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"WHO/UNICEF Planning Meeting for the Education and Communication in the Promotion of Breastfeeding". Draft report of the meeting. A. Petros-Barvazian, WHO.

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Notes

28 pp

The report discusses the need for legislation (code of marketing) to complement earlier promotional efforts to sensitize health sector policymakers to the importance of breastfeeding. Outlines specific activities to support/promote breastfeeding. Lays out role of UN Agencies, governments, ministries and specific sectors, national institutions and civic groups; budget estimates; proposals for media workshop.

Also attached: WHO document "Infant and young child feeding". Progress report by the Director-General. 6 November 1980.

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

Saroja Douglas

Saroja Douglas

28

MEMORANDUM

From Director FHE

To*Those listed below

Date 27 November 1980

Our ref.

Attention

Your ref.

Originator: Dr. M. Carballo, MCH

**Subject: Report of the Informal WHO/UNICEF Planning Meeting
MEETING FOR THE EDUCATION AND COMMUNICATION
IN THE PROMOTION OF BREASTFEEDING Geneva**

13-14 November 1980

Attached please find a first draft of the report of the above mentioned meeting. We believe that it covers all the points that were discussed as well as providing some idea of the budgetary requirements that a programme such as we outlined would entail.

We would appreciate your comments as soon as possible so that a final draft can be prepared. In particular we would like you to carefully review the nine areas we defined as priorities, the types of action that we proposed, and the budgets that have been proposed. Any additional points you might wish to include should be also brought to our attention at the same time.


Dr A. Petros-Barvazian

***Distribution**

Mr Allen, UNICEF/Geneva
Mr Gerni, UNICEF/Geneva

Miss Barry, UNICEF/New York
Dr Tepley, UNICEF/New York
Dr Tuluhungwa, UNICEF/New York

Dr Behar, NUT
Mr Morrow, INF
Dr Parijs, HED
Dr DeMaeyer, NUT
Dr Shah, MCH
Mme Gibson, INF
Miss Hammer, FHE

DRAFT
Carballo,
MCH.

Informal WHO/UNICEF Planning Meeting for the Education and
Communication in the Promotion of Breastfeeding

Geneva: 13-14 November, 1980

List of Participants

Mr Allan, UNICEF

Mr. Gerni, UNICEF/Geneva

Miss Barry, UNICEF/New York

Dr L.J. Teply, UNICEF

Mr R. Tuluhungwa, UNICEF

Dr A. Petros-Barvazian, WHO

Dr M. Behar, WHO

Mr C. W. Morrow, WHO

Dr E. M. DeMaeyer, WHO

Dr P. M. Shah, WHO

Mr G. Levi, WHO

Dr L.G. Van Parijs, WHO

Miss P. Gibson, WHO

Miss V. Hammer, WHO

Dr M. Carballo, WHO

1. Purpose of Meeting

- 1.1 Following an informal WHO/UNICEF Meeting in New York on 17 September 1980, it was proposed to meet in Geneva to plan a course of action
WHO/UNICEF as the follow-up to the October 1979 meeting on Infant and Young Child Feeding and the Resolution of the **World Health Assembly 1980**.

2. Review of Current Activities

2.1 Considerable work has already been undertaken by both organizations, working either in collaboration or individually, to follow-up the WHO/UNICEF Meeting on Infant and Young Child Feeding held in 1979. Much of the work that has been done is reflected in the WHO Director-General's Report to the Executive Board, January, 1981, which is attached (Document EB/67/19).

2.2 Further to what is already contained in that Report, however, a number of additional activities were reported. The European Office of UNICEF, for example, is preparing a kit for schools that will in part deal with the question of breastfeeding; research activities are also being supported by UNICEF in Burma, Thailand and Kenya where attitudinal studies of mothers and physicians are being undertaken; a household survey planned for Kenya, Botswana and Sudan will also include information on breastfeeding. It may thus be necessary to prepare an addendum to the Director-General's Report to the Executive Board before February in order to give a more complete picture of what is being done.

3. Future Directions

- 3.1 Following the Resolution of the World Health Assembly (WHA 33.32), the need to intensify and accelerate these efforts has become increasingly apparent. The review of ongoing Agency activities, moreover, suggests that unless there is closer collaboration in the planning and execution of these activities, there will inevitably be considerable duplication of

work and an inadequate rationalisation of what resources are available for support to member states. WHO and UNICEF, for example, have been supporting activities in Chile and the

Philippines without being aware of each others' interests and

support activities in these countries and in the field.

3.2 While in the past much of the promotional work undertaken by WHO and UNICEF has focussed on the sensitization of health and other sector policy makers and mid-level technicians as to the importance of breastfeeding, and on the development of educational materials for mid-level health workers, the need for the code/legislative aspect of the problem to be now taken up is apparent, and at a recent meeting of WHO and UNICEF Executives it was felt that every effort should be made to promote the adoption of the Code of Marketing being prepared by the two Agencies, and to pave the way at national level for its translation into national legislation. All ongoing and planned promotion of breastfeeding activities should, therefore, now also seek to incorporate this issue of the code. At the same time special activities should be mounted to bring to the attention of the public, policy makers and others, that a Code of Marketing of BMS* has been prepared at the request of governments and will soon be available for national review and adoption.

As part of this effort panels of distinguished scientists, speakers and legal consultants should already be drawn up so that they can be called upon over the coming months; press releases should also be prepared. The International Childrens' Centre Board Meeting, which is due to begin in December, should be asked to include the issue in its agenda.

3.3 UNICEF national committees should be increasingly used in this respect and be encouraged to discuss with their governments such things as public and official reaction to the Code, how it can best be translated into national legislation,

and what educational activities national committees can undertake

on their own accord to help in the popularisation of the Code.

