

TRAINING REPORT:

Training of Trainers on Monitoring of the “Order of Marketing of Formulated Food for Infant & Young Child”



January 2016

1. Background

Scaling Up Nutrition (SUN) is a global movement that aims to unite governments, civil society, businesses and individuals worldwide to end undernutrition. In May 2013, the Government of the Union of Myanmar signed onto the SUN Movement, demonstrating its commitment to improving the nutrition, health and wellbeing of its citizens. The SUN Civil Society Alliance (CSA) in Myanmar was launched in February 2015. The goal of the CSA is to unite civil society organizations to ensure a voice is given to a range of small, independent, regional and national organizations to contribute to the national dialogue and achievement of SUN priorities.

The International Code of Marketing Breastmilk Substitutes is an international public health recommendation developed by WHO and adopted by the World Health Assembly (WHA) in 1981. The aim of the Code is to promote infant health by protecting and supporting breastfeeding, and by ensuring the proper use of breastmilk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution. The Code does not ban breastmilk substitutes, but rather sets rules for how companies are permitted to market them.

Myanmar released the “Order of Marketing of Formulated Food for Infant and Young Child” under the National Food Law in August 2014. According to the objectives of National Food Law, the Myanmar Food and Drug Board of Authority issued the Order by exercising the authority of sub-section (b) of Section 38 of National Food Law in order to:

- Support breastfeeding;
- Ensure appropriate and safe use of breastmilk substitutes and introduction of complementary foods at the appropriate time; and
- Ensure the availability of adequate correct and comprehensive information on breastmilk substitutes.

In September 2015, the SUN CSA received a grant from the Children’s Investment Fund Foundation (CIFF) to support activities to strengthen monitoring and implementation of the Order, including: training on how to monitor the Order, IEC materials development and distribution, advocacy with government partners and the private sector, and awareness-raising in communities where CSA members are working.

2. Overview of Training

The *Training of Trainers (ToT) on Monitoring of the “Order of Marketing of Formulated Food for Infant & Young Child”* was conducted in Yangon from December 15 – 17, 2015. The goal of the ToT was to equip participants with the knowledge and skills they need to monitor the Order of Marketing of Formulated Food for Infant and Young Child and to train others to monitor. Participants in the ToT will be responsible for conducting four follow-on training programs on monitoring the Order for Community-Based Organizations (CBOs) in different States and Regions of Myanmar.

The ToT was divided into 28 sessions (excluding energizers) over three days. Day One focused on introduction of course objectives and participant expectations, participatory facilitation skills, how formula companies sell out mothers and babies, and the risks of formula feeding. During Day Two, participants reviewed specific sections of the Myanmar Order and compared with them with the

International Code. Day Three included a field visit to conduct monitoring of the Order in markets and shops around Yangon, presentations by participants on the results of the field visit, and a review. Annex 1 includes the agenda for the three-day ToT program. One session that is not reflected in the agenda is Anatomy and Physiology of Lactation, which was added to the schedule on Day One in order to review the key benefits of breastfeeding for mothers and babies. This session was conducted using a PowerPoint presentation, but a more participatory methodology should be applied for future training sessions.

On Day One, the LEARN project conducted a session on participatory facilitation, in which participants learned and practiced using a variety of different participatory methods. The SUN CSA will support participants to apply these methods during the four follow-on trainings for CBOs.

On Day Two, a representative from the Food and Drug Administration (FDA) of the Ministry of Health (MoH) conducted an informative session on Labeling (Chapter 3 of the Order of Marketing of Formulated Food for Infant and Young Child). During this session, participants learned about the organizational structure of the FDA, which departments are responsible for monitoring and enforcing the Order, and current updates related to implementation of the Order.

On Day Three, the international consultant for the SUN CSA conducted a session on conflict of interest. During this session, participants were asked to reflect on eight different case studies of situations in which conflict of interest might arise (Annex 2). This session revealed that participants had a very good understanding of the specific sections of the order, but there are ethical grey areas that should be further explored in future training sessions.

This report provides an overall summary of the ToT, including descriptions of training participants and methods, key findings from the field visit on Day Three, results of the Pre- and Post-Assessment and feedback from training participants.

