

Becoming Breastfeeding Friendly

Lessons for scale-up

Lessons for scale up

Presented by:

Professor Richmond Aryeetey

School of Public Health
University of Ghana, Legon, Ghana

Dr. Lwin Mar Hlaing

Acting Director (National Nutrition Center)
Department of Public Health, Ministry of Health and Sports, Myanmar

Maria Flothkoetter

Head of National Healthy Start – Young Family Network
at Federal Office for Agriculture and Food, Germany

Country context

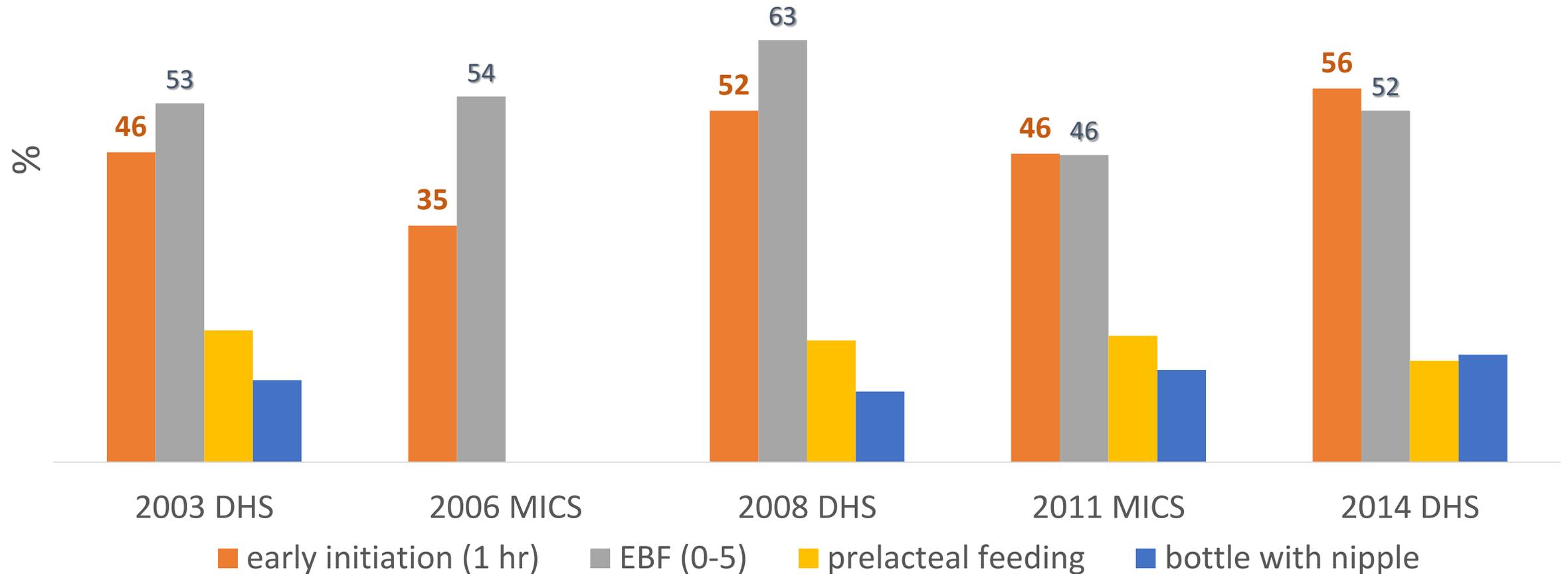


-
- ▶ Lower Middle income country
 - ▶ Population: 29 M
 - ▶ Child mortality: 48/1000 live births
 - ▶ Majority of infants breastfeed