3.4 The issue of monitoring of adherence to the Code - a question that has not been dealt with in the past - must now be taken up; there will be a need for a senior officer to be employed by WHO and UNICEF for the purpose of coordinating and managing this important aspect. Closely associated with this, there is a need for more work on the development of quality control mechanisms with respect to the production and local distribution/sales of

directed to the infant and young child. How WHO and UNICEF will assist national authorities in this work will need to be taken up quickly

3.5 As far as the whole programme is concerned an advisory group on Infant and Young Child Feeding may need to be set up by WHO/UNICEF, and in this respect it will be important to acknowledge the possible role that industry can play, among others, as part of that group.

4. Specific Activities

4.1 It was decided to identify main intermediary groups/agencies/sectors likely to facilitate reaching the wider public and which would constitute priorities for action. As well as being seen as vehicles for the transmission of information, however, these intermediary groups should also be recognised as groups whose own attitudes and knowledge on this subject need to be improved if they are to go on to develop and organise actions to promote and support better infant feeding, especially breastfeeding.

4.2 Nine sectors were identified (with the understanding that this is not an exhaustive list): -

- (a) Governments (Parliaments and Ministries)
- (b) Public Information sector
- (c) Educational sector
- d) Health sector**
- (e) Non-Governmental Organization sector
- (f) Social sector
- (g) Commercial sector
- (h) Para-statal sector (Nutrition Institutes, National Advisory Groups, etc.)
- (i) WHO/UNICEF staff in Headquarters, Regions and field

Many of these sectors, and the types of actions undertaken to reach and encourage them to a greater involvement in this area of work, necessarily overlap. This is inevitable since the lines drawn between some of them are ideal rather than real. The demarcations that have been drawn are intended to permit a focussing of Agency action and allow different agencies to take on special areas of responsibility for work with these sectors.

5. Governments/Parliamentary/Ministries

5.1 The World Health Assembly, the UNICEF Governing Council, the governing bodies of FAO, UNESCO, UNDP, UNCTAD, the ILO and the IPPF should all be considered as possible venues and ways of reaching national delegations. Similarly the European Parliament should be given special attention since it involves many of the major exporting (infant foods, skim milk etc.) countries.

5.2 The specific actions that need to be taken with respect to this sector are:

- (a) organization of regional meetings for national delegations, with the express

purpose of discussing infant and young child feeding, promotion and legislation

- (b) distribution of a new information document that will combine the background papers to the WHO/UNICEF meeting and the statement and recommendations from that meeting
- (c) preparation of a mobile exhibit that could be used at meetings of the above mentioned groups
- (d) the preparation of articles to appear in major national and international newspapers and magazines
- (e) preparation of information kits that can be donated to press agencies, television and radio broadcasts copies

5.3 WHO should take the major responsibility for:

- special articles to the press
- the new booklet (Statement and Recommendations plus background papers)

UNICEF should take major responsibility for:

- development of media kits and liaison with ACC sub-committee
- preparation of mobile exhibits

5.4 WHO and UNICEF should share responsibility for:

- organizing regional meetings and national delegations
- encouraging this subject to be included in the agendas of other agency Executive Board meetings

- encouraging publication of articles on
this subject in national and
international press

6. Educational Sector

6.1 Professional associations, teaching institutions, educational journals, programmes of non-formal education and development education, as well as Ministries of Education should all be considered appropriate vehicles and audiences for action.

6.2 The specific actions that should be taken to reach these groups include:

- (a) preparation of information packages similar to those proposed for governments
- (b) organization of workshops and symposia for high and mid-level policy makers in education
- (c) review of curricula currently used in different training institutions and schools, and suggestion of modifications
- (d) preparation of teaching modules that could be used to complement existing curricula.

6.3 WHO should take responsibility for:

- preparation of technical articles for professional journals
- initiation of discussions with UNESCO on possible collaboration especially with respect to review of curricula and co-organization of workshops and symposia for educators

UNICEF should take primary responsibility for:

- preparation of education kits/packages
- co-preparation, with UNESCO?, of teaching modules.

7. The Health Sector

7.1 Professional associations, teaching/training institutions, hospitals, clinics and health centres, professional journals and professional meetings should all be seen as important vehicles for reaching health workers.

7.2 The specific actions to be taken are:

- (a) organisation of workshops and symposia to discuss recent developments in this area
- (b) review of existing curricula for different levels of health worker
- (c) preparation and dissemination of teaching aids/kits designed for different levels of health worker
- (d) preparation of guidelines for management of breastfeeding in the prenatal inter-partum and post-partum period
- (e) organization of in-service training programmes
- (f) preparation of journal articles designed to update information on breastfeeding
- (g) preparation of a newsletter for updating of information on research and interventions in infant feeding
- (h) development of text books/magazines on infant feeding.

7.3 WHO would take the major responsibility in all these activities with the understanding that UNICEF will participate wherever necessary, especially in the preparation of teaching materials as indicated earlier.

With respect to the newsletter WHO should determine whether:

- (a) the Diarrhoea Dialogue would constitute a vehicle for information on breastfeeding, or whether -
- (b) a separate newsletter is required, or whether -
- (c) a special edition of the Diarrhoea Dialogue could be prepared periodically.

8. Non-Governmental Organisations Sector

8.1 Women's organizations, breastfeeding promotion groups (e.g. La Leche League), consumer organizations, Church organizations, community action groups and, as indicated earlier, UNICEF National Committees, should all be closely involved.

