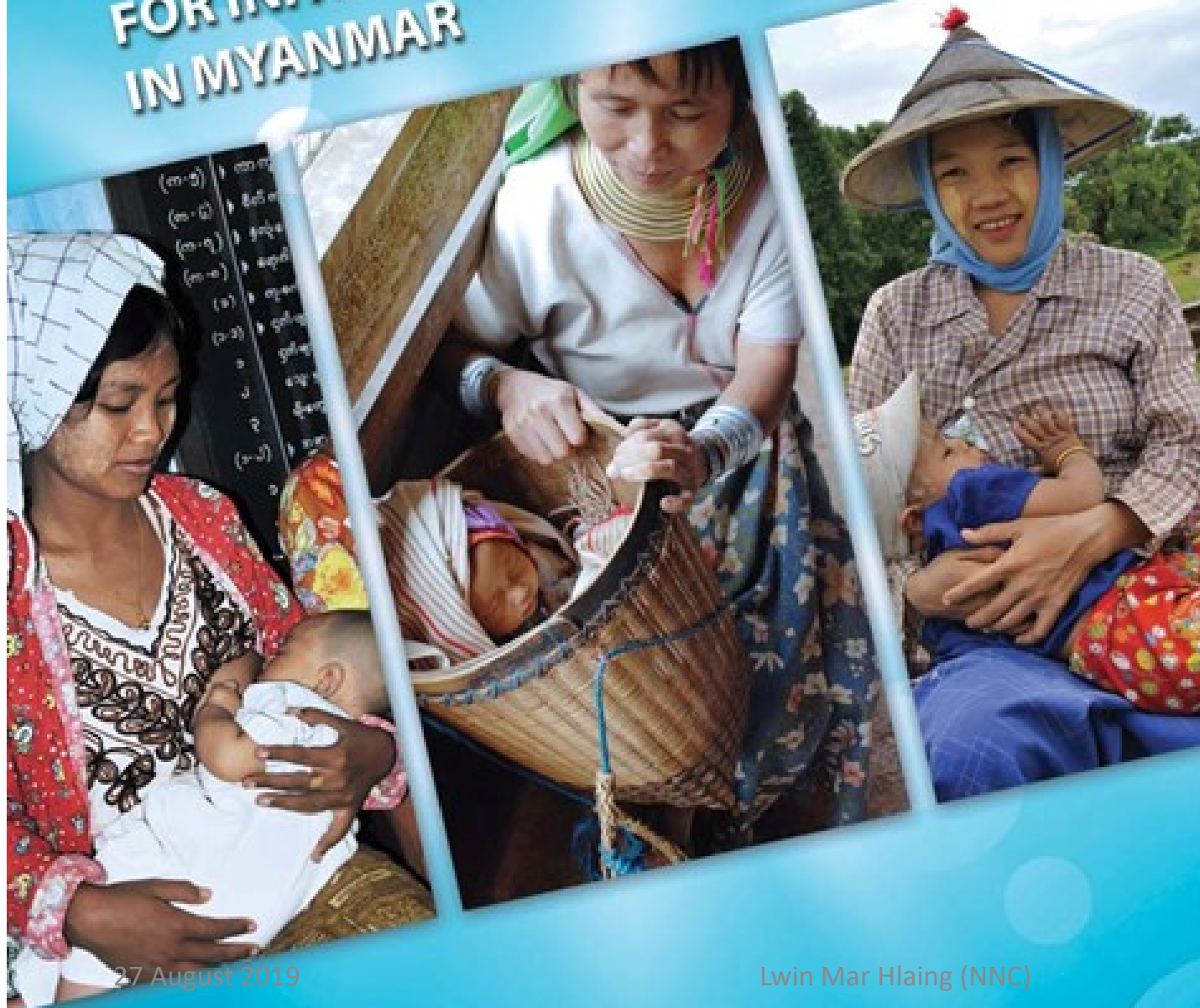




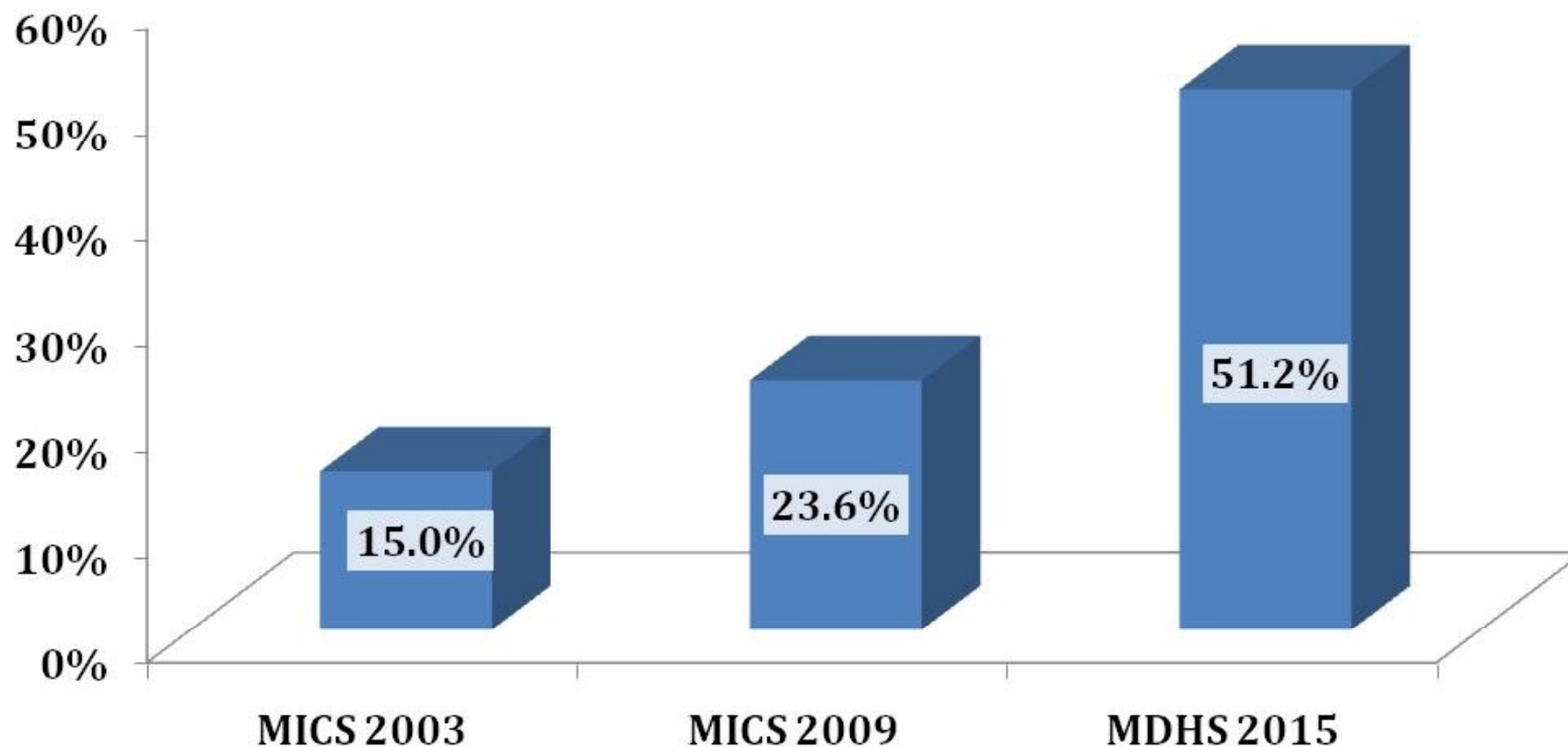
# **National Strategy and Five year Plan of Action on Infant and Young Child Feeding in Myanmar**

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# NATIONAL STRATEGY AND FIVE YEAR PLAN OF ACTION FOR INFANT AND YOUNG CHILD FEEDING IN MYANMAR (2011/12 - 2015/16)