3. Training participants and facilitator

The size of the ToT was intentionally limited to a small number of government and NGO staff in order to ensure the active engagement of participants. There were a total of ten participants from two different government agencies and five different NGOs. Annex 3 contains a complete list of training participants along with their positions and the names of the organizations/agencies where they work.

Swe Linn Maung, Nutrition Program Advisor for the Humanitarian Team at Save the Children, facilitated the ToT. Before facilitating this ToT, Swe Linn Maung delivered a version of the training to teams working Kachin and Rakhine States. He also developed a mobile application for monitoring the Order using the open source software, KoBo Collect.

4. Training methodology

The *ToT on Monitoring of the "Order of Marketing of Formulated Food for Infant & Young Child"* utilized a participatory approach based on the key principles of behavior change communication (BCC), with a focus on the promotion of small doable actions and recognition that adults learn best by reflecting on their own personal experiences. Table 1 presents the different methodologies that were utilized during the ToT.

Table 1: Participatory Methodologies used in ToT on Monitoring of the “Order of Marketing of Formulated Food for Infant & Young Child”

Sociograms	Grouping	Fishbowl	Pair work
Fruit salad	Discussion	Visualization	Demonstration
Parking lots	Role play	Picture code	World café
Card writing	Expert interview	Clustering	Plenary discussion
“But why?” method	Gallery	Mind mapping	Matching

Participants are expected to apply participatory facilitation skills that they learned during the ToT in follow-on training programs for CBOs.

5. Key findings from field visit

On Day Three of the ToT, participants were divided into two groups to conduct monitoring visits to various shops and markets around Yangon. Group One visited one local market (New Bogyoke Market) and one supermarket (Super One). Group Two visited two supermarkets (Capital Supermarket and Ruby Mart), one minimart (City Express), and one baby shop. Both groups identified a number of violations of the Order, a sample of which will be discussed in this section. The most common violations were related to inappropriate labeling. Figure 1 illustrates an example of a common labeling violation. This Ninolac product, found at Capital Supermarket, is not in Myanmar language and therefore violates Chapter 3, Section 5 (b) (2) of the Order on Marketing of Formulated Food for Infant and Young Child. Both groups identified several labels that were not in Myanmar language during the field visit.

Figure 1: Labeling Violation- No Myanmar Language



Figures 2 and 3 display another common labeling violation: the use of images of infants and young children on infant formula labels (Figure 2) and on packaging for accessory feeding utensils such as bottles and artificial teats (Figure 3). These products violate Chapter 3, Section 5 (c) (4) of the Myanmar Order.

Figure 2: Labeling Violation- images of infants and young children (infant formula)



Figure 3: Labeling violation- image of infants and young children (accessory feeding utensil)



Another common type of labeling violation identified by participants was medicinal, health and nutritional claims. One such example is displayed in Figure 4. The Lactogen 1 label states: “Nutrients contained in Lactogen 1 support growth and development. Lactogen 1 with Gentle Start contains L.Comfortis (Lactobacillus reuteri), a friendly probiotic culture which acts as a real “Feel Good Factor”. L.Comfortis supports your baby’s immature digestive system and helps to reduce discomfort in tummy.” This is a health claim and violates Chapter 3, Section 5 (c) (1) of the Order of Marketing of Formulated Food for Infant and Young Child.

Figure 4: Labeling violation- health claims



Participants also identified a variety of marketing violations during the field visit. Figure 5 illustrates a flagrant violation of Chapter 4, Section 9 (b) of the Order, which states that manufacturers and distributors cannot discount products or provide any incentives for consumers. The Happiness Baby Shop, where this product was found, offered a 20% discount on Abbott Total Comfort infant formula, which also did not have a Myanmar label.

Figure 5: Marketing violation- discount



Figure 6 shows an example of a special display used to unethically market Lactogen products. This violates Chapter 4, Section 9 (a) of the Myanmar Order. It is interesting to note that the special display is for Lactogen 3 (for children over-two years of age), but Lactogen 1 and Lactogen 2 cans are being displayed there.