8.2 The main actions that need to be taken in this sector are:

- (a) distribution of the information kits and other materials outlined above, as and where appropriate
- (b) organization of workshops for NGO's so they can determine what courses of action they can take
- (c) support to NGO's in their development of meetings and workshops
- (d) preparation of a short list of speakers/scientists who can attend NGO meetings.

8.3 UNICEF and WHO should share responsibility for coordinating activities with women's organizations and, in the case of religious organizations, with the CMC, organizing workshops and in preparing a list of speakers.

UNICEF would take major responsibility as outlined earlier for development of educational kits.

9. Information Sector

9.1 Newspapers, TV, radio, film, popular magazines, publishing houses and popular journals will all be the main outlets in this area. It was emphasized that the information sector may well represent one of the more important, and that by encouraging this sector to participate more actively in the dissemination of information on the Code of Marketing as well as other aspects of infant and young child feeding, public education can be enhanced and a much broader audience than otherwise possible reached.

9.2 The main actions will be:

- (a) organization to media workshops
- (b) preparation of media kits
- (c) involvement of a broader variety of journalists and popular writers in WHO and UNICEF activities
- (d) provision of already written articles for publication in journals and magazines
- (e) involvement of all types of media specialists in other ongoing, and planned, WHO and UNICEF activities in this overall area.

(A more elaborate Plan of Action is being prepared by the Information Divisions of both organizations and will be appended.)

9.3 The main responsibilities of WHO will be to:

- prepare a special (or if appropriate, use the common kit) set of materials that can be distributed to journalists and other media personnel. The UNICEF European Office will collaborate with WHO in this
- prepare the technical input for media workshops

9.4 The main responsibility of UNICEF will be to:

- collaborate with WHO in organizing media workshops and preparation of the media kits
- work through their National Committees to reach different categories and types of media people
- try to draw in well-known UNICEF staff such as Liv Ullman, Peter Ustinov and Mr Vitachi.

10. Social Sector

10.1 As well as Ministries of Social Security and Social Welfare, Ministries of Labour, a number of professional associations, teaching/training institutions, professional journals and such groups as Rotary, Lions and JCC groups will need to be involved.

10.2 The main areas of action proposed are:

- (a) co-sponsoring of workshops and seminars for professionals from the social sector
- (b) provision of materials that can be used in training programmes of social workers, and social security/welfare personnel
- (c) guidelines for legislation and protection of mothers and children

- (d) provision of core kits as outlined above
for other sectors
- (e) articles for publication in professional
journals

10.3 The joint responsibilities of WHO and UNICEF will be:

- preparation of a list of guest speakers to
attend meetings of professional associations
and the like
- distribution of key materials to Head Offices
of such groups as Rotary and Writers' groups
- preparation of a position paper for
Ministries of Social Security, etc.
- identification of institutions (training,
administration, planning) to whom specialized
materials can be sent.

11. Commercial Sector

11.1 Trade Associations, Chambers of Commerce, the Pharmaceutical Press, Advertising Companies and Publishers will probably constitute the main foci of attention.

11. The main actions to be developed are:

- (a) preparation of appropriate articles
and position papers concerning the
role that the commercial sector can play
- (b) articles concerning the special responsi-
bilities of the commercial sector, especially
the advertising sector
- (c) preparation of special announcement/advertise-
ments that could be put out through existing
advertising outlets

- (d) greater involvement of such groups as Chambers of Commerce at workshops that discuss the health implications of changes in feeding patterns and the social responsibilities relating to these.

11.3 UNICEF should take the lead in working at the national level with these associations, press and Chamber of Commerce. WHO should take major responsibility for the international aspects of this work. UNICEF and WHO should collaborate in bringing in such resources as Mrs Benton and Mr Manoff in the development of public announcements that can be used internationally and, with appropriate adaptation, nationally.

12. Para-Statal Institutes

12.1 National Nutrition Centres, Health Service Research Institutes, National Advisory bodies and other such groups will constitute the main target groups in this area.

12.2 The main areas of action in this sector will involve:

- (a) ensuring these groups are aware of the international debate on this issue and on the most up-to-date scientific position supporting breastfeeding
- (b) regular provision to these institutes and groups of updated information and policy positions from other parts of the world on this issue
- (c) encouragement of these groups and institutes to co-sponsor, or themselves organize, workshops and other national seminars on this subject

- (d) ensure cross-cultural and inter-national exchanges of information, ideas, and experiences.

12.3 WHO and UNICEF will share responsibilities for approaching these groups and institutes and of promoting and supporting their activities.

13. WHO and UNICEF Staff

In order to ensure consistency of positions, policies and activities every attempt should be made to update all agency staff. Reports of workshops, studies and policy statements should be distributed as regularly and frequently as possible. If necessary a special newsletter should be developed for Agency personnel.

14.

Joint Agency Fund Needs for 1981, 82, 83
 Those activities that overlap are mentioned just once,
 e.g. information kits.

14.1 Action in Governmental Sector

(a)	<u>Mobile Exhibit</u>	\$ US
	Special photographs and mounting	25.000
	Preparation of stands in aluminium	15.000
	Preparation of text and printing /3 languages	12.000
	Preparation of special brochure - fold out type to go with exhibit	15.000
		<hr/> 67.000
		\$ US
(b)	<u>Regional Meetings/Workshops</u>	
	6 Workshops for policy makers at \$30.000	180.000
	10 Workshops for health legislators at \$20.000	200.000
(c)	<u>Preparation of special position papers/articles</u>	15.000
(d)	<u>New booklet combining blue book and background papers plus printing in 3 languages plus countries</u>	45.000
		<hr/> 507.000 <hr/>