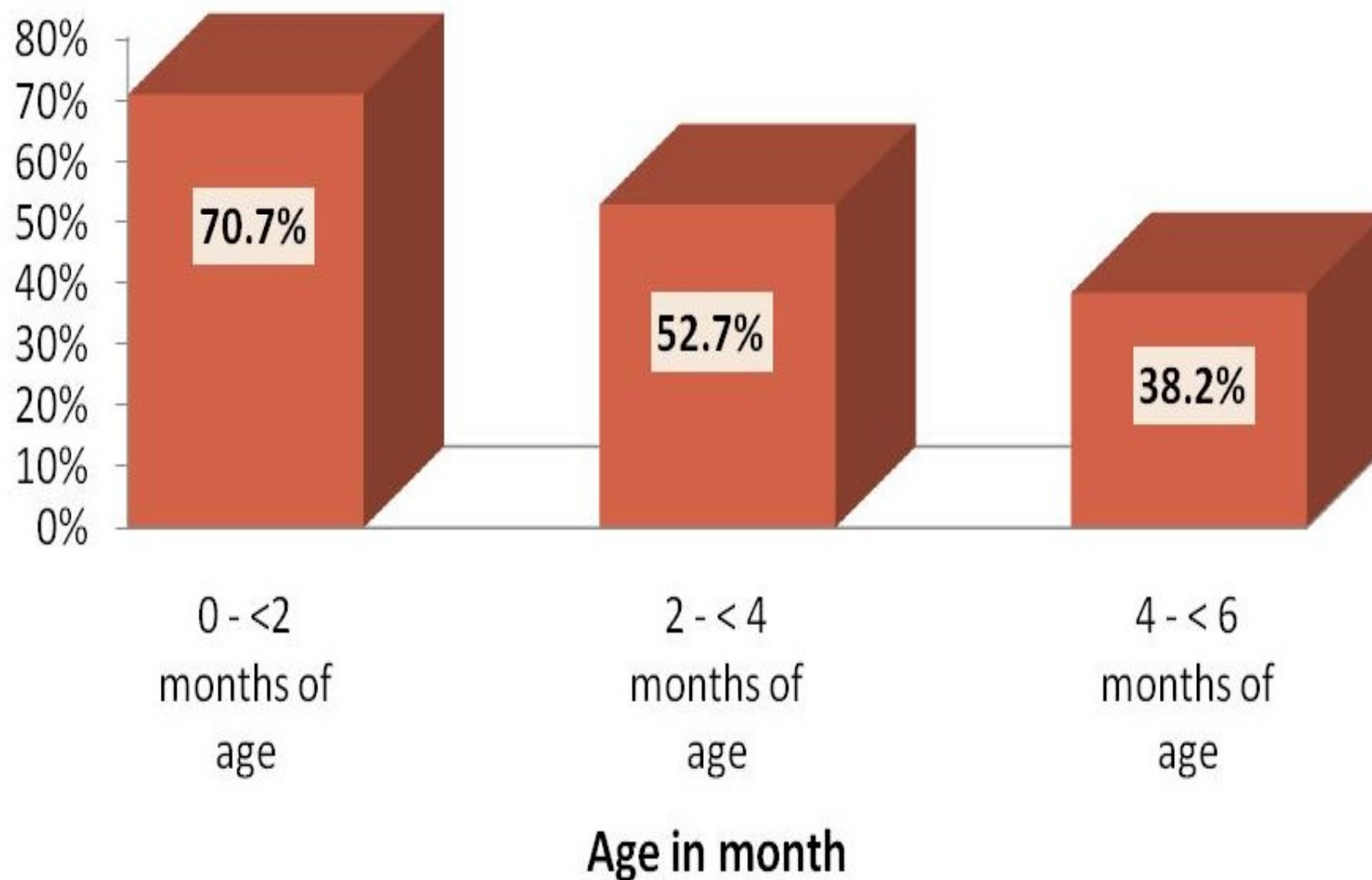


# Exclusive breastfeeding in Myanmar



Source:  
Multiple Indicator Cluster Survey (MICS 2003)  
Multiple Indicator Cluster Survey (MICS 2010)  
Myanmar Demographic and Health Survey (MDHS 2016)

