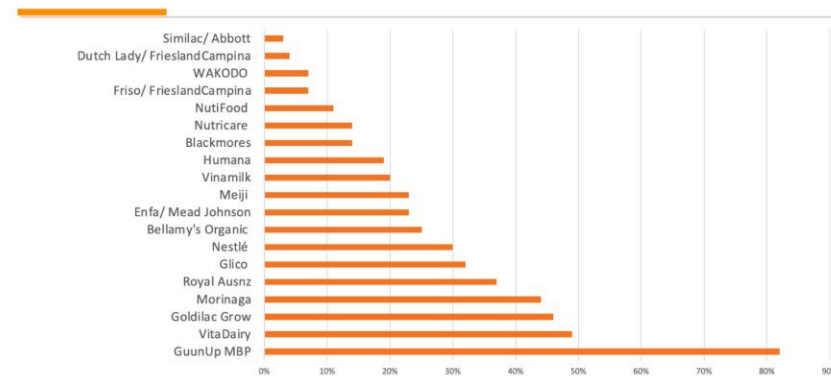
Maternal & Child Nutrition WILEY

## Global evidence of persistent violations of the International Code of Marketing of Breast-milk Substitutes: A systematic scoping review

Genevieve E. Becker<sup>1</sup> | Paul Zambrano<sup>2</sup> | Constance Ching<sup>3</sup> |  
Jennifer Cashin<sup>3</sup> | Allison Burns<sup>4</sup> | Eva Policarpo<sup>5</sup> |  
Janice Datu-Sanguyo<sup>2</sup> | Roger Mathisen<sup>2</sup>



Percentage of Code violations among fanpage posts in 2022 by BMS companies



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# Develop Messages and Materials

- Strategic communications
- Policy/advocacy briefs
- Calls to action
- Implementation guides
- Sensitization materials
- TV spots, op-eds, social media posts

## Babies before bottom lines: A call for Australia to end exploitative marketing of commercial milk formula at home and abroad

Madeleine Munzer,<sup>a</sup> Jennifer Cashin,<sup>b,\*</sup> Nicole Jameson,<sup>c</sup> Constance Ching,<sup>b</sup> Sedtha Chin,<sup>c</sup> Kroeun Hou,<sup>d</sup> Chan Myae Aung,<sup>e</sup> Paul Zambrano,<sup>f</sup> Duong Vu Hoang,<sup>g</sup> and Roger Mathisen<sup>g</sup>

<sup>a</sup>Independent Breastfeeding Advocate, Sydney, Australia

<sup>b</sup>Alive & Thrive Southeast Asia, FHI Solutions, Washington, DC, USA

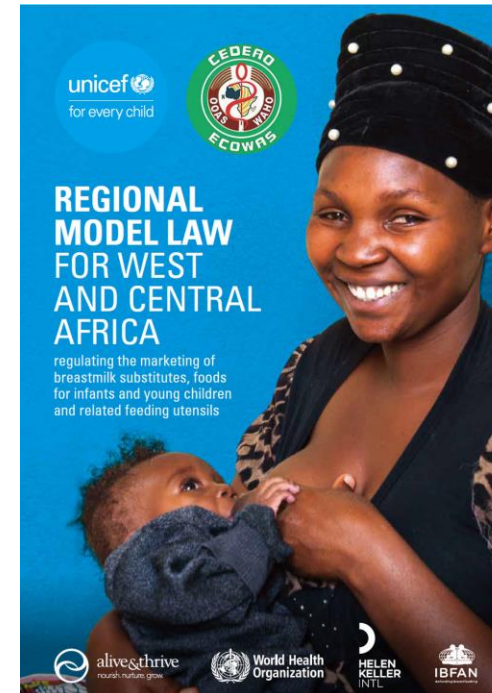
<sup>c</sup>Alive & Thrive Southeast Asia, FHI Solutions, Scaling Up Nutrition Civil Society Alliance in Cambodia, Phnom Penh, Cambodia

<sup>d</sup>Helen Keller International, Scaling Up Nutrition Civil Society Alliance in Cambodia, Phnom Penh, Cambodia