14.2 Educational Sector

(a)	<u>10 Regional Workshops and Symposia at \$ 25.000</u>	\$ US 250.000
(b)	<u>Review of Curricula</u> Survey plus consultant support and review of findings	25.000
(c)	<u>Preparation of teaching modules</u> Development and printing	125.000
		<hr/> 400.000 <hr/>

14.3 Health Sector

	\$ US
(a) <u>Workshops and Symposia</u> 30 National workshops at \$10.000 each and consultant support	300.000
(b) <u>Review of curricula</u> Survey plus consultant support	25.000
(c) Development of teaching aids/ kits	150.000
(d) Organisation of inservice training projects - guidelines for and consultant support	60.000
(e) Preparation of Newsletter (i) special editions (4x3 years) of Diarrhoea Dialogue (ii) inclusion of regular articles	40.000 5.000
(f) Development of text books/ magazines on infant feeding	90.000
	<hr/> 730.000 <hr/> <hr/>

\$ US

14.4 Non-Governmental Sector
Workshops

6 regional workshops at \$20.000	120.000
Support to NGO activities including consultant/speakers	100.00
	<hr/> 220.000 <hr/> <hr/>

\$ US

14.5 Information Sector

<u>Media Workshops</u> (see attached proposal \$200.000). Field reportage	25.000
EB half-day briefing of key reporters	10.000
Radio programmes	10.000
TV clips	15.000
	<hr/> 60.000 <hr/> <hr/>

14.6	<u>Social Sector</u>	
		\$ US
(a)	<u>Workshops and Seminars</u> Co-sponsoring of 6 regional workshops at 15.000 plus consultant support	90.000
(b)	<u>Training materials</u>	65.000
(c)	<u>Guidelines for legislation</u> including consultant support and preparatory meetings	65.000
		<hr/> 220.000 <hr/> <hr/>
		\$ US
14.7	<u>Commercial Sector</u>	
(a)	<u>Preparation of position papers and special articles</u> including consultant support	45.000
(b)	<u>Preparation of special announce- ments and advertising approaches</u> including consultant support	200.000
(c)	<u>Support for special guest speakers</u> to ongoing functions	60.000
		<hr/> 305.000 <hr/> <hr/>
		\$ US
14.8	<u>Para-statal Institutions</u>	
(a)	<u>Co-sponsoring of workshops and seminars</u>	70.000
(b)	<u>Promotion of inter-institution exchanges of information</u> through regular visits and updated reports	60.000
		<hr/> 130.000 <hr/> <hr/>
		\$ US
14.9	WHO and UNICEF	
	Joint inter-regional Meetings for agency staff	120.000
		<hr/> 120.000 <hr/> <hr/>
		\$ US
3 Year Grand Total for both UNICEF and WHO		<hr/> <hr/> \$ US 2.692.000 <hr/> <hr/>

APPENDIX I

PROPOSAL PREPARED BY UNICEF FOR MEDIA WORKSHOP

1. TITLE: THE ROLE OF MEDIA IN INFANT AND CHILD NUTRITION
2. Objectives
 - 2.1 General - to acquaint media personnel with issues, problems and possible solutions relating to infant and child nutrition with particular emphasis on Breastfeeding.
 - 2.2 Specific Objectives to:-
 - (a) orient TV/radio/press personnel on the importance and role of early childhood nutrition in national developments.
 - (b) discuss ethical, legal, economic and media implications as far as the code of marketing for breast milk substitutes.
 - (c) Enlist support of media and work out media and publicity coverage plans.
3. Methodology
 - 3.1 Background Materials. Brief presentations.
 - (a) Case studies relating to the use of breast milk substitutes.
 - (b) International press clippings.
 - (c) Papers on economic and health implications of breast feeding.
 - (d) Overview of civic and social legislation in the participating countries.
 - (e) Issues and problems relating to women in paid employment with relation to infant and child feeding.
 - (f) Scientific justifications for breastfeeding.
 - 3.2 Group discussions following presentation by specialists.
 - 3.3 After workshop encounters/Panels with senior government and industry (milk) executives in the country or region where the workshops will be held.
4. Participants
 - (i) Heads of TV/Radio/major papers and magazines (both Government and private) or those who will actually produce the materials.
 - (ii) Information Officers employed by NGOs.
 - (iii) UNICEF/WHO/UNDP/FAO/UNESCO etc. Information Officers.

(iv) Editors of professional journals

(v) Milk industry Public Relations Officers

(vi) Advertising agencies.

5. Maximum: 35 participants per workshop
6. Duration: 3-5 days
7. Resource Persons: Background papers will be prepared by expert industrialists or institutions located in the participating regions.
8. Budget: National workshops may cost about \$300 whereas interregional or regional workshops cost about \$1500 per person plus costs for consultants. Therefore:
 - Country level workshops will cost \$ 7,500 each
 - Regional/Sub.regional workshops will cost \$ 50,000 each
9. Preparations: UNICEF field Information Officers can assist in identifying participants and probably organisational aspects.



EXECUTIVE BOARD

Sixty-seventh Session

Provisional agenda item 20.1

INFANT AND YOUNG CHILD FEEDING

Progress report by the Director-General

In accordance with resolution WHA33.32, this report describes the steps taken by WHO in the promotion of breastfeeding and improved infant and young child feeding since the last Health Assembly, in May 1980. It provides information in line with the main areas of the recommendations of the WHO/UNICEF Meeting on Infant and Young Child Feeding, held in October 1979 - namely, the encouragement of breastfeeding; the promotion of appropriate weaning practices with the use of local food resources; the strengthening of education, training and information; the development of support for improved health and social status of women; and the development of appropriate marketing and distribution of breastmilk substitutes. The steps taken with regard to the preparation of an international code of marketing of breastmilk substitutes are described separately in document EB67/20.