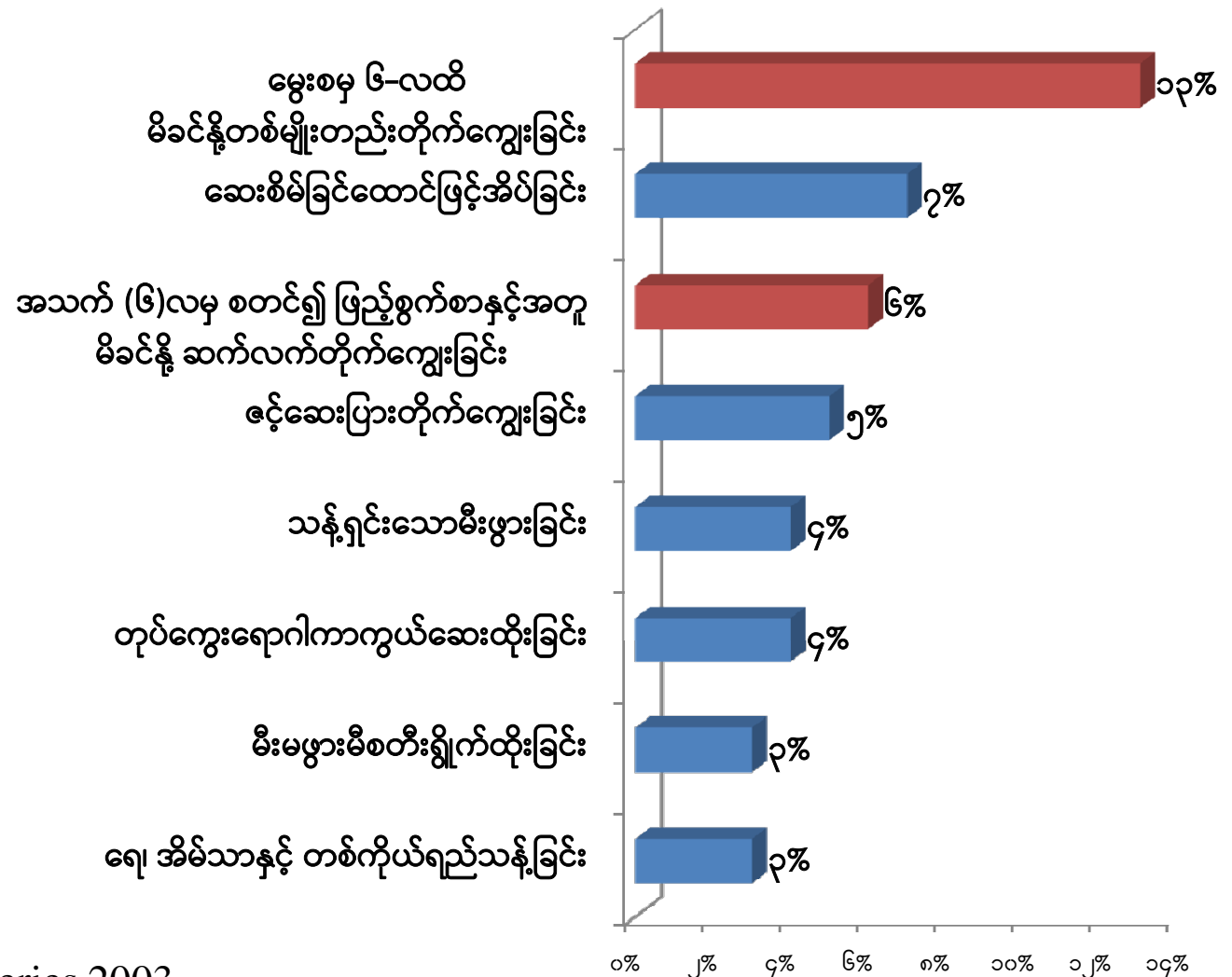
# Exclusive breastfeeding by age



Source: Myanmar Demographic and Health Survey (MDHS 2015-16)

