



Parliament's role in advancing nutrition

Pro-nutrition legislation and the potential role of civil society

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Overview

- What is pro-nutrition legislation?
- Comprehensive Nutrition Legal Framework
- Specific legislation in relation to IYCF:
 - International Code of Marketing of Breast milk Substitutes
 - Maternity Protection
 - Protecting children from the harmful effects of food and drink marketing

Pro-nutrition legislation

- Good nutrition outcomes don't only depend on access to adequate and safe food and nutrients of good quality.
- It also requires access to health care, sanitation and adequate knowledge on good/healthy choices and feeding and care practices.
- Public needs to be protected from aggressive promotion of unhealthy foods and beverages
- This involves a number of sectors and requires an adequate policy and legislative environment to enable good nutrition outcomes to be achieved

Comprehensive Nutrition Legal Framework

Nutrition Areas requiring legislation/policy

- Food safety and food quality
- Food labelling and food marketing
- Consumer Protection
- Nutrition of school age children
- Household Food security
- Micronutrients (food fortification)
- Breastfeeding (including social policies to enable women to breastfeed)
- Water and sanitation

Need to protect, promote and support breastfeeding

- A baby not exclusively breastfeeding is more than 14 times more likely to die from all causes than an exclusively breastfed infant.
- Growth faltering is prevented by breastfeeding, especially exclusive breastfeeding
- Only 47% of babies are exclusively breastfed in South Asia and only 29% in East Asia and the Pacific

Artificial Feeding contributes to chronic diseases in later life –
and considerable cost to the Nation

- Non-breastfed infants at higher risk of high blood-pressure, high cholesterol, of overweight or obese, and type II diabetes
- In Lao DPR suboptimal breastfeeding costs \$23.25 million in lost future workforce and \$0.7 million in healthcare costs.
- Yet BMS companies spend millions of dollars to persuade mothers to give up breastfeeding
- The baby food industry is targeting Asia-Pacific to increase its market

Baby Food Promotion



Cambodia



Indonesia



Vietnam



Baby book
by Abbott



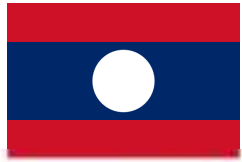
Cot card
from Danone



Friso conference bags

Source, IBFAN, 2014

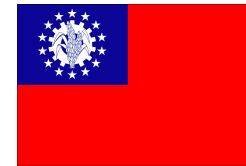
Baby Food Promotion



Laos



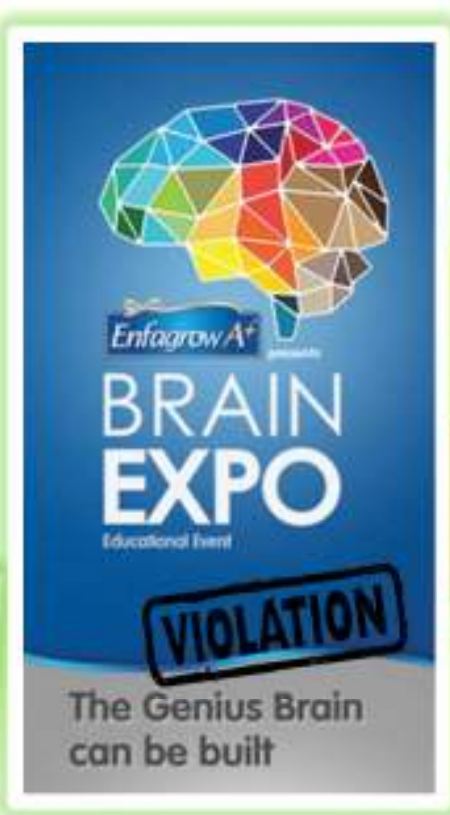
Thailand



Myanmar



Nestle height charts



Mead Johnson claims



Dumex's role models

Source, IBFAN, 2014

Other ways to promote artificial feeding!



Breast feeding

In addition to the optimal nutrition that it provides, breast feeding contributes immensely to the bonding process. Cuddling, fondling, and the rhythm and warmth of the mother's heartbeat bring mother and infant closer physically and emotionally. Breast feeding provides a warm relationship between you and your child, which is important for your baby's healthy psychological and emotional growth.

VIOLATION



Bottle feeding

If you cannot breast-feed your baby or have decided not to, you can still establish bonding with bottle feeding. During feedings, hold your baby close to you and maintain direct eye contact. The infant will feel your heartbeat and sense your warmth, feeling content and secure.

Promotion of BMS undermines breastfeeding

- Study in USA examining relationship between advertising in a parenting magazine and breastfeeding between 1972 and 2000 found when frequency of adverts for artificial feeding increased, percentage change in breastfeeding rates decreased.