Breastfeeding situation in Ghana



80%



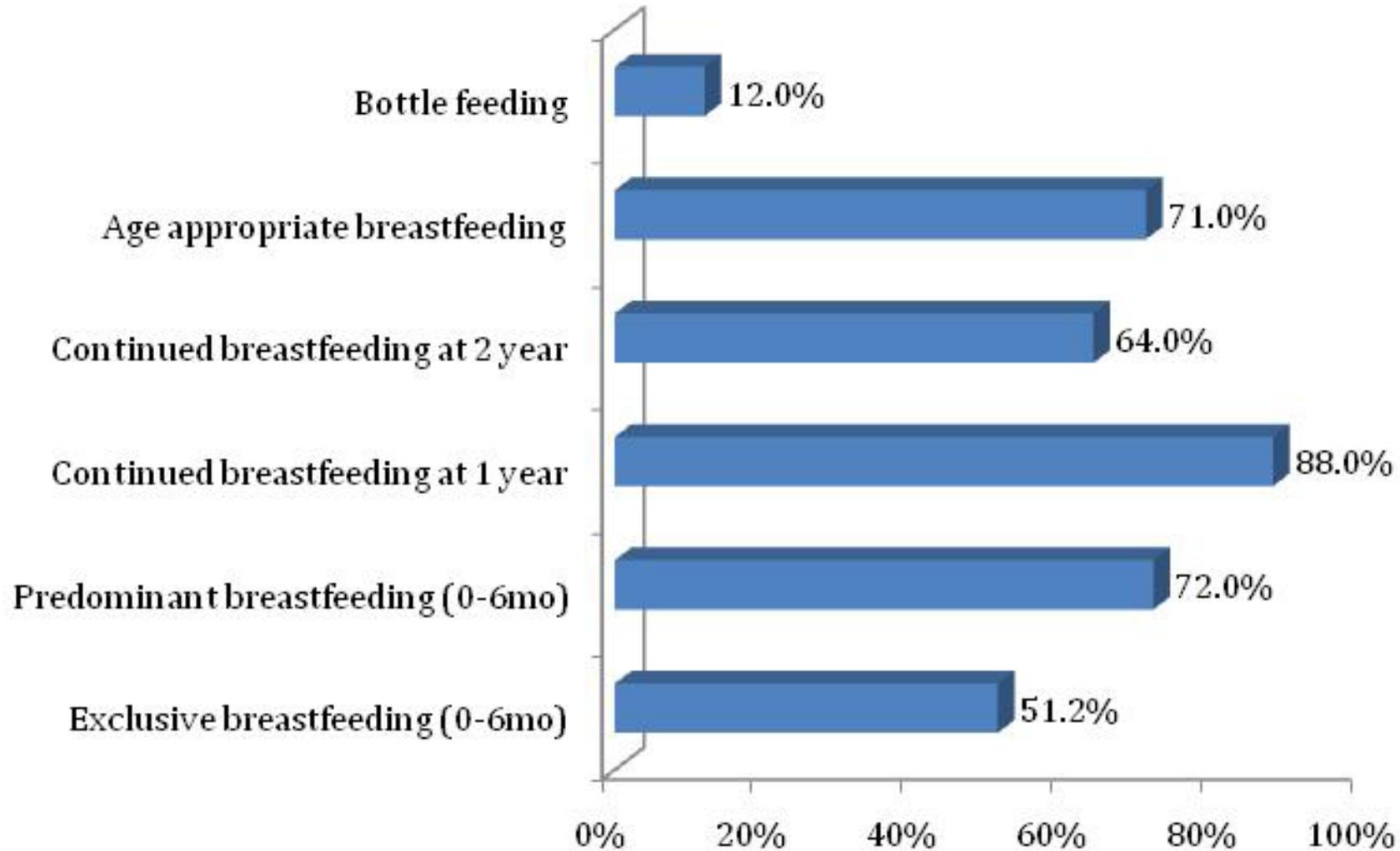


Country context

- ▶ Total population 51.4 millions
- ▶ Male: Female 0.9 : 1.0
- ▶ Administrative City Nay Pyi Taw
- ▶ Economic City Yangon
- ▶ A member of Association of Southeast Asian Nations (ASEAN)
- ▶ Border with India, Bangladesh, Thailand, Laos and China
- ▶ SUN Member Country since 2013
- ▶ BBF Implemented in 2017 - 2018



Breastfeeding situation in Myanmar



Source: Myanmar Demographic and Health Survey (MDHS 2015-2016)