# ငါးနှစ်အောက်ကလေး သေဆုံးမှုများကို လျှော့ချနိုင်သည့် နည်းလမ်းများ

- မွေးစမှ ကလေးအသက် (၆)လ အထိ မိခင်နို့ တစ်မျိုးတည်း တိုက်ခြင်းဖြင့် ငါးနှစ်အောက် ကလေးသေဆုံးမှုများကို ၁၃% လျှော့ချနိုင်သည်။
- အသက် (၆)လမှ စတင်၍ ဖြည့်စွက်စာနှင့်အတူ မိခင်နို့ ဆက်လက်တိုက်ကျွေးခြင်းဖြင့် ငါးနှစ်အောက် ကလေး သေဆုံးမှုကို ၆% ထပ်မံ လျှော့ချနိုင်သည်။



Source: Lancet Child Survival Series 2003

# OBJECTIVES

## General objective

- ❖ To **improve**, *through proper feeding*, **nutritional status, growth and development, health and survival** of Myanmar children

.

# Specific objectives

- ❖ To ***promote*** proper IYCF practices by *providing accurate, correct and complete information to all child caregivers* including parents & family members
- ❖ To ***support*** proper IYCF by *ensuring*, for all child caregivers, an *environment that will facilitate* it
- ❖ To ***protect*** proper IYCF by *taking appropriate measures against conditions* that can hinder it

# STRATEGIES

1. Developing appropriate *communication strategies* for IYCF including review, revise & update existing *IEC material*
2. Provision of pre-service, in-service *training to health professionals*
3. Strengthening sustained *BFHI Hospital*
4. Developing *capacity* of existing VHWs, CBOs/NGOs & related stakeholders to give information on IYCF



# STRATEGIES (Cont.)

5. Developing a ***mechanism for linkages*** between BHS and health volunteers, CBOs /NGOs
6. Strengthening ***advocacy at all level*** of related sectors with developed advocacy package
7. Promoting IYCF for ***children in special circumstances***
8. Creating ***Baby Friendly Environment, & Favorable environment*** for IYCF

# STRATEGIES (Cont.)

9. **Coordinating** with Ministry of Labor and other related organizations in formulating procedures for **provision of leave in addition to maternity leave** to encourage EBF
10. Adopting, adapting & endorsing International **Code** of Marketing of **Breast Milk Substitutes**
11. Developing **rule, regulation and notification** for **marketing of breast milk substitutes** quoting National Food Law 1997
12. **Endorsement by professional societies**; medical & health related societies, relevant business societies for protecting IYCF

# Proper Infant and Young Child Feeding

- ❖ Proper breastfeeding
- ❖ Proper complementary feeding and
- ❖ Feeding in exceptionally difficult circumstances

# Proper breastfeeding

- ❖ Early initiation of breastfeeding after birth
- ❖ Exclusively breastfeeding
- ❖ Continued breastfeeding until/beyond 2 years

# Proper Complementary Feeding

- ❖ **Timely** (when breast milk alone cannot cover child's nutritional need)
- ❖ **Adequate** (To meet growing child's nutritional need)
- ❖ **Safe** (Hygienically stored, prepared, fed with clean hands and utensils, no bottle & teats)
- ❖ **Properly fed** (active & responsive feeding)

# Feeding in exceptionally difficult circumstances

- ❖ Families in **economically & socially difficult** situations
- ❖ **Malnourished** children
- ❖ **Low birth weight** infants and **pre-term** babies
- ❖ Children with **feeding difficulties** such as Cerebral palsy, cleft lip, cleft palate, Down syndrome
- ❖ Natural or human-induced **emergencies**

# Feeding in exceptionally difficult circumstances (Cont.)

- ❖ Children born to HIV-infected mothers
- ❖ Children living in special circumstances as orphans and children in foster care
- ❖ Children living in special circumstances (e.g. immediate maternal death, children born to adolescent mothers, mothers suffering from physical or mental disabilities, drug- or alcohol-dependence, or mothers who are imprisoned)