The momentum created by the WHO/UNICEF Meeting in 1979 and its follow-up has stimulated an increase in activities. In accordance with paragraph 6(7) of resolution WHA33.32, a more comprehensive review, including a report on the effect of all measures taken by WHO and its Member States, is to be provided to future Health Assemblies in even years.

INTRODUCTION

1. The Thirty-third World Health Assembly, in May 1980, adopted resolution WHA33.32, endorsing the statement and recommendations made by the WHO/UNICEF Meeting on Infant and Young Child Feeding held in Geneva in October 1979, and emphasizing the need for urgent action by governments concerning infant and young child feeding. While recognizing the important work already carried out by the Organization - as described in the Director-General's report¹ on the subject - the resolution requested the Director-General to intensify activities in the areas described in the statement and recommendations. It also requested him to submit to the Thirty-fourth World Health Assembly, in 1981, and thereafter in even years, a report on the steps taken by WHO to promote breastfeeding and to improve infant and young child feeding, together with an evaluation of the effect of all measures taken by WHO and Member States.
2. The present report provides information on progress achieved since the last Health Assembly. It covers mainly information on steps taken by WHO which were planned previously as part of the ongoing, overall programme, as well as those taken specifically in response to the resolution. References are made to follow-up actions in selected countries, but the report does not describe in detail all measures taken by WHO and Member States, owing to the

¹ "Follow-up of WHO/UNICEF Meeting on Infant and Young Child Feeding" - document A33/6, reproduced as Annex 6 in document WHA33/1980/REC/1.



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brief period of time that has elapsed since May. It describes, moreover, action taken with regard to all the operative paragraphs of the resolution except that related to operative paragraphs 6(4) and (5), concerning the preparation of an international code of marketing of breastmilk substitutes; action taken in this regard is reported in document EB67/20.

3. It should be noted that the activities described in this report are not carried out in isolation, but as part of the larger programme of family health, which focuses on maternal and child health and family planning, including improved infant and young child feeding, healthy child growth and development, and the betterment of the health and nutrition of the family as a whole. This overall programme constitutes an essential element of primary health care and strategies for health for all by the year 2000. The activities described below thus complement the WHO activities of technical cooperation with countries, carried out in collaboration with UNICEF, UNFPA, and other United Nations bodies.

4. Specific global and regional plans have been made for activities related to infant and young child feeding as a whole, in response to the resolution. For example, a three-year programme has been developed in the African Region for collaboration in national activities with the aim of improving maternal nutrition, safeguarding breastfeeding, and ensuring the better use of local foods during the weaning period. Such activities are already in operation in Angola, Ethiopia, Madagascar, Nigeria, Senegal and Sierra Leone. Activities will also include the dissemination of information at different levels within countries, over a long period of time.

5. This report describes the steps taken by WHO to promote breastfeeding and improve infant and young child feeding in the following main areas:

- the encouragement and support of breastfeeding;
- the promotion and support of appropriate and timely complementary feeding (weaning) practices with the use of local food resources;
- the strengthening of education, training and information on infant and young child feeding;
- the development of support for improved health and social status of women in relation to infant and young child feeding;
- the development of appropriate marketing and distribution of breastmilk substitutes.

THE ENCOURAGEMENT AND SUPPORT OF BREASTFEEDING

Promotional activities

6. One of the main activities in this area is the promotion of breastfeeding in relation to national strategies for health for all, as part of overall development, especially in connexion with national food and nutrition policies and the improvement of child health. The principal mechanism used has been the organization of workshops, scientific group meetings and symposia conducted at national, regional and interregional levels. These have been directed at furthering an awareness of the importance of breastfeeding, the support measures needed to facilitate it, and the steps required to incorporate policies which promote breastfeeding within national planning processes aiming at support activities at family and community levels. All workshops and meetings therefore involve multidisciplinary teams selected by countries.

7. In the African Region a national workshop on the status of women and their role in improving child care, especially breastfeeding, was held in July 1980 in Ghana, with the collaboration of the Ministry of Health and the United Nations University. Follow-up activities include the organization of smaller national workshops for health personnel and staff in the different development sectors.

8. In the Americas national workshops have been organized in Antigua, Belize, Grenada, Montserrat, St Lucia and St Vincent, which had participated in the PAHO/WHO Caribbean Food and Nutrition Institute technical group meeting on breastfeeding held in Barbados in 1979. A specialized subregional workshop for obstetricians was also held in the Caribbean area. In Central America the report of a workshop held in March 1980 on strategies for the promotion of breastfeeding was used as a basis for the development of activities by various national ministries. South American countries participated in a workshop held in Cali, Colombia, on the promotion of breastfeeding, followed by a meeting of the Latin American Task Force (formed in 1978 as a resource group for research and action in this field).
9. In the European Region WHO continued to collaborate with the Swedish National Board of Health and Welfare, and a task force has been established in Sweden to examine the question of guidelines for the export of infant foods, and infant food technology.
10. In the Eastern Mediterranean Region UNICEF has supported studies on infant feeding practices in the Gulf States, and WHO has laid stress on the importance of breastfeeding as part of ongoing maternal and child health activities. A regional scientific working group on breastfeeding is to be held in Cyprus in January 1981; it will be the key to determining the detailed shape of the programme in the Region for the next several years.
11. In the Western Pacific Region a national workshop held in Hong Kong in June resulted in the setting-up of a task force on the promotion of breastfeeding; curriculum changes are also being considered, and an experimental rooming-in and breastfeeding promotion programme has been instituted at the Maternity Hospital. Plans have been initiated with the Ministry of Public Health of the People's Republic of China for the organization of a series of national symposia in 1981 and 1982, and a similar activity is planned in the Philippines for 1981. Emphasis was also given to breastfeeding in a national seminar on nutrition held in Samoa in November 1980.
12. Other workshops were held on the occasion of international and regional professional conferences. One such workshop was organized in the South-East Asia Region in November at the time of the Asian Paediatric Association meeting in Sri Lanka. In September, WHO and the International Paediatric Association jointly organized a workshop in Barcelona, Spain, on "Nutrition during pregnancy and the health of the offspring" in conjunction with the International Congress of Paediatrics. Representatives from all WHO regions discussed ways in which paediatricians could better protect and promote breastfeeding. Copies of the statement and recommendations of the October 1979 WHO/UNICEF Meeting¹ and resolution WHA33.32 were distributed at the Congress.
13. It has become increasingly apparent that there is a need for interregional meetings on this subject, to promote technical collaboration and exchange. The first of these is a symposium jointly organized by WHO and the International Children's Centre, to be held in Tunis in December for participants from African, European and Eastern Mediterranean countries.