Country context

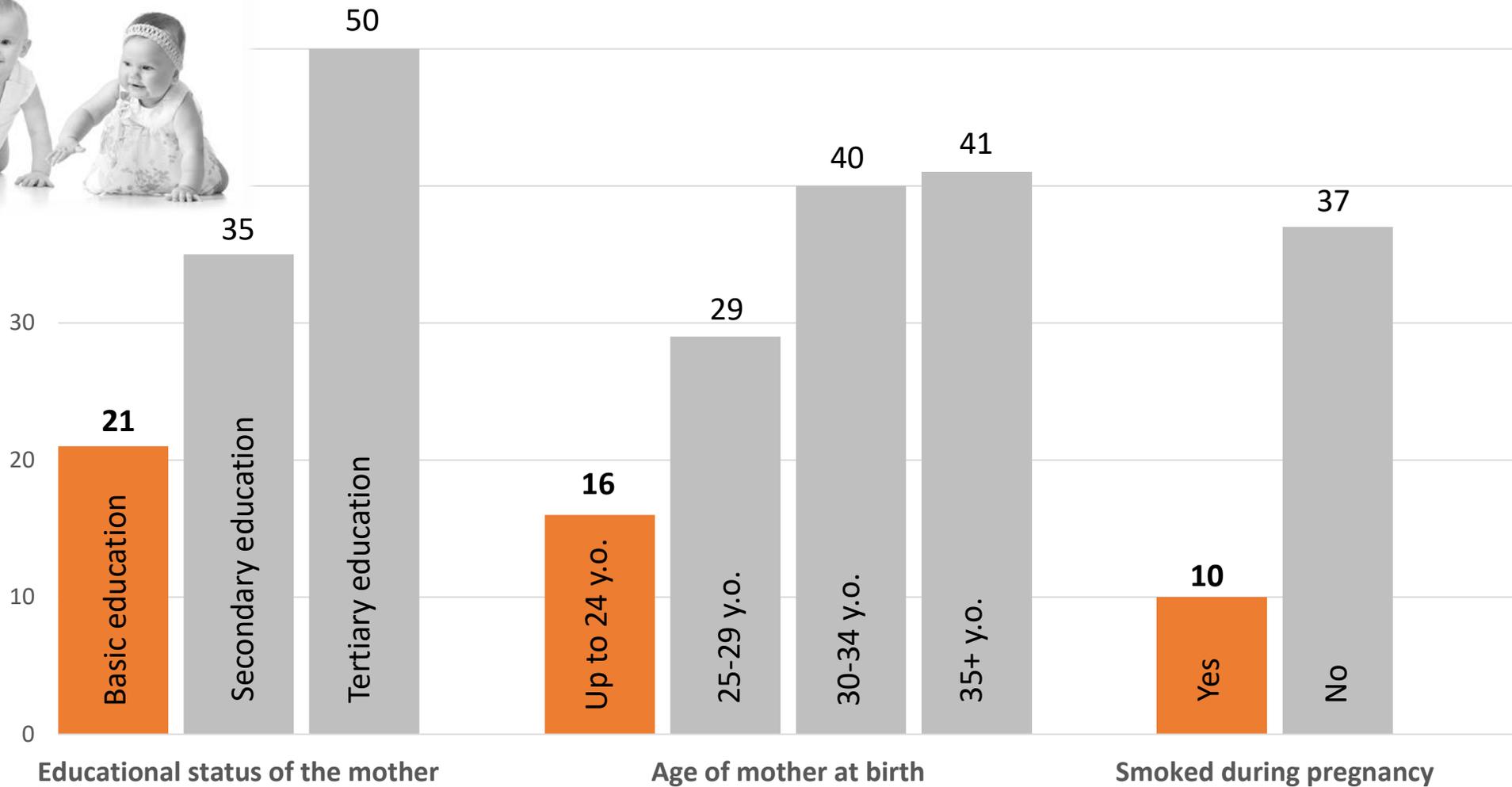


- ▶ Population: 83 M
- ▶ **federal**, democratic parliamentary republic since 1949 within the European Union
- ▶ High income country, poor breastfeeding rates
- ▶ national Breastfeeding Committee since 1994

Exclusively breastfed after 4 months (%)



