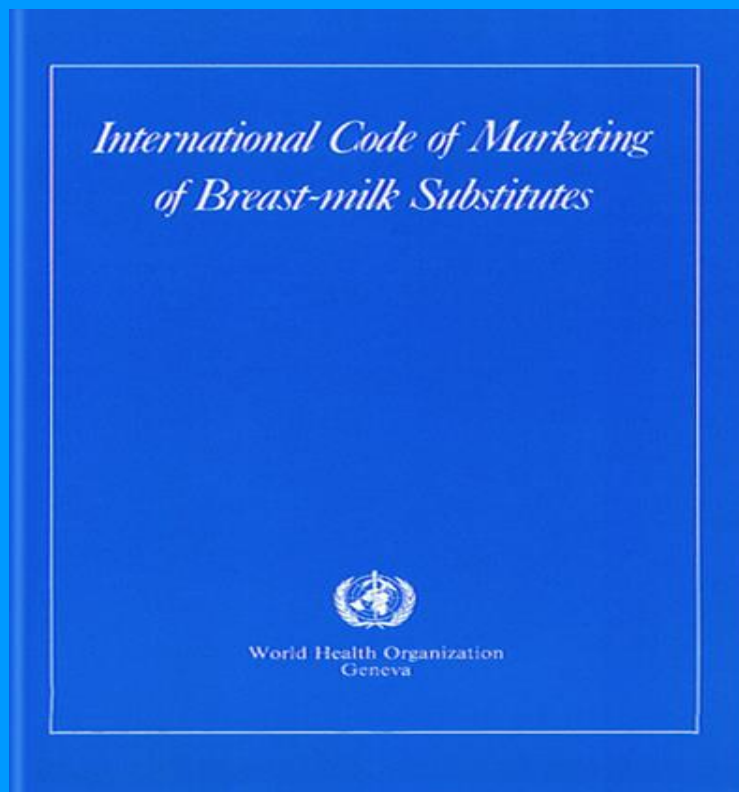


# ***Implementation and Enforcement of Infant formula and Follow up formula Ethiopia***



**EFMHACA**  
**Inspection and surveillance**  
**Directorate.**

**EPS 15th Annual Conference**  
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# Introduction

- ✓ Infants are one of the most vulnerable population group; due to this vulnerability, there is a risk of potentially severe infections caused by unsafe and substandard quality of infant formula and follow up formula.
- ✓ It is necessary to give national attention to the safety and quality of infant formula and follow up formula.

# Few points on ICMBMS

- *AIM:*

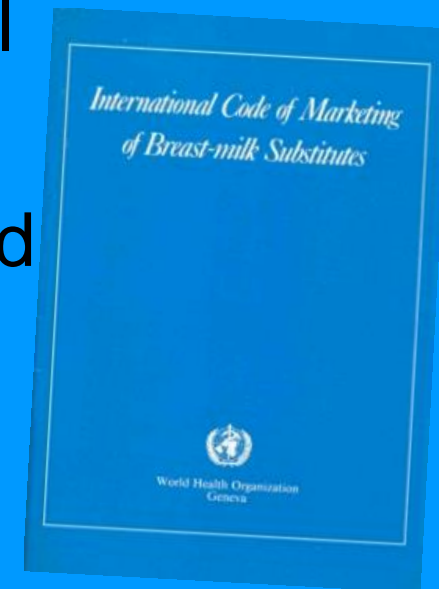
- The Code aims to protect and promote breastfeeding by ensuring appropriate marketing and distribution of breast milk substitutes.

- *SCOPE:*

- The Code applies to breast milk substitutes, when marketed or otherwise represented as a partial or total replacement for breast milk. Breast milk substitutes can include food and beverages such as: infant formulae ● other milk products ● cereals ● vegetable mixes ● juices and baby teas ● follow-up milks.

# What is the Code?

- global recommendation - countries urged to incorporate all provisions into national legislation.
- companies urged to ensure their practices comply with the Code at all levels.
- Code further clarified and augmented through subsequent World Health Assembly resolutions



# What does the Code say?

- NO advertising of breastmilk substitutes, feeding bottles or teats
- NO free samples to mothers
- NO promotion in healthcare facilities, including no free or low-cost supplies.
- NO contact of marketing personnel with mothers
- NO gifts or samples to health workers.
- Health workers should never pass samples on to mothers.
- Information to health workers should be scientific and factual & not create a belief that bottle feeding is equivalent or superior to breastfeeding.
- Information on artificial feeding should explain the benefits of breastfeeding and the costs and dangers associated with artificial feeding.

# Efforts underway in Ethiopia

***FMHACA developed Infant formula, follow up formula and formulas for special nutritional purpose Directive in 2013***

- Objective:
  - The objective of the directive shall be to protect the public from health risks emerging out of unsafe and poor quality of infant formula, follow up formula.