Figure 6: Marketing violation- Special display



Participants found two instances of formula companies providing free gifts with the purchase of specific products. However, both products were designated for children over-two years of age and therefore are not covered by the Order of Marketing of Formulated Food for Infant and Young Child. Figure 7 provides one example, wherein purchasers of Cerealac will receive a free toy. Though this does not specifically violate the Myanmar Order, it is an obvious attempt by formula companies to market their products to young children.

Figure 7: Free gift for purchasers of Cerealac (not a violation of the Myanmar Order)



Another example of unethical marketing that does not specifically violate the Myanmar Order is illustrated in Figure 8. This billboard is advertising Lactogen 3, which is specified for children over –two years of age and is therefore not covered by the Order. However, Lactogen 3 is specified for children one to three years of age in other countries and on the Nestle website, but marketed only for children over-two in Myanmar.

Figure 8: Billboard advertising Lactogen 3 (not a violation of the Myanmar Order)



Participants also found that many infant formula and follow-up formula cans and packages do not display the “Important notice” in black and bold letters in the required font size as specified in Chapter 3, Section 7 (a), (b) and (d) as well as Section 8 (a) and (b) of the Myanmar Order. The purpose of these sections of the law is to ensure that breastmilk substitutes are prepared appropriately and provided to children of the appropriate age. The absences of these labels means that mothers and caregivers are not getting adequate information on how to properly use breastmilk substitutes.

Please see Annex 4 for the full presentations developed by participants on their findings from the monitoring visit.

6. Pre- and Post-Assessment Results

In order to identify the strengths and weaknesses of participants’ knowledge on the Order of Marketing of Formulated Food for Infant and Young Child prior to beginning the ToT, the facilitator conducted a pre-assessment consisting of 10 true or false questions during Day One. On the last day of training, the same questions were posed again during a post-assessment. Table 2 presents the questions pre/post-assessment questions, which were adapted from the IBFAN training on the Order conducted in September 2014 in Naypyitaw.

Table 2: Pre- and Post-Assessment Questions

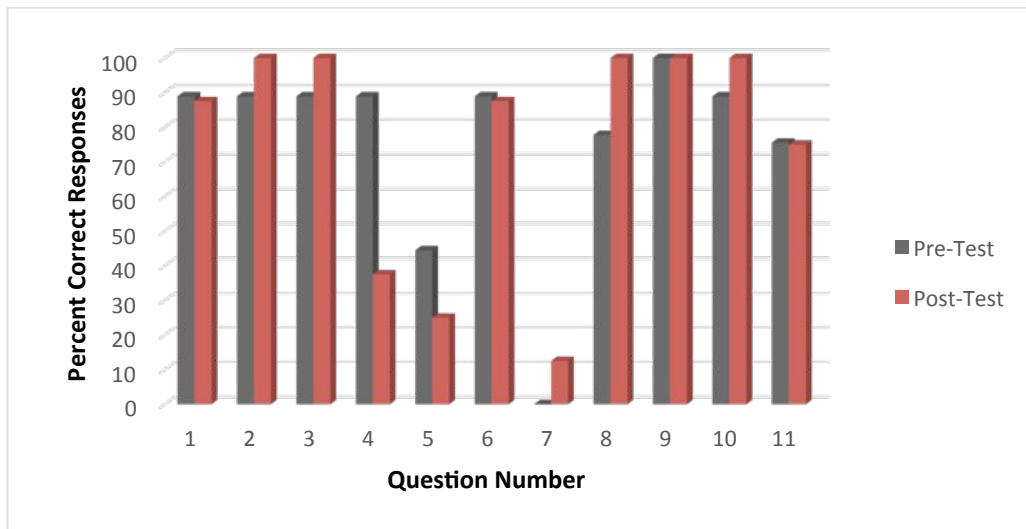
No	Question	Correct Response
1	The Myanmar Order of Marketing of Formulated Food for Infant and Young Child implements the International Code of Marketing of Breastmilk Substitutes at the national level.	True