1/3



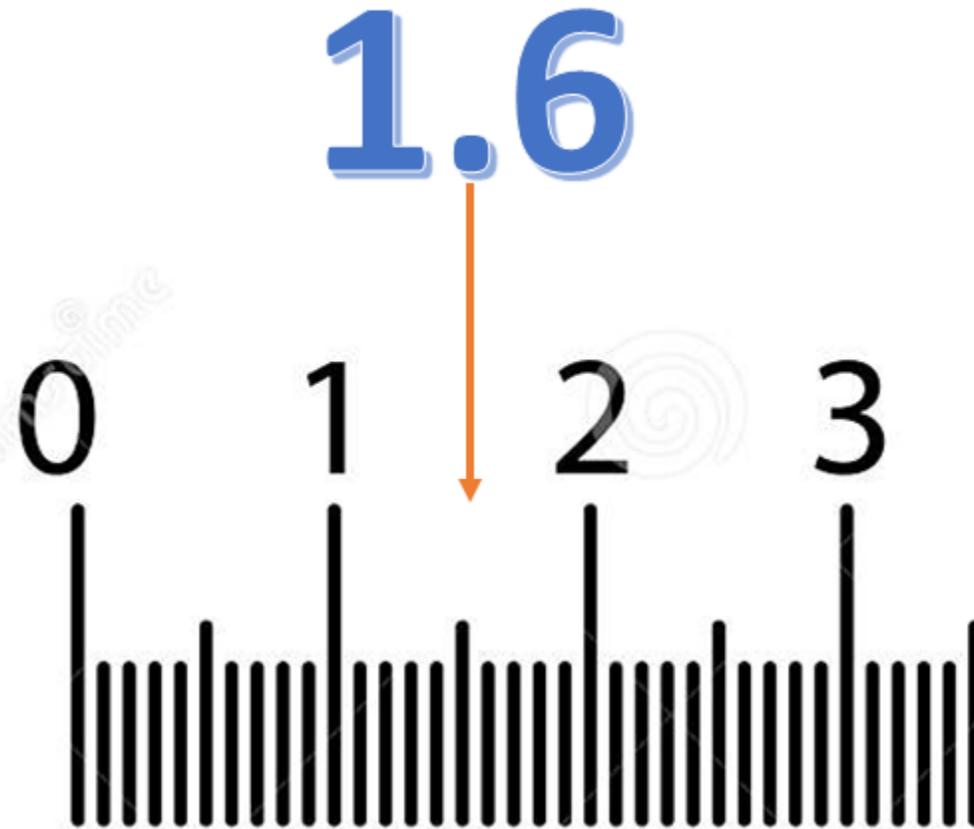
© Oksana Kuzmina – stock.adobe.com

BBF implementation process





Final scores for second BBF process





Myanmar BBF Results



Myanmar Score: 1.2
Moderate Scaling Up Environment

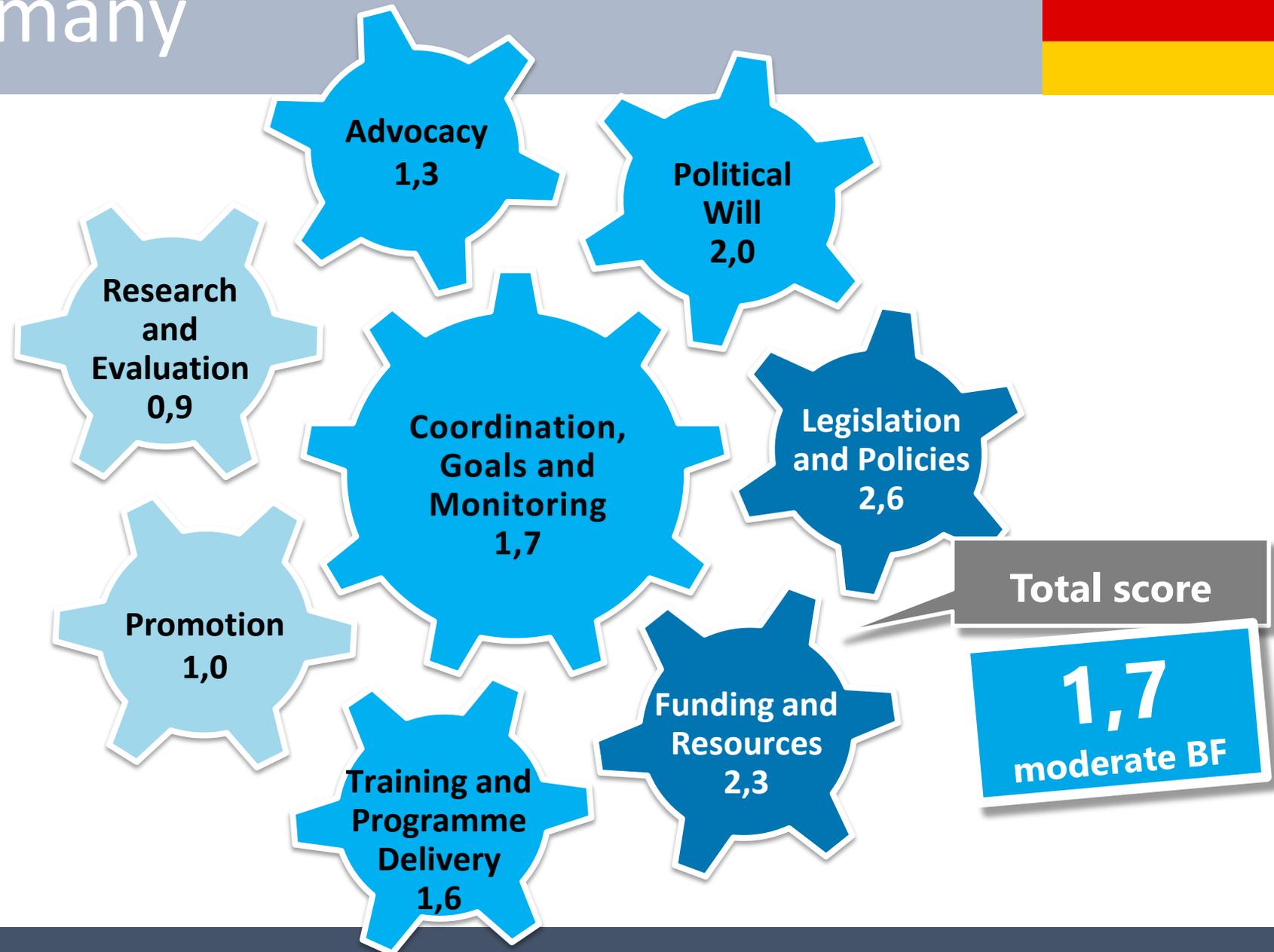
Gear Total Score	Interpretation
0	Gear not present
0.1 to 1.0	Weak Gear Strength
1.1 to 2.0	Moderate Gear Strength
2.1 to 3.0	Strong Gear Strength

Results - Germany



- ▶ Plenty of single activities + actors
- ▶ Quality?
- ▶ Few coordination
- ▶ Weak awareness

→ **Low impact**



Key BBF recommendations



- ▶ Enlist/Engage Breastfeeding Champions/advocates
- ▶ Strengthen Maternity Protection
- ▶ Strengthen capacity for service delivery
- ▶ Enhance sustained breastfeeding communication



BBF 9 Priority Recommendations



- Formation of a National Infant and Young Child Feeding (**IYCF**) **Alliance and network**
- Availability and utilization of routine monitoring and periodic household survey **data on breastfeeding**
- **Communication strategy** for strengthening breastfeeding
- **Capacity building and resource mobilization** on breastfeeding
- Strengthen **BFHI implementation** by mandating the inclusion of key elements of the Ten Steps in to hospital accreditation
- Adopt full provisions of the International **Code of Marketing of Breast milk Substitutes** and Strengthen **monitoring and enforcement** of the Order

Key recommendations



NATIONAL BREASTFEEDING STRATEGY

National Breastfeeding communication campaign

- Breastfeeding & Work
- Marketing of BM substitutes

- Standards in Care and Education of (Health) Professionals
- Municipal Care Network (Chains)