# The Directive incorporated

- Registration
- Agency agreement
- Required Certificates /GMP, HACCP, Free sale certificate/
- Formulation, and Manufacturing and Packaging Procedure.
- Process validation
- Finished Product specification and Analytical method
- Shelf Life Assignment and Stability Study report
- Packaging and Labeling requirements

- Notification of change or Alteration or Variation
- Re-Registration /4 years/
- Termination of product registration
- LICENSING
- PREMISES/location design, ..
- PROFESSIONALS
- PRACTICES
- ADMINISTRATIVE MEASURE AND COMPLIANT HANDLING
- MISCELLANEOUS PROVISIONS/documentation

# Additions to the existing directive

- Code articles related to Promotion and advertisement
- Labeling requirement
- Language
- Sponsorship



# The way for ward

- ✓ As Ethiopia is one of the signatory countries of the International Code of Marketing of Breast-milk Substitute,
- ✓ The revised NNP stated that to *adopt and enforce the CODE as one of the key strategies.*
- ✓ Besides Registration, Licensing and verifying the quality & safety of BMS, FMHACA will be able to monitor the advertisement and promotion of BMS and follow up formula to ensure breastfeeding is protected.
- ✓ Strengthen food quality control laboratories

# The way forward cont.

- ✓ The government to work *on creating awareness for Health workers, mothers, and the community as a whole on use of breastfeeding*, problems related to infant formula, proper use of infant formula and the code using mass-medias and other appropriate channels.
- ✓ Promote the development of bilateral, sub regional and regional strategies to revitalize and harmonize the implementation of the Code.
- ✓ Networking .

*Say no to sponsorship*



# Lets Promote: Breast milk is best for babies



BFHI

# BABY-FRIENDLY HOSPITAL INITIATIVE (BFHI)

- launched by UNICEF and WHO in 1991-1992 as response of the 1990 Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding call for action,
- Calls for renewed support: The 2002 WHO/UNICEF *Global Strategy for Infant and Young Child Feeding* (GSIYCF)
- ***AIM OF GLOBAL STRATEGY FOR IYCF***
- Through optimal feeding – to improve the survival, nutritional status, growth and development, health, of infants and young children.
  - exclusive breastfeeding for 6 months, with timely, adequate, safe and appropriate complementary feeding, while continuing breastfeeding for two years and beyond.
  - It also supports maternal nutrition, and social and community support.

# TEN STEPS TO SUCCESSFUL BREASTFEEDING

*Every facility providing maternity services and care for newborn infants should*

1. Have a written breastfeeding policy that is routinely communicated.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform pregnant women about the benefits and management of BF
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants

# TEN STEPS TO SUCCESSFUL BREASTFEEDING

*Every facility providing maternity services and care for newborn infants should:*

6. Give newborn infants no food or drink other than breastmilk unless *medically* indicated.
7. Practice rooming in - allow mothers and infants to remain together - 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.



# Major opportunities to initiate and expand BFHI

- The efforts made to make selected hospitals BABY friendly in 2003/2004
- The current Strong political commitment to increase institutional delivery
- The revised NNP, Strategic Objective 2 (Improve the nutritional status of infants, young children and children under 5), Initiatives number 1.

Promote, support and protect optimal breastfeeding practices for infants 0–6 months at community and facility level

- *Establish a baby friendly health facilities initiative.*
- *Enforce the Code of Marketing for Breast Milk Substitutes.*

- **Post MDG policy recommendations: Good start for nutrition in the first 1,000 days life**

# Progress made so far in Ethiopia regarding BFHI

- 2003/4: MOH in collaboration with AED Linkages initiated BFHI in two selected hospitals but stopped before the hospital get accreditation
- 2014: No any globally certified BFHI Hospital in Ethiopia
- 2013: In line with the endorsement of the revised NNP, MOH in collaboration with UNICEF and IBFAN Africa reinitiated BFHI in 2 hospitals
  - Code training was give to 30 participants
  - A five days BFHI training course was provided for 15 clinical staff from Tikur Anbessa Hospital and Gandhi Memorial Maternity Hospital .
  - BFHI training provided for 10 program managers from FMOH and RHBs
  - A two days BFHI training for decision makers provided for 10 hospital management staff
  - Hospital based BFHI policies are under development
  - Orientation was given to selected staff from
  - Plan made to start training in selected hospitals in the four big regions and Yekatit 12 and Zewditu hospitals in Addis Ababa

# EPS and its Members' Support BFHI

- Hospital based BFHI policies
- Capacity building of health staff
- Monitoring of the implementation of the ten steps by all professionals
- ....??
- ....??
- ...??

Thank YOU