- 2006 review by US Congressional Accountability Office found a majority of studies that examine giving free formula samples to mothers at hospital discharge found lower breastfeeding rates among mothers receiving samples.

What is the Code?

- Global recommendation from the World Health Assembly - All States urged to incorporate into national legislation.
- Aims to prohibit all forms of promotion of breastmilk substitutes, bottles and teats
- Code further clarified and augmented through subsequent World Health Assembly Resolutions
- Code implementation an “appropriate measure” to implement obligations under the CRC



Code implementation works

Code implementation impacts BMS sales



“Government Regulation a Growing Constraint”

“There are significant international variations in the regulations governing the marketing of milk formula, which are reflected in sales differences across countries.”

“The industry is fighting a rearguard action against regulation on a country-by-country basis”.

WHAT WORKS?

Enforceable legislation !

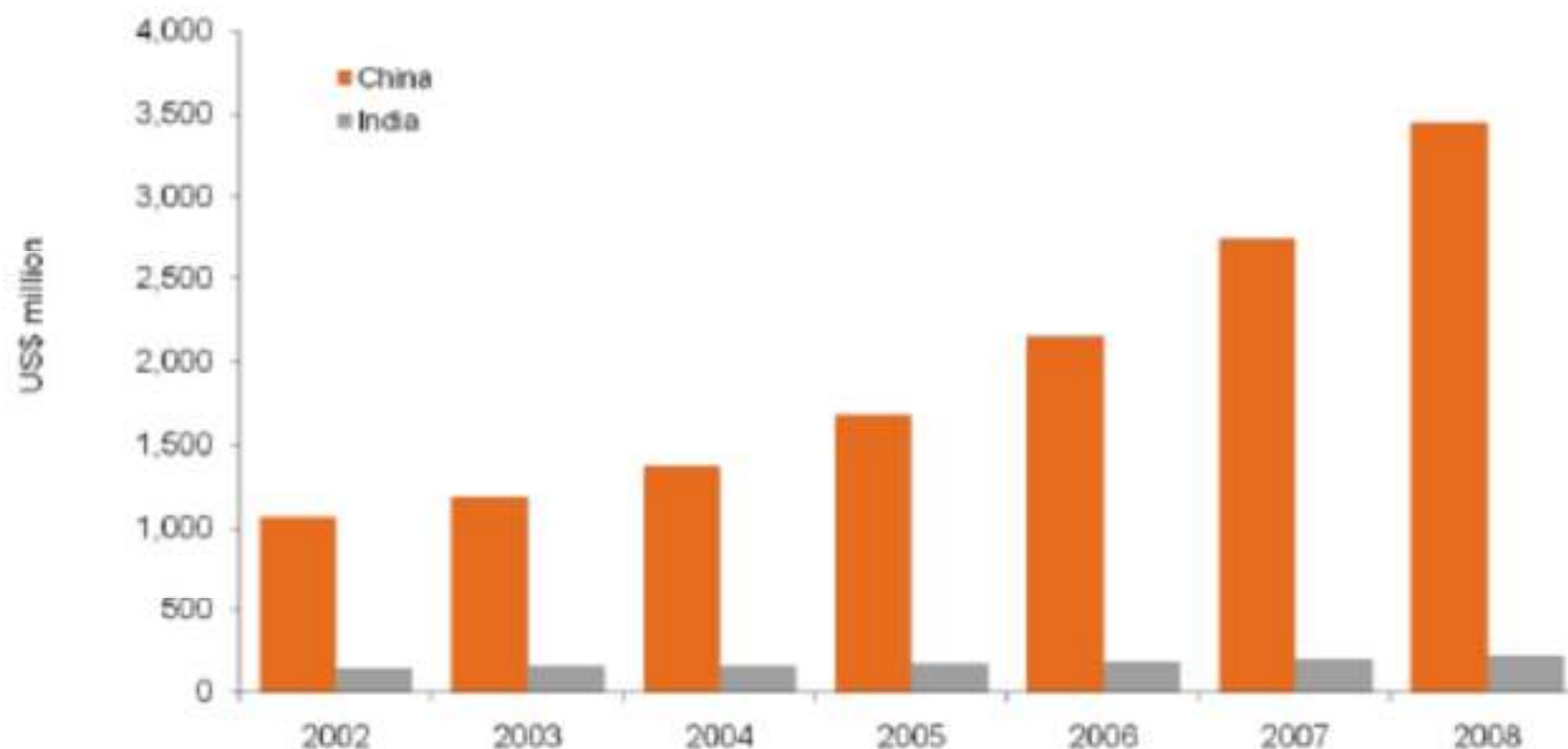


Nestogen One label from the Philippines has no health claims and displays conspicuous warnings, while the same product in Russia makes health claims concerning probiotics and boosting immunity (in violation of WHA Resolutions).

