



**Pan American  
Health  
Organization**



**World Health  
Organization**

REGIONAL OFFICE FOR THE **Americas**

# World Breastfeeding Week 2018

## Breastfeeding: Foundation of Life



Pan American  
Health  
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REGIONAL OFFICE FOR THE Americas

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- Benefits of breastfeeding
- Situation in the Americas
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# Breastfeeding: Appropriate Nutrition

- Breastfeeding gives human beings the opportunity to have the best start in life
- Breast milk is the ideal food and the safest option for good health and growth for infants and young children
- Breast milk covers all nutritional and immunological needs of infants for the first six months of life

# Breastfeeding: saving lives and money

- Optimal universal breastfeeding will help to avoid 823,000 deaths among children under five years of age every year
- It will also help to avoid 20,000 deaths in women per year due to breast cancer
- Breastfed children have higher IQ; universal breastfeeding practices will help to save:
  - US\$ 71 billion annually in low and middle income countries; and
  - US\$ 231 billion per year in high income countries

# Breastfeeding: protecting children

- Breastfeeding has short term benefits, it decreases risk of:
  - Diarrhea
  - Respiratory infections and otitis media
  - Sudden infant death
- ... and long term benefits, include a decreased risk of:
  - Malocclusion
  - Overweight/obesity
  - Diabetes

# Breastfeeding: protecting mothers

- Decreased risk of:
  - Invasive breast cancer
  - Ovarian cancer
  - Overweight/obesity
  - Diabetes
- Increased birth spacing

# Breastfeeding indicators in the Americas

BREASTFEEDING INCATORS (last available data)				
Countries	Year	Early initiation of breastfeeding (%)	Exclusive breastfeeding under 6 months (%)	Duration of breastfeeding (months)
Argentina	2015	53.0	54.0	13.4
Barbados	2012	40.3	19.7	8.5
Belize	2016	68.3	33.2	17.2
Bolivia	2016	55.0	58.3	15.0
Brazil	2006	42.9	38.6	14.0
Colombia	2010	56.6	42.8	14.9
Costa Rica	2011	59.6	32.5	14.0
Cuba	2014	47.9	33.2	10.5
Dominican Republic	2014	38.1	4.7	7.3
Ecuador	2012	54.6	43.8	15.0
El Salvador	2014	42.0	46.7	20.6
Guatemala	2015	63.1	53.1	21.7
Guyana	2014	49.2	23.3	14.1

Source: PAHO - 2017 (unpublished data)

# Breastfeeding indicators in the Americas

BREASTFEEDING INCATORS (last available data)				
Countries	Year	Early initiation of breastfeeding (%)	Exclusive breastfeeding under 6 months (%)	Duration of breastfeeding (months)
Haiti	2012	46.7	39.7	17.0
Honduras	2012	63.8	31.2	17.6
Jamaica	2011	64.7	23.8	12.5
Mexico	2015	51.0	30.8	10.9
Nicaragua	2006	54.0	31.7	18.4
Panama	2013	47.0	21.5	14.4
Paraguay	2016	49.5	29.6	13.4
Peru	2014	55.1	68.4	20.8
Saint Lucia	2012	49.6	3.5	12.6
Surinam	2010	44.7	2.8	8.0
Trinidad and Tobago	2006	41.2	12.8	...
Uruguay	2013	76.5	...	...

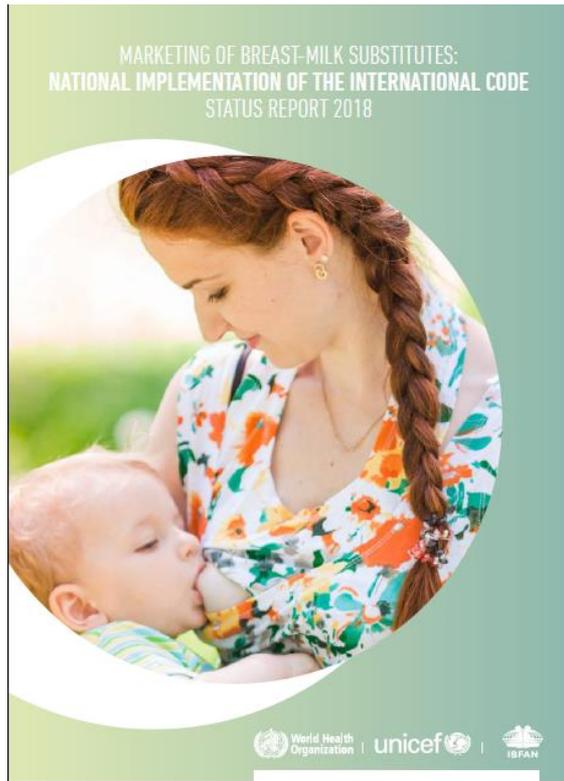
Source: PAHO - 2017 (unpublished data)

# Strategies to protect, promote and support breastfeeding

- Adoption, implementation and monitoring of the International Code of Breast-milk Substitutes and subsequent relevant WHA resolutions (The Code)
- Implementation and monitoring of the Baby-friendly Hospital Initiative (BFHI)
- Protecting working mothers through implementation of the ILO Convention and Recommendations
- Specialized counselling and support on infant and young child feeding