Research activities

14. Phase I of the WHO collaborative study on breastfeeding, i.e. on the prevalence and duration of breastfeeding, has been completed; the report² is being printed and the findings are being discussed with governments for follow-up. A series of scientific meetings to review issues on which there are still a number of unanswered questions is being organized in collaboration with other bodies - e.g. the ACC Sub-Committee on Nutrition, which set up a special Consultative Group on Maternal and Young Child Nutrition for this purpose (see paragraphs 22 and 34); the topics include the nutritional needs of the pregnant and lactating mother, and ways of feeding the infant who cannot be breastfed.

¹ World Health Organization. feeding. Geneva, 1979.

Joint WHO/UNICEF meeting on infant and young child

² World Health Organization.

Contemporary patterns of breast-feeding. (In press).

15. Studies on the prevalence and duration of breastfeeding are to be carried out in the USSR in collaboration with the First Institute of Paediatrics in Moscow, and in some countries in Eastern Europe in collaboration with the Nutrition Institute in Alma-Ata, USSR. The results of the latter study will serve as baseline information for organizing activities at country level in the Member States concerned. Plans have also been made for activities to promote breastfeeding in other parts of Europe. In the South-East Asia Region WHO has collaborated in preparations for the collection of data on breastfeeding. Information from studies in certain countries in the Western Pacific Region has also been collected and analysed in order to identify areas that require further attention, and China has requested WHO's cooperation in carrying out breastfeeding surveys.

16. On the basis of the methodology developed in phase I of the WHO collaborative study, preliminary work has been carried out to develop a simpler and easier-to-use epidemiological method that will permit countries to undertake, with minimum resources and in a short period of time, reliable surveys on the prevalence and duration of breastfeeding among different socioeconomic groups in various communities. This method will be tested in countries in the South-East Asia Region and used in providing to Health Assemblies an evaluation of the impact of measures taken by WHO and Member States, as requested in operative paragraph 6(7) of resolution WHA33.32.

17. A series of national and regional studies is being organized on various subjects identified as needing attention, such as the organization of health services, training, and behavioural and attitudinal aspects of infant and young child feeding. Additional research is also planned on mothers' perceptions of lactation and how they influence lactation.

18. Phase II of the collaborative study, on the volume and composition of breastmilk, was conducted in 1979 and 1980 in six of the nine countries that took part in phase I: Guatemala, Hungary, Nigeria, the Philippines, Sweden and Zaire. The results of this study will be of direct interest to all countries where there are wide differences in the socioeconomic and nutritional status of pregnant women and lactating mothers. The findings of the study were computerized and analysed at WHO headquarters, and the results will be discussed at the task force meeting on the subject in December 1980.

19. Attention is also given to breastfeeding as part of the operational research component of the programme for the control of diarrhoeal diseases; the Scientific Working Group on Drug Development and Management of Acute Diarrhoea, which met in September 1980, recommended that studies be made to determine the efficiency and duration of breastmilk-mediated protection against diarrhoeal infections caused by rotavirus, enteropathogenic Escherichia coli and Shigella.

THE PROMOTION AND SUPPORT OF APPROPRIATE AND TIMELY COMPLEMENTARY FEEDING (WEANING) PRACTICES WITH THE USE OF LOCAL FOOD RESOURCES

20. Operative paragraph 6(2) of resolution WHA33.32 requests the Director-General to intensify coordination with other international and bilateral agencies in the promotion of adequate weaning. To develop activities and stimulate the exchange of information, WHO works through the ACC Sub-Committee on Nutrition - an interagency coordinating body comprising WHO, FAO, ILO, UNESCO, UNICEF, UNEP, the World Bank, World Food Council, WFP, IFAD and the United Nations University. WHO is also participating in meetings on infant feeding being organized by USAID and collaborated with NORAD, DANIDA, SIDA, and the International Union of Nutritional Sciences in connexion with a meeting held in November on the rethinking of infant nutrition policies under changing socioeconomic conditions.

21. Activities related to weaning are largely developed as part of the action-oriented research, development and training programme in nutrition, which focuses on meeting the nutritional needs of the young child, using locally available and acceptable foods. This programme is being developed in accordance with resolution WHA31.47 adopted by the Thirty-first World Health Assembly and the recommendations of the global and regional advisory committees on medical research. Regional meetings have been held to define specific

priorities and identify local investigators; since May 1980 such meetings have been held in the Region of the Americas and South-East Asia Region, in June, and in the Western Pacific Region, in November. Projects within the overall framework of the programme have been started in the African, South-East Asia and Eastern Mediterranean Regions; they focus on the preparation of weaning food based on local products, as well as on the overall practice of weaning, including the identification of factors influencing the introduction of appropriate supplementary feeding practices and the improvement of household methods for the preparation, preservation and handling of food. Other activities included the development of a method for use in identifying the characteristics and priorities of nutritional problems at the local level. This includes a survey methodology for analysing the reasons behind the existing practices regarding the feeding of young children and the opportunities for, and possible constraints to, improving them within existing cultural and socioeconomic conditions in different settings. Studies of this nature are being supported in Democratic Yemen, Egypt, and Pakistan.

