Becoming Breastfeeding Friendly
Lessons for scale-up
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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
Lower Middle income country

Population: 29 M

Child mortality: 48/1000 live births

Majority of infants breastfeed
Breastfeeding situation in Ghana

<table>
<thead>
<tr>
<th>Year</th>
<th>Early Initiation (1 hr)</th>
<th>EBF (0-5)</th>
<th>Prelacteal Feeding</th>
<th>Bottle with Nipple</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003 DHS</td>
<td>46%</td>
<td>53%</td>
<td>35%</td>
<td>4%</td>
</tr>
<tr>
<td>2006 MICS</td>
<td>35%</td>
<td>54%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008 DHS</td>
<td>52%</td>
<td>63%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011 MICS</td>
<td>46%</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014 DHS</td>
<td>56%</td>
<td>52%</td>
<td></td>
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</tr>
</tbody>
</table>
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 (%)
BBF implementation process

- Meeting 1: Learn about bbf
- Meeting 2: Preliminary Scoring
- Meeting 3: Finalize Scores
- Meeting 4: Recommend actions
- Meeting 5: Call to action
Final scores for second BBF process

1.6

0 1 2 3
Myanmar BBF Results

Myanmar Score: 1.2

Moderate Scaling Up Environment

<table>
<thead>
<tr>
<th>Gear Total Score</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Gear not present</td>
</tr>
<tr>
<td>0.1 to 1.0</td>
<td>Weak Gear Strength</td>
</tr>
<tr>
<td>1.1 to 2.0</td>
<td>Moderate Gear Strength</td>
</tr>
<tr>
<td>2.1 to 3.0</td>
<td>Strong Gear Strength</td>
</tr>
</tbody>
</table>

Myanmar Ministry of Health and Sports

6 Nov 2019
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

Breastfeeding Monitoring System

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

Advocacy 1,3
Political Will 2,0
Legislation and Policies 2,6
Funding and Resources 2,3
Coordination, Goals and Monitoring 1,7
Promotion 1,0
Research and Evaluation 0,9
Training and Programme Delivery 1,6
Research and Evaluation 0,9
Coordination, Goals and Monitoring 1,7
Promotion 1,0
Funding and Resources 2,3
Legislation and Policies 2,6
Political Will 2,0
Advocacy 1,3
What has happened with BBF recommendations
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

Select
- Select diverse, knowledgeable BBF committee

Develop
- Develop effective data gathering plan - Good evidence is important for BBF process

Engage
- Engage decision-makers early and throughout process

Plan
- Plan for evidence translation - active advocacy is needed to translate findings into action
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
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
Next steps

- Promotion and advocacy campaign (2020 ...)
  cave: attitude towards bottle feeding mothers

- National Breastfeeding Strategy (2020)

- Another BBF Process
  in 2024 to check
  the outcomes