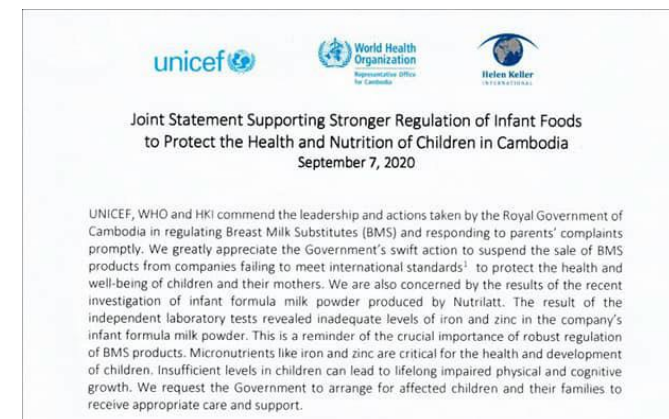
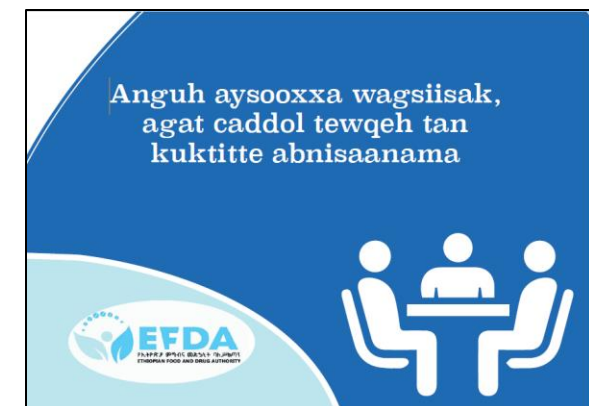
<sup>e</sup>Alive & Thrive Southeast Asia, FHI Solutions, Scaling Up Nutrition Civil Society Alliance Myanmar, Yangon, Myanmar

<sup>f</sup>Alive & Thrive Southeast Asia, FHI Solutions, Manila, Philippines

<sup>g</sup>Alive & Thrive Southeast Asia, FHI Solutions, Scaling Up Nutrition Civil Society Alliance Viet Nam, Hanoi, Viet Nam



Hanoi TV clip regarding ban on the promotion of breastmilk substitutes in Viet Nam





# Building Consensus

- Regular Advocacy Meetings and Workshops
- SMART commitments
- Policy change windows
- Capacitate and deploy champions (media, advocates)

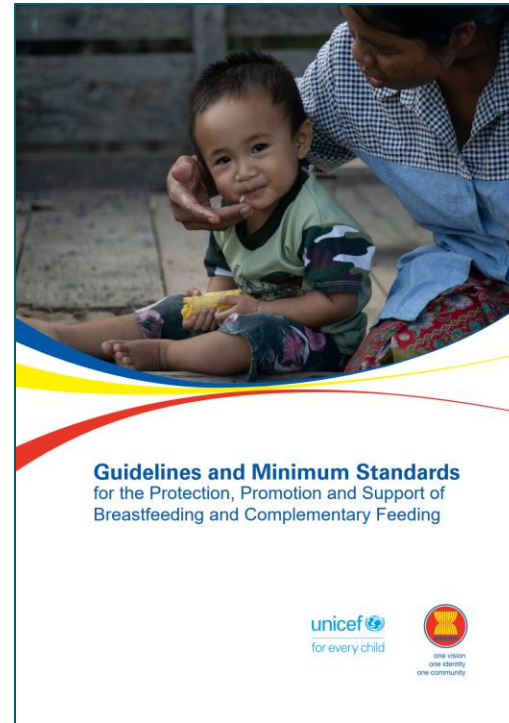


Creating MIYCN-friendly health systems in Southeast Asia and beyond: Strategic use of data



# Technical assistance

- Development of **Regional Minimum Standards** (include the Code)
- **Code drafting** working groups supported
- **Code trainings** conducted
- Facilitated **knowledge exchange visits**
- Various expert **advisory groups** at country, regional, global level



