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
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Alive & Thrive East Asia Pacific
How civil society can support governments in Code advocacy and implementation

Experience of Alive & Thrive

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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

**Advocacy**
- Partnerships & alliances in the health system and other sectors for scale and sustainability

**Mass Communication**
- Policy makers & legislators
- Employers
- Staff of multiple sectors
- Service providers & community leaders
- Family
- Mothers Caregivers

**Interpersonal Communication & Community Mobilization**
- Improved knowledge, beliefs, skills, and environment
- Improved breastfeeding & complementary feeding practices

**Strategic Use of Data**
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
Develop the Evidence Base

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

Global evidence of persistent violations of the International Code of Marketing of Breast-milk Substitutes: A systematic scoping review
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 Munro1, Jennifer Cookie2, Nicole Jameson3, Constance Ching3, Saditha Chie4, Kissan Hui4, Chan Myo Aung5, Paul Zimbrow4, Duygu Yu-Huang6 and Roger Matthew1

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7Alive & Thrive Southeast Asia, FHI Solutions, Scaling Up Nutrition Civil Society Alliance Viet Nam, Hanoi, Viet Nam
Building Consensus

• Regular Advocacy Meetings and Workshops
• SMART commitments
• Policy change windows
• Capacitate and deploy champions (media, advocates)
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
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
Kudakwashe Zombe
Coordinator
Scaling Up Civil Society Nutrition Alliance, Zimbabwe
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!!
Laetitia Ouedraogo
Regional Nutrition Advisor
WHO Regional Office for Africa
UNICEF and WHO’S Support to governments for a successful implementation of the Code.

Dr Laetitia Ouedraogo Nikiema
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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

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

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

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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