2	Anyone violating the Myanmar Order of Marketing of Formulated Food for Infant and Young Child shall upon conviction be punishable with imprisonment or fine.	True
3	Breastfeeding a baby exclusively for 6 months is enough. Babies can be given other foods after that period.	False
4	The Myanmar Order of Marketing of Formulated Food for Infant and Young Child prohibits the sale of infant foods.	False
5	The Myanmar Order of Marketing of Formulated Food for Infant and Young Child by itself will not be able to improve breastfeeding rates.	True
6	Donations of infant foods should be encouraged as it allows companies to help the poor.	False
7	Governments should not work with companies to monitor the implementation of the International Code and its national law.	True
8	Follow-up formula and growing-up milks are necessary because most mothers have to go back to work.	False
9	Even if all hospitals in Myanmar are Baby Friendly, there will still be need for protection of breastfeeding.	True
10	Complementary foods such as cereals and jarred foods should not be promoted for babies below 6 months.	True

The overall scores on the 10-question pre- and post-assessments were nearly the same at 75.5% and 75.0% respectively. This suggests that participants had a good understanding of the Order of Marketing of Formulated Food for Infant and Young Child before beginning the ToT.

Figure 1 presents a detailed breakdown of the scores by question. Participants struggled the most with Question 7: “Governments should not work with companies to monitor the implementation of the International Code and its national law”. The correct answer to this question is “true”. Governments should not involve companies in the implementation and enforcement of the Order because this might introduce bias and conflict of interest. For-profit companies should not be allowed or expected to make decisions that affect public health and/or may affect their profits. Interestingly, participants actually scored better on Questions 4 and 5 during the pre-assessment than the post-assessment. This indicates a need to spend more time helping participants understand that the Order restricts the marketing, not the sale, of breastmilk substitutes and the types of additional policies and programs that are needed in order to improve breastfeeding rates in Myanmar during future training programs. Furthermore, the Myanmar language translation of all the questions should be reviewed in order to be sure the questions are clearly phrased before additional training is conducted.

Figure 9: Pre- and Post-Assessment Results



The pre- and post-assessment should be viewed as only one of a number of different measures of the success of the training. It is clear from the pre-assessment that many of the participants had a good understanding of the Order before the ToT. What these participants gained from the ToT was the opportunity not only to learn more about the Order but also to practice applying specific sections to different situations and identifying real violations in a variety of contexts. Despite the lack of improvement from pre- to post-assessment, it is clear from the findings of the field visit and the evaluation of the training by participants (see below) that participants learned a great deal about how to monitor the Order and how to train others to do so.

7. Participant evaluations

At the end of Day Three, participants were asked to evaluate the *ToT on Monitoring of the “Order of Marketing of Formulated Food for Infant & Young Child”* using a mood meter. On a piece of flipchart paper, each participant indicated whether they were unsatisfied, satisfied, or very satisfied with the morning and afternoon sessions during each day of training. All participants reported being very satisfied with all the sessions. Participants were also asked to provide specific comments about the training. The comments, which were all positive, revealed that participants were particularly satisfied with the participatory facilitation style, the field monitoring of Order violations, and the participation of the FDA.

Annex 1: Agenda

Training of Trainers on Monitoring of the

“Order of Marketing of Formulated Food for Infant & Young Child”

Purpose: To contribute to the provision of safe and adequate nutrition for infants through protection and promotion of breastfeeding and proper use of breastmilk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.

Day 1 (15-Dec-2015)