22. The Consultative Group on Maternal and Young Child Nutrition of the ACC Sub-Committee on Nutrition met in September 1980 at WHO headquarters. An extensive literature review that was prepared for the meeting will be issued in the near future, and will provide a valuable source of information for further research and development in this field. The group examined the question of the appropriate age at which infants who are exclusively breastfed should be given additional food - an important subject in view of the differences of opinion still existing among scientists on this topic. It was concluded that available evidence and experience indicated that, among healthy, well-nourished populations exclusive breastfeeding should be sufficient for the adequate growth of most infants for four to six months; in general, children who are not receiving complementary feeding after six months do not maintain adequate growth and are likely to be malnourished. It was also stressed that too early weaning may increase the risk of infection, especially diarrhoeal diseases. Recommendations were also made regarding complementary feeding and specific areas for research. Topics listed as requiring additional research included those related to the adequacy of lactation; factors affecting the timing of complementary feeding; functional studies, such as measurement of the energy intake and expenditure of infants and mothers, the biology of the gastro-intestinal tract, and studies on infection in relation to complementary feeding - an area which is also connected with the control of diarrhoeal diseases. The subject of maternal nutrition in deprived populations was also extensively discussed (see paragraph 34).

23. At the Nathalie Masse international symposium on human postnatal growth and development, held in September at the International Children's Centre in Paris with the collaboration of WHO and the International Paediatric Association, the impact of adequate infant and young child feeding practices on the growth and development patterns of large population sectors was stressed, and was seen as a useful example of a positive indicator of health.

THE STRENGTHENING OF EDUCATION, TRAINING AND INFORMATION ON INFANT AND YOUNG CHILD FEEDING

24. A subregional workshop is to be held in Viña del Mar, Chile in December 1980 to examine educational approaches and methods applicable to countries in that area of the Region of the Americas. Countries are to present data on their own national experiences and examine new ideas and techniques proposed by a variety of national institutions and private organizations. A teaching guide on breastfeeding prepared by the Caribbean Food and Nutrition Institute has been widely distributed.

25. In the South-East Asia Region significant progress has been made incorporating the subject of infant and young child feeding in the training of health workers and in educational materials. For example, due emphasis was given to this aspect in the remodelled undergraduate paediatric curriculum in India and in the Handbook on child health prepared in support thereof. Similar activities are now being carried out in other countries of the Region. The subject has also been incorporated in the new curricula for the teaching of maternal and child health as part of primary health care for medical undergraduates and interns in India,

as reflected in the Handbook for the delivery of care to mothers and children in a community development block. The SEARO Regional Publications Series No. 6, Guidelines on the teaching and practice of neonatology, which includes information on the promotion of breastfeeding, has been widely circulated throughout the Region.

26. The Regional Office for Europe is collaborating with the Danish branch of La Leche League - a voluntary consumer organization - in a critical review of educational materials on infant and young child feeding.
27. The Regional Office for the Eastern Mediterranean is preparing English and Arabic versions of a document entitled Breastfeeding patterns: a review of studies in the Eastern Mediterranean Region, as part of the EMRO Technical Publications Series, and an Arabic version of a handbook for healthworkers, entitled Breastfeeding: the biological option.
28. WHO guidelines for nutrition training in primary health care - developed through a three-year process of meetings and field testing - are to be published shortly; much of their content is devoted to infant and young child feeding. Similarly, the promotion of breastfeeding and adequate weaning practices has been taken into account in the preparation of guidelines on the health education aspects of the control of diarrhoeal diseases and instructional materials for the Expanded Programme on Immunization.
29. The educational materials used for - and the reports of - the workshops on the promotion of breastfeeding have been widely distributed. The brochure on breastfeeding produced early in 1980 has been well received, and is already being used by La Leche League in Canada, Ministries of Health in India and Pakistan, and the Institute of Child Health in the United Kingdom. In response to requests from the Regions, it has been translated into Arabic, Chinese, French, Portuguese, Spanish and Urdu, and preparations are under way for its translation into Persian, Pushtu and Somali.
30. A slide/sound presentation, designed for policy makers and health scientists, is to be tested for the first time at the Tunis symposium in December (see paragraph 13), and will be translated into different languages for distribution through WHO and UNICEF sales offices. In addition, UNICEF has prepared a series of short statements on breastfeeding for radio programmes in North America and Europe. WHO and UNICEF have developed a strategy for an extensive information campaign involving the WHO and UNICEF Regional Offices; it will include support for the preparation of educational materials and the organization and support of country level, long-term follow-up activities.
- THE DEVELOPMENT OF SUPPORT FOR IMPROVED HEALTH AND SOCIAL STATUS OF WOMEN IN RELATION TO INFANT AND YOUNG CHILD FEEDING
31. Information on the status of women as related to infant and young child feeding was included in the WHO background paper on "Health and the status of women" prepared for the World Conference of the United Nations Decade for Women, held in Copenhagen in July 1980. The programme of action for the second half of the Decade included numerous items related to this subject, particularly those concerning the need for legislation and measures to support women who are breastfeeding, including provision for the day care of children, and action to encourage the increased involvement of males in sharing domestic and parental responsibilities. As part of the overall programme of action in the area of health, specific mention was also made of the need to give high priority to the formulation and implementation of food and nutrition policies based on the needs of women, particularly pregnant and lactating women, and to other action for the promotion of breastfeeding and adequate young child feeding.
32. The statement and recommendations of the WHO/UNICEF Meeting¹ and the brochure on breastfeeding were distributed to delegations at the Conference as well as at the nongovernmental organizations' forum, held in Copenhagen at the same time as the Conference and attended by thousands of women representing women's organizations all over the world. Joint WHO/UNICEF workshops on infant and young child feeding were held during the forum, to encourage the interest of women's organizations in this field. The subject also received coverage in the