Orientation of health workers on the BMS Code at PHC U/Sarki, Kaduna state

# Results

- Codes adopted in Viet Nam, Laos, Burkina Faso
- Improved Codes in Nigeria, Ethiopia
- Improved monitoring system in Viet Nam
- Enhanced Code in Philippines
- Integration of Code implementation and monitoring into hospital quality standards in Cambodia, Laos, Viet Nam



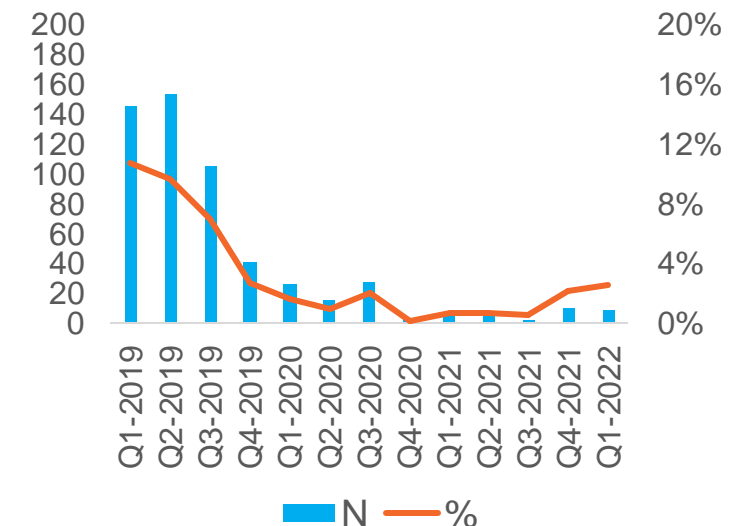
Support mothers to maintain uninterrupted skin-to-skin contact with infants for at least 90 minutes to ensure the successful early initiation of breastfeeding.



Facilitate exclusive breastfeeding during hospital stays regardless of whether they give birth vaginally or via caesarian.



Do not promote breastmilk substitutes, feeding bottles and teats.











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# Kudakwashe Zombe

Coordinator

Scaling Up Civil Society Nutrition Alliance, Zimbabwe



# *International Code of Marketing of Breast-milk Substitutes*



World Health Organization  
Geneva

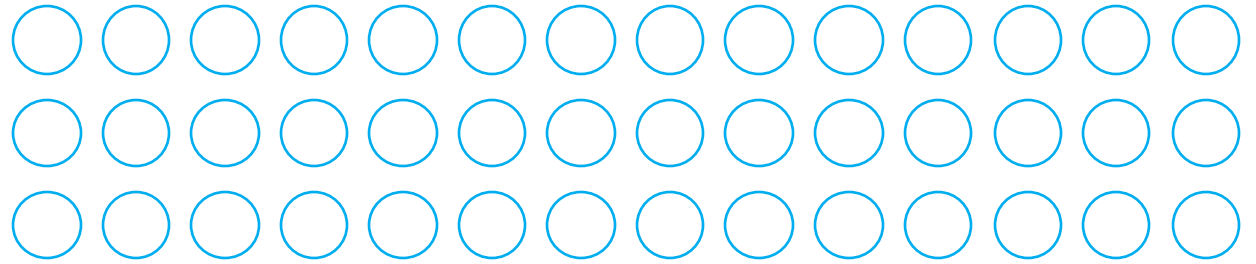


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## **How Governments and Civil Society can better work together.**

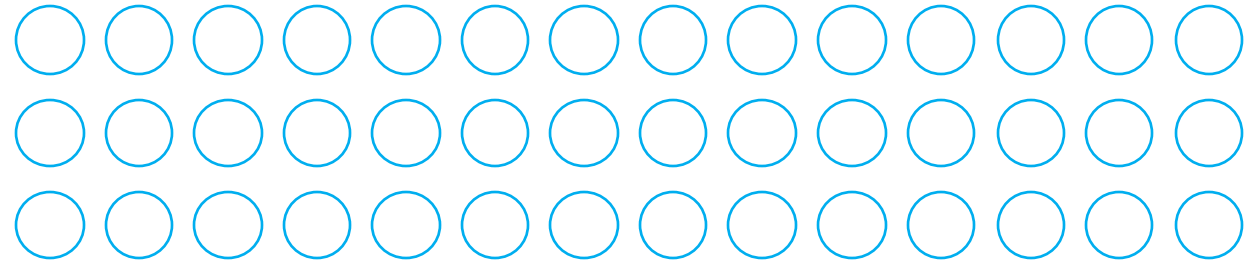
**Kudakwashe Zombe  
National Coordinator - Zimbabwe  
Civil Society Organisations Scaling  
Up Nutrition Alliance (ZCSOSUNA)**