Breastfeeding Monitoring System

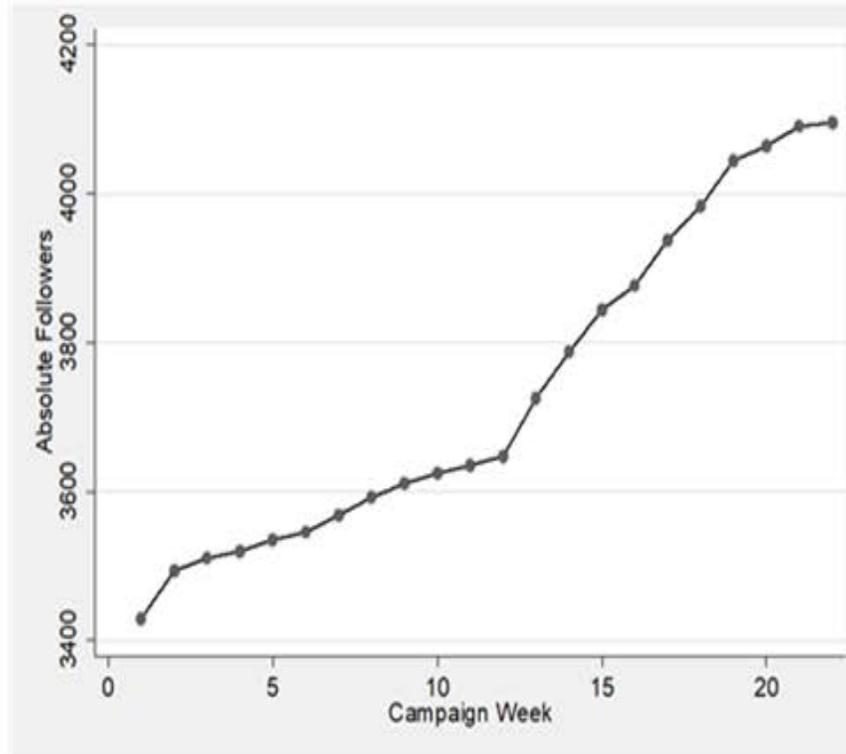




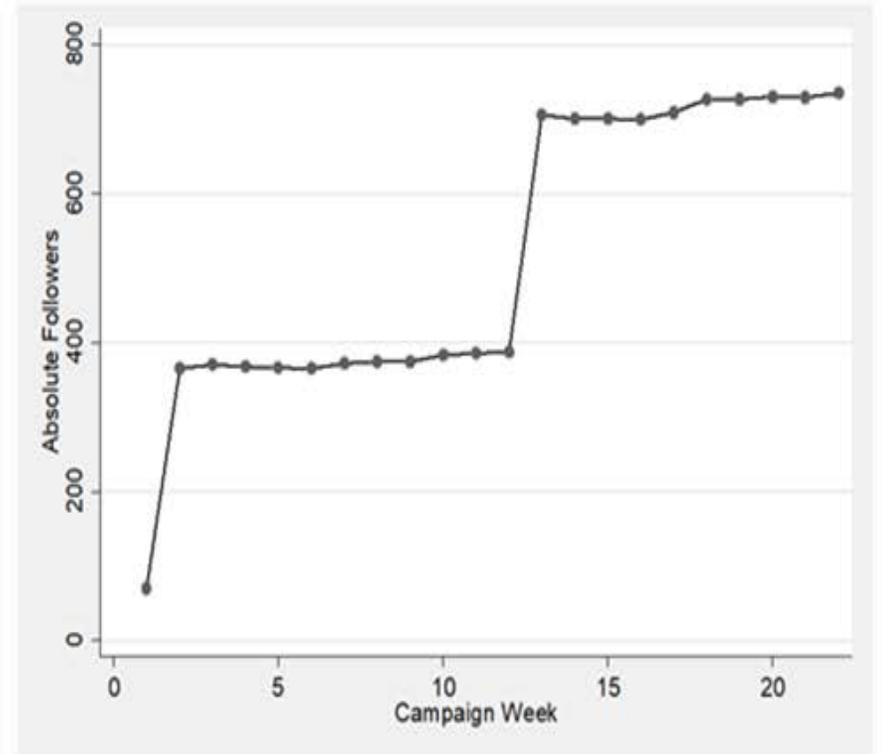
What has happened with BBF recommendations