Indian Market Constrained by Regulatory Barriers

- The huge disparity in the retail value of milk formula sales between China and India is mainly due to the significant differences between their official regulatory regimes.

Milk Formula Retail Value Sales in India and China 2002-2008



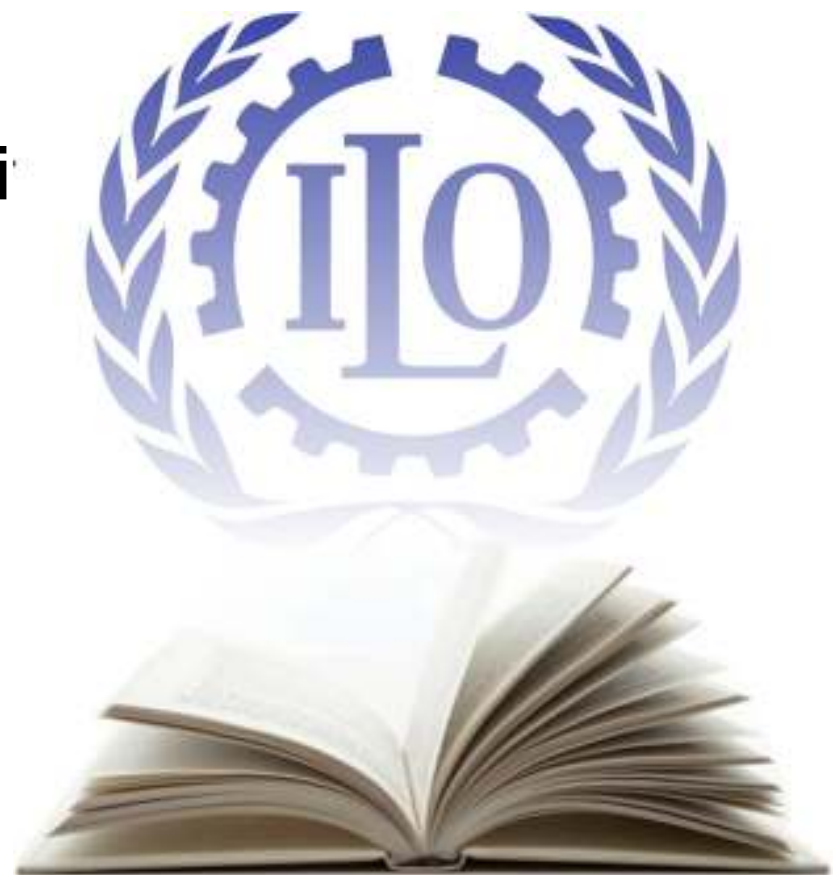
Source: Euromonitor International

What is maternity protection?

Maternity protection is set out by international labour standards.

The most recent are:

- ILO Convention on Maternity Protection, 2000 (No. 183)
- ILO Recommendation on Maternity Protection, 2000 (No. 191)



Why is maternity protection important?

Maternity Protection:

- Protects the health and safety of the mother and the child
- Protects against economic vulnerability due to pregnancy and maternity
- Is central to gender equality in employment
- Intended to help women combine income earning and nurturing responsibilities



Maternity leave is important because

- Rest is an important health measure
- Returning to work too soon may increase the risk of acute complications
- Leave allows women time to establish breastfeeding
- Facilitates continuation of exclusive breastfeeding.



Breastfeeding arrangements at work

- Right to one or more daily breaks or reduction in working time for the purpose of breastfeeding
- Length and number of breaks is decided nationally
- Nursing breaks are to be counted as working time and remunerated



Common challenges in this Region:

In many countries, different laws cover various categories of workers:

=>Need to harmonize legislation for all categories

A general inclusion of “all” female workers, but categories excluded (domestics, agriculture, army, family, informal economy...)

=>Need to extend to more categories of workers, especially in the informal economy

Employers may discriminate against women of child-bearing age as think it will cost them money or reduce productivity if they become pregnant.

Look for creative solutions:

- Work with Chambers of Commerce and business interest group to provide an understanding of key maternity entitlements
- Emphasize that stronger maternity leave policies create more stable and loyal workforce:
 - Reduced employee turnover and absenteeism.
 - Compared with non-breastfed infants, breastfed infants have fewer illnesses, resulting in fewer days of missed work to care for sick children.
 - Good maternity protection increases morale and increases productivity.