## Why are CSO-Government collaborations important in strengthening the Code?



- Supporting families throughout their breastfeeding journey is not the role of the government alone.
- CSO-Government collaborations are key in protecting the rights of breastfeeding families
- Opportunities for collaborations – agenda setting, policy development, Code implementation, enforcement and monitoring and implementation of Code national road maps

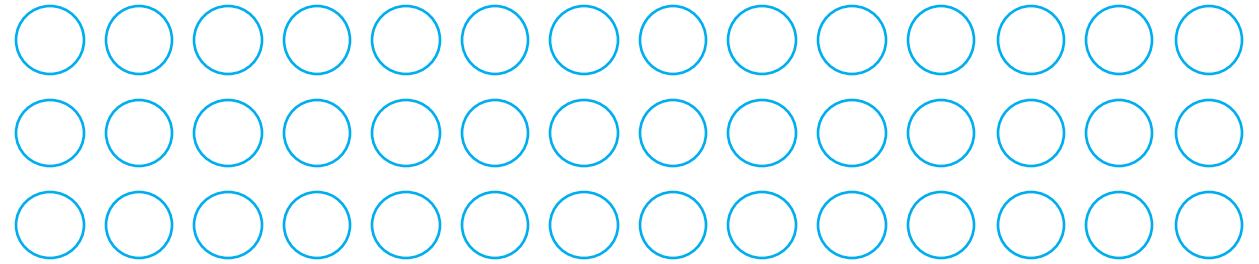
What role can CSOs play in building political will and creating change?



**Voices of constituents:** CSOs can represent constituents and offer a powerful and credible voice on the need for Code implementation

**Communicators:** CSOs can be powerful messengers to generate support for new laws or policies through both paid and earned media and grassroots advocacy

What role can CSOs play in building political will and creating change?

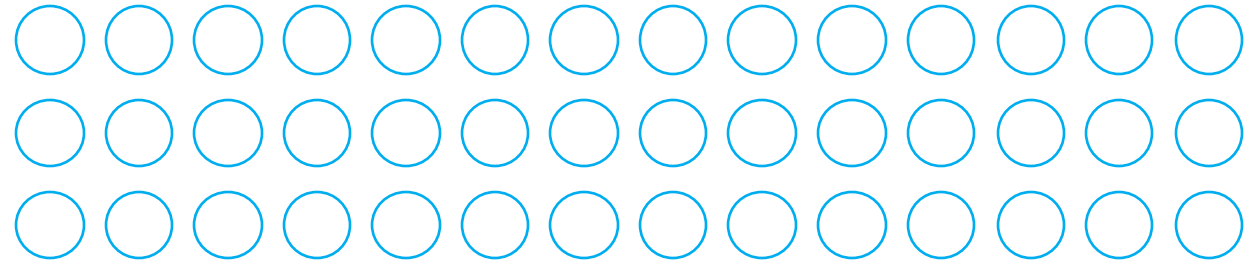


**Whistleblowers:** CSOs can engage with key stakeholders in a broader range of ways than what is possible for governments -calling them to account for violations or interference

**Trainers:** CSOs can train policymakers, health professionals, inspectors, and monitors involved in monitoring and enforcement.