# OBLIGATION AND RESPONSIBILITIES (MOHS)

- ❑ Ministry of Health and Sports
- ❑ ***Update existing curriculum*** of all teaching universities and training schools under MOHS on proper IYCF practices
  - ❖ Lactation physiology
  - ❖ Exclusive & continued breastfeeding
  - ❖ Complementary feeding
  - ❖ Feeding in difficult circumstances
  - ❖ Meeting the nutritional needs of infants who have to be fed on breast-milk substitutes
  - ❖ International Code of Marketing of Breast-milk Substitutes and measures to adopt to give effect to it



# OBLIGATION AND RESPONSIBILITIES (MOHS) (Cont.)

- ❖ “**Baby-friendly**” status by maternity hospitals, wards and clinics, consistent with “**Ten steps to successful breastfeeding**” and the principle of **not accepting free or low-cost supply** of breast milk substitutes, feeding bottles and teats and principle of **not promoting BMS in the health care facilities**
- ❖ Provide **skilled support** for proper breastfeeding and appropriate complementary feeding by all health services
- ❖ **Community support groups** with accurate and up-to-date knowledge on proper IYCF
- ❖ Provide **technical support** for IYCF in community-based interventions and ensure effective linkages with health care system
- ❖ MoHS: Leading role to give **effect to international code of marketing of BMS**

# OBLIGATION AND RESPONSIBILITIES

## (Other ministries)

- ❑ Ministry of Labor, Immigration and Population;  
Attorney General's office
  - ❖ Paid *maternity leave* with enough duration
- ❑ Ministry of Industry; Ministry of Science and  
Technology; Ministry of Cooperatives
  - ❖ Production of *low-cost, nutritious infant foods* using  
locally available items

# OBLIGATION AND RESPONSIBILITIES

## (Other ministries) (Cont.)

- ❑ Ministry of Social Welfare and Resettlement;  
Ministry of Internal Affairs
  - ❖ Feeding in emergencies
- ❑ Ministry of Natural Resources and Environmental  
Reservation
  - ❖ Production and consumption of iodated salt
- ❑ Ministries
  - ❖ Responsible for production & distribution of food as  
necessary

# OBLIGATION AND RESPONSIBILITIES

## (Other stakeholders)

### □ NGOs

- ❖ Those working on Nutrition, MCH, RH should give priority to promotion & support of *IYCF as major activities*
- ❖ Help in activities concerning *protection of IYCF*

### □ Community-based groups

- ❖ Information about IYCF can be provided through IYCF *Support Groups* and religious groups

### □ Commercial enterprises

- ❖ Ensure to meet Codex standard
- ❖ Ensure at all level to conform to the *code of marketing of BMS* and measures taken in the country to give effect to the code

# OBLIGATION AND RESPONSIBILITIES (UN & INGOs)

- ❑ Promotion, support & protection of IYCF as a ***prioritized activity in their plans of action***
- ❑ ***Financial & technical support*** for implementing IYCF strategy
- ❑ Developing ***norms and standards***
  - ❖ Promoting the consistent use of **common global indicators** for monitoring and evaluating child-feeding trends
  - ❖ Supporting **epidemiological and operational research**
  - ❖ Improving the **quality and availability** of national, regional and global **data**

# OBLIGATION AND RESPONSIBILITIES (UN & INGOs) (Cont.)

- ❑ Supporting national *capacity building*
  - ❖ Advocating policy makers and health authorities at central level
  - ❖ Supporting activities to improve health workers skill
- ❑ Supporting material, financial assistance for IYCF especially for *special circumstances*

# Innocenti Declaration on protection, promotion and support of breastfeeding

## □ Four operational targets

- ❖ Formation of *IYCF subcommittee* under National Nutrition Committee
- ❖ Enforcement of *maternity services* practicing all “Ten steps to successful breastfeeding”
- ❖ Giving *effect to* principles and aim of *International Code* of Marketing of Breast-milk Substitutes
- ❖ Enacting imaginative *legislation protecting breastfeeding rights of working women* & establishing means for its enforcement