daily newspaper of the Conference, distributed to the approximately 10 000 women attending the Conference and the forum. Joint WHO/UNICEF plans have been made to follow up these contacts with the major international women's information networks as a means of stimulating action at grass-root, national and international levels, as indicated in operative paragraph 4 of resolution WHA33.32. For example, UNICEF is providing support for the National Council of Women in Kenya for the development of an active programme on the protection and promotion of breastfeeding, and WHO is preparing a booklet for use by women's organizations in designing national campaigns.

33. A preliminary informal consultation was held in November 1980 with temporary advisers involved in women's programmes, to elaborate on the recommendations of the October 1979 WHO/UNICEF Meeting on issues related to the status of women and infant feeding. Special emphasis was given to the need for alternative social measures to facilitate breastfeeding. Suggestions were made for reviewing requirements for women not covered by formal legislative or institutionalized measures. At the same time, in accordance with operative paragraph 6(6) of resolution WHA33.32, steps were taken to review the existing legislation in different countries for enabling and supporting breastfeeding especially by working mothers; requests for information were sent to governments by the Regional Offices, and to nongovernmental organizations. An informal consultation was held to identify broad strategies in the setting-up of day care programmes and major issues needing further research. Alternative approaches to the day care of children and the various components that could form the essential elements of a day care programme were discussed. Stress was laid on the need for programmes to be flexible, innovative and suited to the local cultural and other conditions, and for the more systematic use of such programmes as an entry point for primary health care. A comprehensive programme on social measures in relation to women and family health, in particular to support women in their maternal role, is being developed; it will constitute a combined approach to the various factors influencing women's options regarding infant and young child feeding.

34. One critical aspect of the health status of women in relation to infant and young child feeding which has recently received special attention is maternal nutrition. This was a major consideration at the September 1980 meeting of the ACC Sub-Committee on Nutrition's Consultative Group on Maternal and Young Child Nutrition, and was also a topic of concern at the meeting on nutrition during pregnancy and the health of the offspring, jointly organized by WHO and the International Paediatric Association in Barcelona in September at the time of the International Congress of Paediatrics. One of the many remaining critical questions regarding maternal nutrition concerns the effects of malnutrition during pregnancy on the health of the woman and on her ability to lactate successfully, particularly in the case of high parity women; the Consultative Group concluded that the most vital factor was nutrition supplementation during pregnancy, and that it might in fact be too late to correct major deficiencies during the lactation period. Maternal nutrition cannot be viewed in isolation; it is inevitably inter-linked with women's health as a whole, their nutritional status throughout life, and even throughout generations, and their economic and social status, especially as related to work and energy expenditure. Action to improve maternal nutrition is therefore being taken as part of the broader family health programme, including maternal and child health, family planning, nutrition, and health education.

35. Another important aspect is the contraceptive or birth spacing effects of breastfeeding. Results of phase I of the WHO collaborative study on breastfeeding confirm that there is a direct relationship between the duration of breastfeeding and the return of postpartum menstruation.

36. WHO cooperated in preparations for an interregional workshop on the interrelationship of maternal malnutrition, breastfeeding, early infant development and birth spacing, to be held in Ghana with the collaboration of the United Nations University and the International Union of Nutritional Sciences. This subject was also included in a literature review prepared by WHO on nutrition and family planning.

¹ World Health Organization. Joint WHO/UNICEF meeting on infant and young child feeding. Geneva, 1979.

THE DEVELOPMENT OF APPROPRIATE MARKETING AND DISTRIBUTION OF BREASTMILK SUBSTITUTES

37. Operative paragraphs 5 and 6(4) of resolution WHA33.32 specified action to be taken by the Director-General in three areas concerning the marketing and distribution of breastmilk substitutes: the supervision of the quality of infant foods, the exchange of information on legislation, and the preparation of an international code of marketing of breastmilk substitutes. The latter, as mentioned in paragraph 2, is described in detail in document EB67/20; in summary, following consultation with Member States and other parties concerned, a draft international code has been prepared and is submitted to the present session of the Board for consideration.

38. Regarding the exchange of information on laws, regulations, and other measures concerning the marketing of breastmilk substitutes, the Director-General sent a circular letter to all Member States on 12 June 1980, requesting copies of any existing national rules, regulations or legislation on the subject of infant feeding or marketing of breastmilk substitutes. Regional Offices have been actively involved in following up this request with governments. Selected national legislation, as received, is being published in the WHO International Digest of Health Legislation, and it is planned to publish subsequently, jointly with FAO, a comprehensive review of such legislation.

39. The Regional Office for Europe has been collaborating in two Member States in the development of a model programme for the export and import of breastmilk substitutes, and marketing and distribution technology. Meetings have been held between WHO and industry, health authorities, consumers and experts in this field to evolve such a model programme for the exporting and importing Member States of the European Region.

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40. The programme in the five areas described above has been funded mainly by UNFPA, UNICEF, SIDA and the Swedish Agency for Research Cooperation with Developing Countries, the Belgian Government, and the Director-General's Development Programme. Additional funds are being sought to continue and expand these activities.

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