## How can CSOs support Governments in implementing their national roadmaps/work plans to the BMS Code?

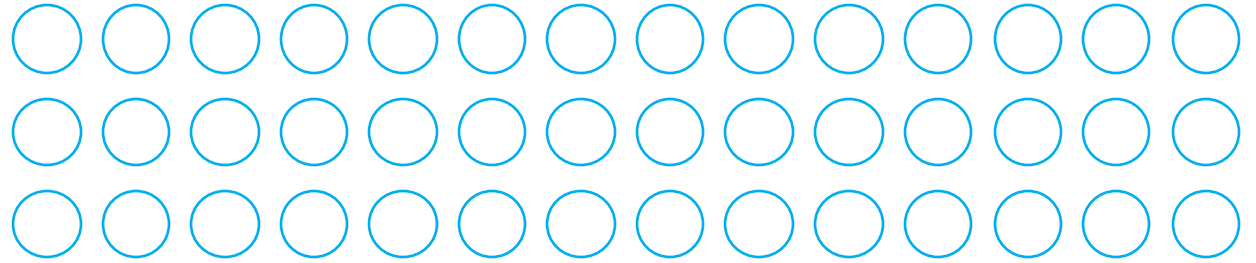


**Innovative:** Developed an online Code monitoring tool, report a violation, take a picture, get feedback on action taken

**Research:** Conducted a study at grassroots level on socio, economic and cultural factors affecting the adoption of optimal IYCF – indicators on the code

**Policy maker engagement:** Made submissions lobbying for revision of public health act on Code regulations

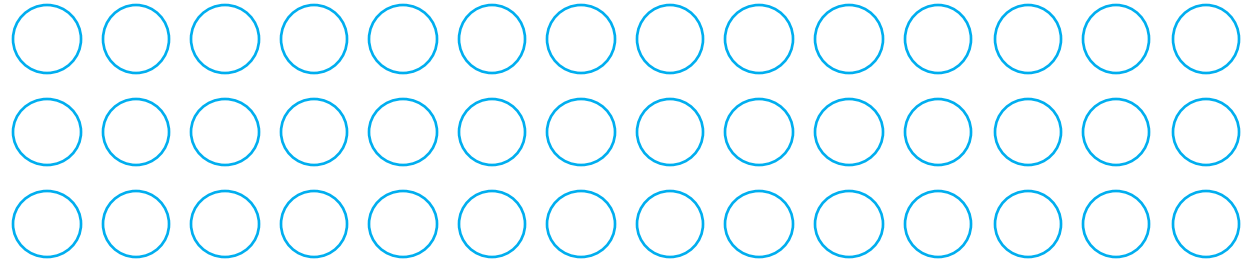
**How can CSOs support  
Governments in implementing  
their national roadmaps/work  
plans to the BMS Code?**



**Monitoring donations of Breastmilk substitutes under exceptional  
circumstances such as cyclones**

**End!!**

**How can CSOs support  
Governments in implementing  
their national roadmaps/work  
plans to the BMS Code?**



**Thank you!!**



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**Laetitia Ouedraogo**

Regional Nutrition Advisor  
WHO Regional Office for Africa





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# UNICEF and WHO'S Support to governments for a successful implementation of the Code.

*Dr Laetitia Ouedraogo Nikiema*  
*Regional Advisor, Nutrition and Food Safety,*  
*WHO Regional Office For Africa.*  
[louedraogo@who.int](mailto:louedraogo@who.int)



World Health  
Organization

unicef   
for every child

# Technical guidance

Develop and disseminate technical guidance materials to help countries understand and implement the provisions of the Code

Provide information on the recommended practices for breastfeeding promotion, appropriate marketing of breast-milk substitutes, and the regulation of the baby food industry

Recommendations and best practices on the key areas covered by the Code, including marketing restrictions, labelling requirements, and the promotion of breastfeeding.

## Advocacy and Awareness-Raising

- Raising awareness about the importance of breastfeeding, risks associated with the inappropriate marketing of breast-milk substitutes
- Inclusion of breastfeeding promotion and the Code's provisions in national policies and legislation
- Collaborating with governments, civil society organizations, and media to disseminate information, conduct public awareness campaigns, and promote the benefits of breastfeeding



# Policy development and legal frameworks

- Conducting policy assessments, providing template policies or guidelines, and facilitating consultations with key stakeholders to ensure comprehensive and evidence-based policy development
- Assistance in drafting comprehensive and effective policies, laws, regulations, or guidelines that reflect the principles and provisions of the Code



# Capacity building

Provision of educational resources on breastfeeding promotion and the regulation of breast-milk substitutes

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Training programs and capacity-building initiatives for government officials, healthcare professionals, policymakers and other stakeholders to effectively implement the Code

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Health care workers on their responsibilities under the Code and national legislation to avoid conflicts of interest and fully protect, promote, and support breastfeeding

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Education of all stakeholders on appropriate marketing practices and guide monitoring and enforcement.