# Additional targets

- ❑ Develop, implement, monitor and evaluate a **comprehensive IYCF policy in under national nutrition policies** and programmes
- ❑ Ensure that health and other relevant sectors **protect, promote and support EBF and continued BF** up to/beyond 2 years of age while providing women access to the support they require
- ❑ Promote **timely, adequate, safe and appropriate complementary feeding** with continued BF
- ❑ Develop and distribute guidelines for **IYCF in exceptionally difficult circumstances**
- ❑ **Update the existing curriculum on IYCF** of pre-service training in institutions under MoH



# Promoting IYCF

- Accurate & complete information on optimal IYCF practices

# Supporting IYCF through health care system

## 1. *Skilled counseling & help for IYCF at maternity services*

- ❖ Antenatal, intra-partum and post natal services
- ❖ Well-baby clinics
- ❖ Immunization sessions
- ❖ In- and out-patient services for sick children
- ❖ Nutrition and reproductive health services

## 2. Measures to ensure *support BFHI programme*

## 3. Mothers allowed to stay with their *hospitalized children* to ensure continued BF (children allowed to stay with their *hospitalized mothers*)

# Supporting IYCF through health care system

4. Mothers provided with increased access to
  - ❖ ANC & education on BF
  - ❖ Delivery practices that support BF
  - ❖ Nutrition promotion activities for pregnant and lactating mothers
  - ❖ Growth monitoring services for children
5. Particular attention, appropriate counseling and training for mothers and families:
  - ❖ Low birth weight infants
  - ❖ Sick children
  - ❖ Those born to HIV infected mothers

# Supporting IYCF through health care system

6. Guidance on appropriate complementary feeding
  - ❖ Use of locally available foods prepared and fed safely
  - ❖ Adequate intake of essential nutrients ensured through access to appropriate local foods, fortified foods
  - ❖ Micronutrient supplements as needed
7. Effective therapeutic feeding
  - ❖ Sick & malnourished children
  - ❖ Skilled breastfeeding support
8. Training for all health workers on IYCF including International Code of Marketing of Breast Milk Substitutes
9. Pre-service curricula for all health workers, nutritionists and other related professionals should be updated to provide appropriate information and advice on IYCF

# Supporting IYCF in community

1. Development of **community-based support networks** will be promoted to ensure optimal infant and young child feeding.
2. Community-based support networks will actively participate in the planning and provision of services.

# Support for feeding in exceptionally difficult circumstances

1. Health care providers should be provided with **accurate and up-to-date information on IYCF practices** and specific knowledge and skill required to support pregnant & lactating women, child caregivers in exceptionally difficult circumstances
2. **Conditions facilitating BF** should be created e.g. providing appropriate maternity care, extra food rations and drinking water for pregnant and lactating women
3. **Appropriate and locally available complementary foods** should be made and fed
4. Active search should be made for **malnourished children, and appropriate feeding** and treatment should be given. Necessary support should be given to the caregivers

# Support for feeding in exceptionally difficult circumstances

5. Guidance should be given **to identify infants who have to be fed on breast milk substitutes**. A suitable breast milk substitute should be provided and fed safely for as long as needed preventing any “spillover effect” of artificial feeding in the general population
6. Health workers with knowledge and experience in all aspects of breastfeeding and replacement feeding should be made available **to counsel HIV-positive women**.
7. Those responsible for emergency preparedness should be trained to support **appropriate feeding in emergency situations**.
8. Infants and children in **exceptionally difficult circumstances** such as cerebral palsy, preterm babies, Down’s Syndrome etc. should be searched, identified and given appropriate feeding. Necessary support should be given to the caregivers

# Protecting IYCF

1. Measures should be taken to create conditions that can protect **proper breastfeeding for working women** (in government, private sectors) including temporary and part time workers.
2. Measures should be taken to ensure that processed infant foods, when sold, are appropriate to the age of the child, safe, culturally acceptable, affordable, and nutritious **in accordance with the standards of Codex Alimentarius**
3. In order to give **effect to the International Code of Marketing of Breast-milk Substitutes**, existing measures should be strengthened, and new steps should be taken



**THANK YOU FOR KIND ATTENTION**