A growing challenge

- Startling increase in rates of obesity/overweight in adults (28%) and children (47%) in the past 33 years
- Number of overweight and obese risen from 857 million in 1980 to 2.1 billion in 2013.
- More than half of the world's 671 million obese individuals live in ten countries -- USA (13%), China and India (15% combined), Russia, Brazil, Mexico, Egypt, Germany , Pakistan & Indonesia.

Global Burden of Disease Study 2013



Prevention of Obesity in Children and Adolescents

40 million

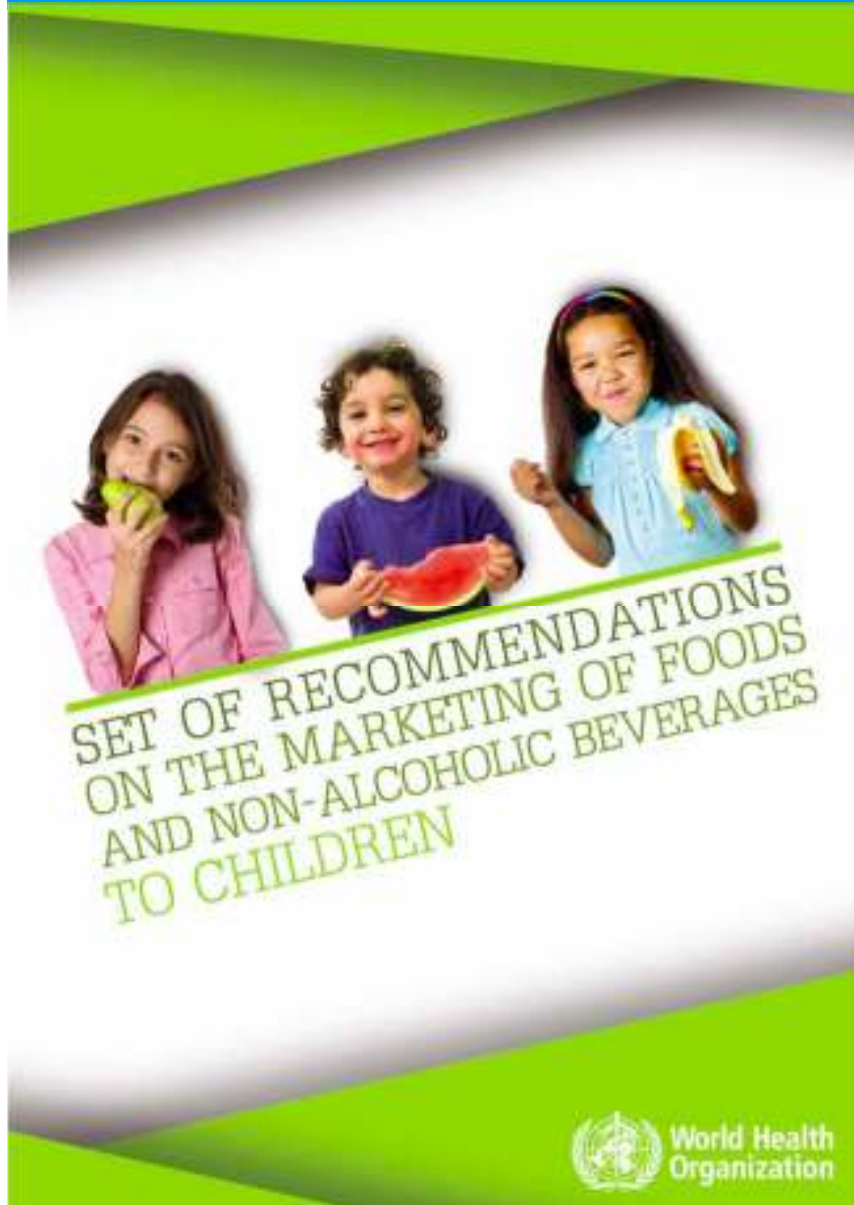
In 2012, more than 40 million children under the age of 5 were overweight or obese.

70 million

children under 5 will be overweight or obese by 2025 if current trends continue.

(Commission on Ending Childhood Obesity)

“Food marketing to children is now a global phenomenon and tends to be pluralistic and integrated, using multiple messages in multiple channels.”



Final Observations

Parliamentarians have a vital role to play in improving nutrition outcomes

- By representing the interests of mothers and their babies and by acting as opinion leaders and champions of breastfeeding and optimal nutrition
- By adopting effective laws to implement the International Code, the Maternity Protection Convention, and the recommendations on marketing of foods and non-alcoholic beverages to children

Parliaments can reach out to Civil Society and U.N. partners (e.g. UNICEF and WHO) for support in efforts to improve nutrition in their respective countries.

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Thank you!

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