A. Facebook



B. Twitter

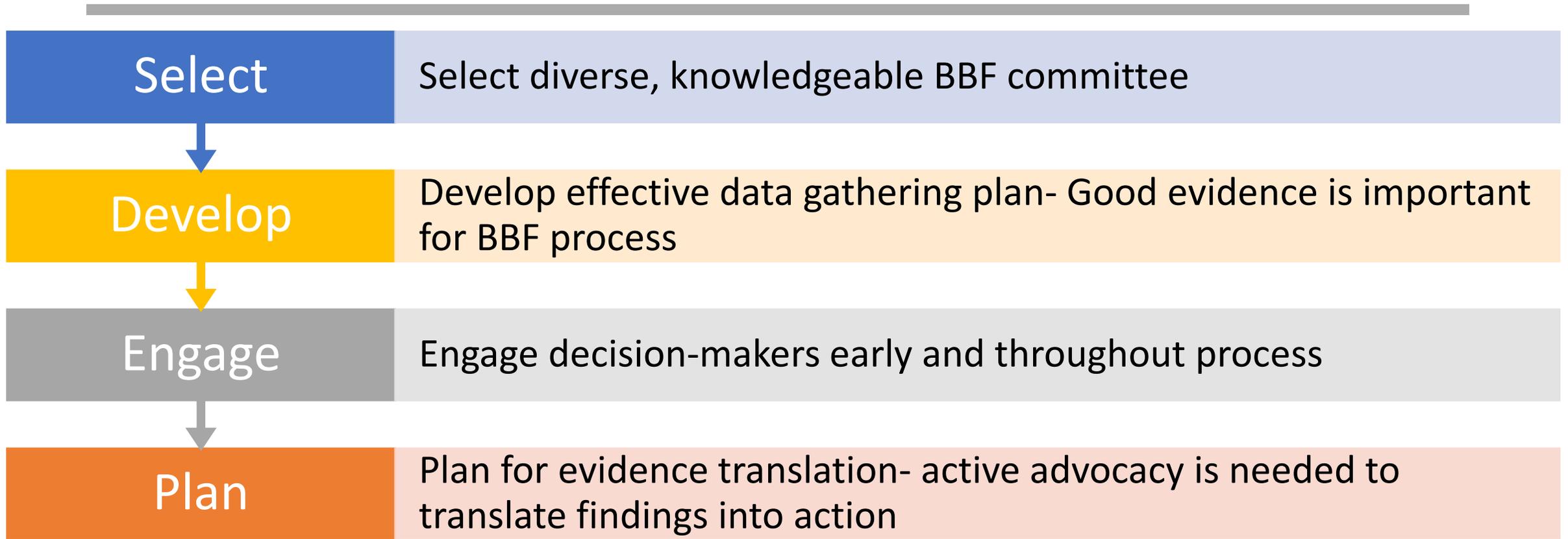


- ▶ Almost all BBF Recommendations were incorporated in the Five-year Strategic Plan of Action for Maternal, Infant and Child Nutrition (MICN 2020-2024)

What has happened with the BBF recommendations?

- 1. National conference** on results and implementation
- 2. Public relation activities**
 - increasing awareness
 - enhancing “political pressure”
- 3. Political decisions** on:
 - National Breastfeeding Strategy
 - Breastfeeding coordination
 - Communication campaign
 - Breastfeeding monitoring

Lessons learned





Lessons learned



- ▶ Strong Leadership from National Nutrition Center, Ministry of Health and Sports was crucial for successful implementation
- ▶ Choice of meeting place to bring all In-country Working Group Members was important
- ▶ Existence of Myanmar SUN Multi-stakeholder Platform (SUN MSP) greatly beneficial for garnering political, financial and technical supports for BBF Implementation.
- ▶ Committed BBF In-country Working Group is vital for bring the BBF Recommendations into Actions

Lessons learned



- ▶ Profound understanding on the “**mechanisms**” of **effective breastfeeding promotion** within our national system
→ focus on improving the given structures of our system
- ▶ **Stakeholder involvement** was challenging (time, consensus), but **the key factor** for successful implementation
- ▶ adequate **resources for research and data evaluation** to relieve the committee members

**Unique process
and results!**

Next steps



- ▶ Continue advocacy for translation of findings into action
- ▶ Promote sustainability of the BBF process by Government
- ▶ Identify levers for uptake of BBF findings



Next steps

- ▶ Strengthening and Scaling Up of Breastfeeding-friendly Environment in Myanmar by implementing the MICN 2020-2024
- ▶ One of the prioritized interventions under Multi-sectoral National of Actions on Nutrition (MS-NPAN) being implemented for 2018/2019 - 2022/2023



- ▶ **Promotion and advocacy campaign (2020 ...)**
cave: attitude towards bottle feeding mothers
- ▶ **National Breastfeeding Strategy (2020)**
- ▶ **Another BBF Process
in 2024 to check
the outcomes**





Thank you!



Presentations ➔