# Enforcement and penalties



Providing guidance on enforcing the Code and imposing penalties for violations



Assisting governments in establishing mechanisms to handle complaints, investigate reported breaches, and take appropriate actions against companies found to be in violation of the Code



Accountability mechanisms: guiding governments to identify bodies responsible for implementing the laws and make them operational by providing training

# Monitoring and compliance



**Assist in establishing monitoring and evaluation systems.**

Ensure compliance with the Code  
Track the implementation and impact of policies related to the Code



**Guidance on data collection, indicators, and assessment methodologies to ensure effective monitoring and reporting on policy progress**



**Assistance in conducting periodic monitoring of compliance with regulations and laws regarding the marketing of products covered by the Code**

Guidance on assessing compliance levels, assisting in analyzing data and identifying areas where improvements are needed

# Foster collaboration and partnerships

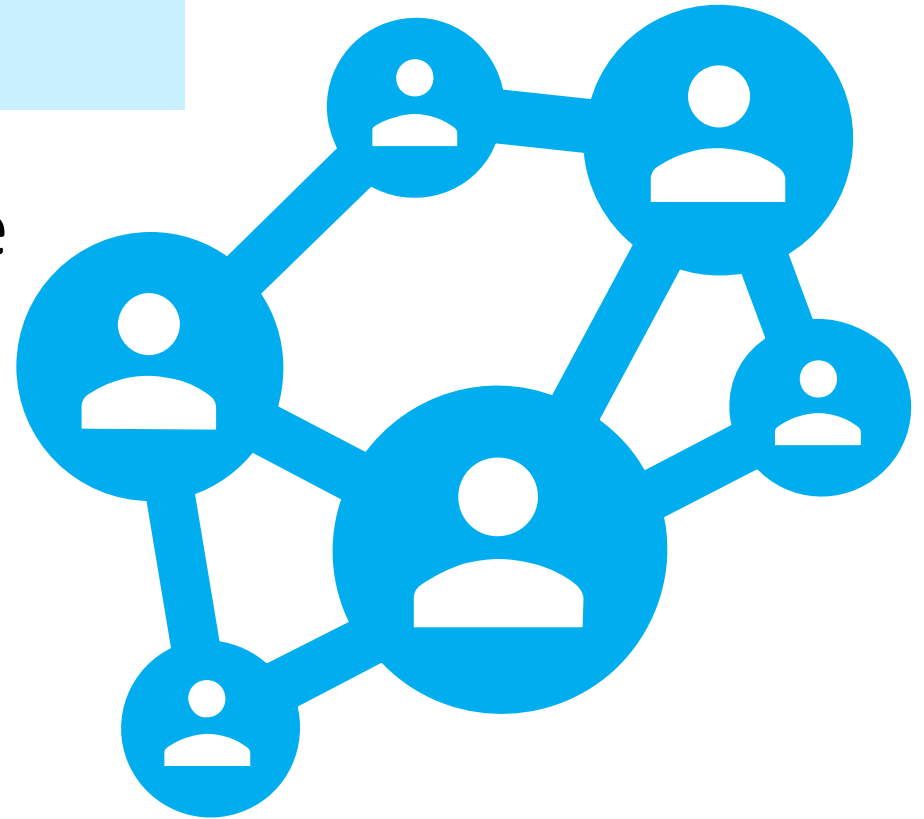
Facilitating collaboration and partnerships among governments, civil society organizations, private sector representatives, and other stakeholders.

Bringing together different actors, encouraging joint efforts, shared accountability, and collective action to promote and support breastfeeding and regulate the marketing of breastmilk substitutes



# Facilitate knowledge sharing and exchange

- **Serving as platforms** for knowledge sharing and exchange among governments
- **Building networks:** facilitating the sharing of experiences, successes, challenges, and lessons learned in implementing the Code, enabling countries to learn from one another and adopt effective strategies



**Thank you!**





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**Ailan Li**

Assistant Director-General for Universal Health Coverage,  
Healthier Populations

World Health Organization