Duration	Main Topic/ Content	Methodology	Step by Step	Expected output (At the end of each session)
9:00 – 9:10	Introduction	-Speech	- History of training - SUN CSA, SCI	<ul style="list-style-type: none"> Acquire an understanding of the history of the training
9:10 – 9:30	Warm up	- Socio grams	- Name alphabet - Years of experience - Day of Birth - Mother tongue	<ul style="list-style-type: none"> Participants become familiar with each other and able to participate in the training
9:30 – 9:40	Program structure	- Explanation	- Explain training program structure and Card Writing - Assign two teams	<ul style="list-style-type: none"> Participants are oriented to training program structure
9:40 – 10:00	Expectations	- Card writing	- Group with member of three - Distribute 4 cards per group	
10:00 – 10:05	Learning objectives, schedule	- Presentation	- PowerPoint PPT - Written Flip Chart	
10:05- 10:15	Norms, parking lot	- Mobile chart	- Distribute one card per pair	
Tea Break				
10:30 – 10:50	Pretest	- Question wall	- Stick questions on the wall - Let them answer by ticking	Baseline information of the level of knowledge of the BMS Code among training participants is established
10:50 – 12:00	Participatory facilitation	- LEARN Team	- LEARN Team	TBD
LUNCH ☺				
1:00 – 1:15	Energizer	Game	-Form a circle -Clap -Handover the clap in clockwise	Participants are refreshed and energized
1:15 – 1:30	Introduction to Training Materials	Buzz groups	- Form groups of 3 - Ask Participants to review training materials - Prompt groups to find	Participants are familiar with the materials they have to train CBOs and community members

Duration	Main Topic/ Content	Methodology	Step by Step	Expected output (At the end of each session)
			images in their materials: - Mother and child - Health worker - Feeding utensil, etc.	
1:30 – 2:30	Selling out mothers and babies	Grouping Open question, presentation	- Four groups - Card writing, poster/any presentation format and voting the best	- Acquire and understanding of the factors influencing the change in breastfeeding pattern and awareness of the BMS Code
Tea Break				
2:45 – 3:45	Risks of formula feeding	- Modified world café	- Consequences of formula feeding table - Preparation problems table - Usage problems table - Manufacturing faults table	Acquire an understanding of the risks of formula feeding
3:45 – 4:15	Reflection and summary	- Team Participation	-Select the volunteer facilitation -Let them discuss and write down the learning points	Events of Day One are summarized

Day 2 (16-Dec-2015)

Duration	Main Topic/ Content	Methodology/ Tools	Step by Step	Expected output (At the end of each session)
9:00-9:30	Day I Review	Presentation by Process watch and Documentary Team	- Documentary team - Process watch team	A clear understanding of the outputs of Day One acquired and summarized through facilitated group reflection.
9:30 10:00	Scope- International Code, Myanmar Order OMFFIYC	-Presentation	- Understanding the history of the Code - Understanding the Key Points of the Code	Acquire an understanding of the scope of International Code and Myanmar Order
Tea Break				
10:15- 11:00	Section 1-2: Titles and definitions, Quality Assurance	Matching and presentation	- Matching the Definition - Presentation	Acquire an understanding of the titles and definitions of OMFFIYC
11:00 – 12:00	Section 4: Marketing	Group Work and presentation	- What are the examples of marketing methods? - Group of two (list, and race for write)	Acquire an understanding of the marketing section of OMFFIYC

Duration	Main Topic/ Content	Methodology/ Tools	Step by Step	Expected output (At the end of each session)
			- Presentation	
LUNCH ☺				
1:00- 1:15	Energizer	Song	Who Build Community	Refreshed and Energized
1:15-1:45	Section 3: Labeling (FDA)	Q&A and presentation	- Q&A - Presentation	Acquire an understanding of the labeling section of OMFFIYC
1:45 – 2:15	Section 5: IEC	Group Work and presentation	G1-Who is not allowed to educate on infant feeding? And where? G2-Essential Points on Infant Feeding (Language, Information, Pictures)	Acquire an understanding of the IEC section of OMFFIYC
Tea Break				
2:30-3:30	Monitoring of BMS	Demonstration Presentation	-Monitoring responsible -Penalty points -Explain monitoring toolkit -Demonstrate usage of Kobo Collect mobile app	Understand why monitoring important and how to monitor
3:30 – 4:00	Preparation for field monitoring	Preparation	-Spot, Record, Report Plenary - Form Group -Determine the location	Prepare for field monitoring during morning of Day 3
4:00-4:30	Reflection and Summary	- Card Writing, Expert Interview, Mind Mapping,	-Write Questions on Card -Let the volunteer Expert Answer the Question - Record the Q&A on Mind Map	Summarize the day on Mind map and visualize

Day 3 (17-Dec-2015)

