

THE STATUS OF IMPLEMENTING THE CODE OF MARKETING BREASTMILK SUBSTITUTES IN MYANMAR



What is International Code for Marketing Breastmilk Substitutes?

The Code is an international public health recommendation developed by WHO and adopted by the World Health Assembly 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 sets out how companies are permitted to market them.

Why is it important for children?

Breastfeeding and optimal infant and young child feeding practices improve child survival, health, and development. With support nearly all mothers are capable of breastfeeding. Yet in many countries breastfeeding rates are low and artificial infant feeding has become part of the culture. Unethical promotional methods undermine breastfeeding and encourage artificial infant feeding. The Code ensures that mothers and families are able to make appropriate and informed decisions about infant feeding.

Who are the global players in helping enforce the code and how do they do this?

- The International Baby Food Action Network (IBFAN) consists of public interest groups working around the world to reduce infant and young child morbidity and mortality and to ensure universal and full implementation of the International Code and Resolutions.
- The International Code Documentation Centre (ICDC) is a part of IBFAN and is focused on implementation of the International Code. ICDC keeps track of Code implementation measures worldwide, houses the most complete collection of national legislation and other measures taken by countries to implement the Code. ICDC advises UNICEF, WHO, and the global IBFAN network.
- UNICEF works with legislators and lawyers to ensure the Code and maternity protection laws are implemented in more countries.
- WHO developed the Code together with UNICEF and has supported the development of subsequent resolutions adopted by the World Health Assembly.

What is the current status of the implementation of the code in Myanmar?

Myanmar released a national order under the National Food Law 'Order of Marketing of Formulated Food for Infant and Young Child' in August 2014. The technical inputs and release of the order by the Department of Health of the Government of the Union of Myanmar was supported by ICDC/IBFAN. UNICEF has been coordinating with and supporting the government for enforcement of the Order, while Save the Children is doing pilot monitoring activities in humanitarian programme areas.

What is this Myanmar app for monitoring and reporting violations?

Save the Children transformed the paper-based Quick and Easy Monitoring Form developed by ICDC and translated by Myanmar Nutrition Technical Network (MNTN) in to a mobile application using Kobo Collect. Kobo collect is free and open source developed by Harvard Humanitarian Initiative in coordination with the United Nations and IRC.

What will happen next?

The Scaling Up Nutrition Civil Society Alliance (SUN CSA) will help mobilise civil society to adopt the use of the Kobo collect application to improve monitoring of violations of the Code. Save the Children will support the formation of the Technical Working Group (composed of representatives from FDA, NNC) in organizing action mechanism for enforcement of the Order, as minimizing risk of artificial feeding is one of the main pillars of Operational Guidance on infant and young child feeding in emergencies. Save the Children will also conduct a quarterly review of the Kobo Collect database and share those reports with the Technical Working Group (FDA, NNC), UNICEF and ICDC.



USING THE KOBO COLLECT APPLICATION

1. SPOT

Look for the promotion of:

- Infant formulas
- Follow-up milk
- Baby juices and tea
- Complementary foods marketed or otherwise represented for use before 6 months
- Feeding bottles and teats.

2. RECORD

Record with your mobile phone:

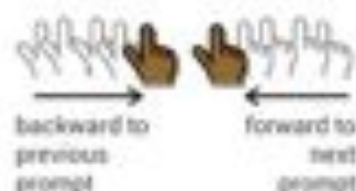
- Record date and place
- Take a clear photo. Zoom in on significant information like age recommendations, or
- Make a colour scan of or photocopy of leaflets, flyers, ads, etc.

3. REPORT

Report to MNTN, NNC, IBFAN-ICDC through Save the Children



You are at the start of Practices against the Code of Marketing of BMS. Swipe the screen as shown below to go backward and forward.



GET THE MOBILE APP TODAY!

- Stage 1: Download "Kobo Collect" application from Google Play Store (or share via Bluetooth/Zapya)
- Stage 2: Install Kobo Collect on your device
- Stage 3: Open the app and go to setting on your right corner of the screen, find to General Setting
- Stage 4: Type URL name as <https://kc.humanitarianresponse.info/bmscodemonitor> and your name in user name.
- Stage 5: Connect to the internet and get blank form with the name "Practices against the Code of Marketing of BMS"
- Stage 6: You can fill blank form offline. You can save a lot of form after filling.
- Stage 7: You need internet connection to send your finalized reports!