Duration	Main Topic/ Content	Methodology/ Tools	Step by Step	Expected output (At the end of each session)
9:00-11:30	Field monitoring	Kobo Collect	- Super Market - Market? - Shop?	Understanding of the BMS Code further enhances through knowledge gained from the field- monitoring visit.
11:30 – 12:00	Prepare the field trip findings	Discussion	-Discussion the finding in group -Select focal person for presentation	
LUNCH ☺				

Duration	Main Topic/ Content	Methodology/ Tools	Step by Step	Expected output (At the end of each session)
1:00-2:00	Presentation on Field Monitoring Results	Presentation, Gallery	Each groups will prepare and compile all findings and then they will present in poster	All participants have a clear understanding of the BMS code and skills to apply the use of it for monitoring of BMS Code violation.
Tea Break				
2:15 – 2:45	Current monitoring activities	- Presentation		To share current monitoring activities
2:45 – 3:30	Conflict of interest (JC)	- Case studies	- Divide into groups - Groups are given one case study each - After discussion, groups present on potential conflict of interest and what should be done	Participants understand potential sources of conflict of interest related to the Order of Marketing of BMS, how it can be avoided, and what should be done
3:30 – 4:00	Review	Question Ball	-Prepare questions and make it a ball -Throw the ball to everyone	
4:00 – 4:30	- Post Test - Evaluation	-Q&A -Dotting (Mood Meter)	-Post Test Question -Vote by dotting on the mood meter and comment	

Annex 2: Conflict of interest case studies and discussion prompts

Conflict of interest “case studies”

1. A formula company sponsors “Nurses Seminar on Nutrition Update” in Mandalay.
2. An NGO hosts a seminar for health workers in Yangon. On the NGO’s board of directors are large corporations including formula companies.
3. A researcher publishes an article with findings from a study that was conducted on barriers to exclusive breastfeeding. The study was funded by a formula company.
4. WHO holds a consultative workshop to inform new recommendations for addressing the problem of obesity. A formula company is invited to observe and participate in the workshop.
5. A baby bottle producer publishes an informational booklet for mothers on breastfeeding and complementary feeding.
6. A newspaper hosts a panel discussion on maternal and child nutrition. Representatives from baby food and infant formula companies are on the panel. The findings from the panel discussion are published in the newspaper.
7. An infant formula company launches a campaign called “The First 1,000 days”, which aims to provide mothers with information on good nutrition during the 1,000 days from conception to 2 years of age.
8. A well-respected doctor speaks at a conference for medical professionals in Yangon. Her honorarium, per diem, and accommodation for the event were paid for by an infant formula company.

Questions for groups:

1. Is there a conflict of interest in this situation?
2. If yes, describe the conflict of interest.
3. What impact could this situation have on infant and young child feeding?
4. What benefit could this situation have for companies involved?
5. What should be done in this situation?
6. Have you seen/heard about similar situations in Myanmar?

Working Definition of Conflict of Interest:

“Professionals have a conflict of interest when their interests or commitments compromise their independent judgment or their loyalty to individuals [whom] they have [an ethical and/or legal] duty to serve”. - Rodwin M.A. (1993) *Medicine, money and morals: physicians’ conflicts of interest*. New York and Oxford University Press.

Annex 3: ToT Participants

No.	Name	Position	Organization
1	Dr.Hnin Nanda Kyaw	Assistant Director	FDA
2	Dr.Aye Mya Mya Kyaw	Assistant Director	NNC
3	Nyein Kyaw Kyaw Latt	Director	Sympathy Hands
4	May Thu Kha Soe	MNCHN Programme Manager	Plan Myanmar
5	Sai Wai Zaw Naung	Training Coordinator (LEARN project)	Save the Children International
6	Dr. Chan Nyein Myat Aung	Health Coordinator	World Vision Myanmar
7	Jennifer Cashin	SUN CSA Consultant	Save the Children International
8	Thu Zar Win	Training Coordinator (LEARN project)	Save the Children International
9	Dr.May Thin Nwel	Project Officer	HKI
10	Khin Khek Khek Khaing Khaing Chaw	Programme Officer	Save the Children International

Annex 4: Presentations of Findings from Field Visit (Attached)