# Code implementation in the Americas

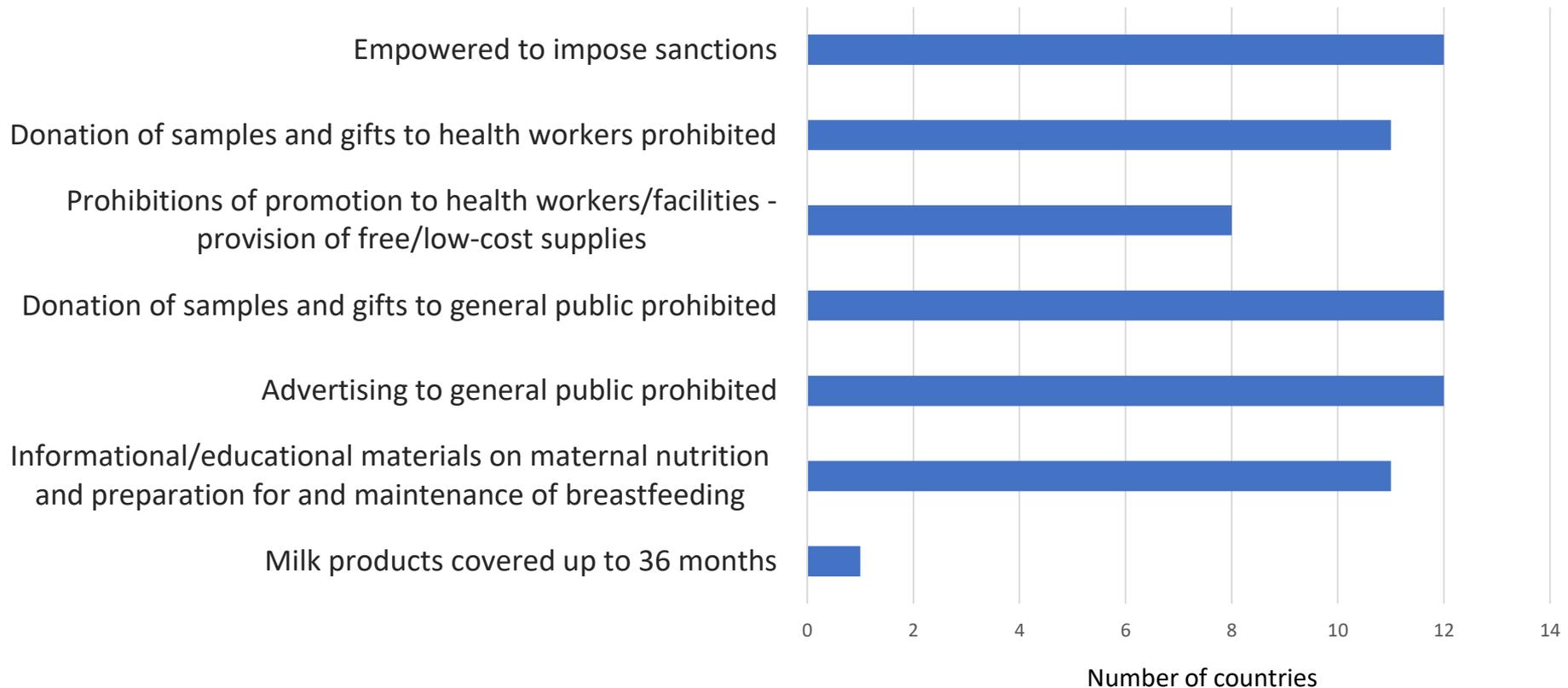
## According to the 2018 Report



- 43% of countries (15) have no legal measure related to the Code
- 19 countries have some legal measure related to the Code:
  - 15 of them have a specific legislation
  - 4 countries have Code provisions integrated in other legal measures
- Only 6 countries include ALL Code provisions

# Key provisions of the Code

Key provisions covered in countries that have some legal measure (n=19)



Source: *Marketing of breast-milk substitutes: national implementation of the international code, status report 2018*. Geneva: World Health Organization; 2018.

# NetCode

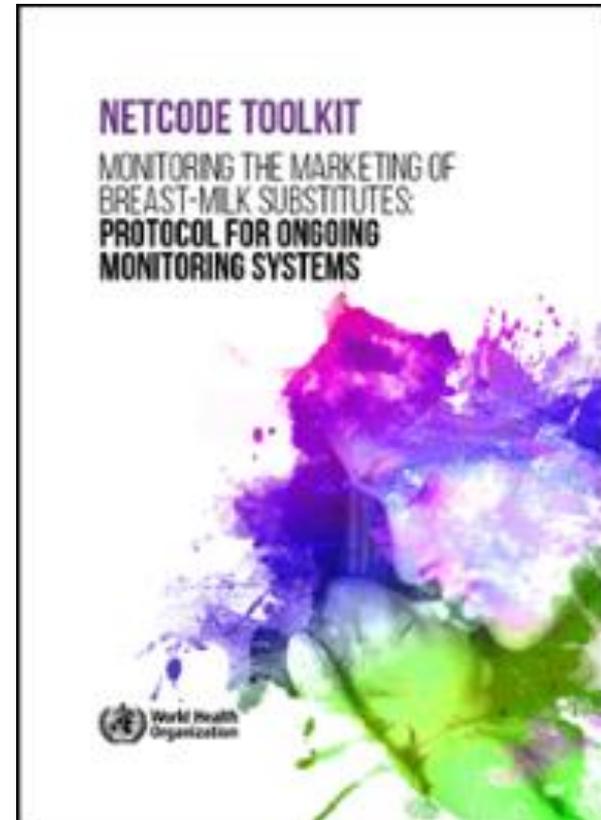


Network for Global Monitoring and Support for Implementation of the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly Resolutions (NetCode)

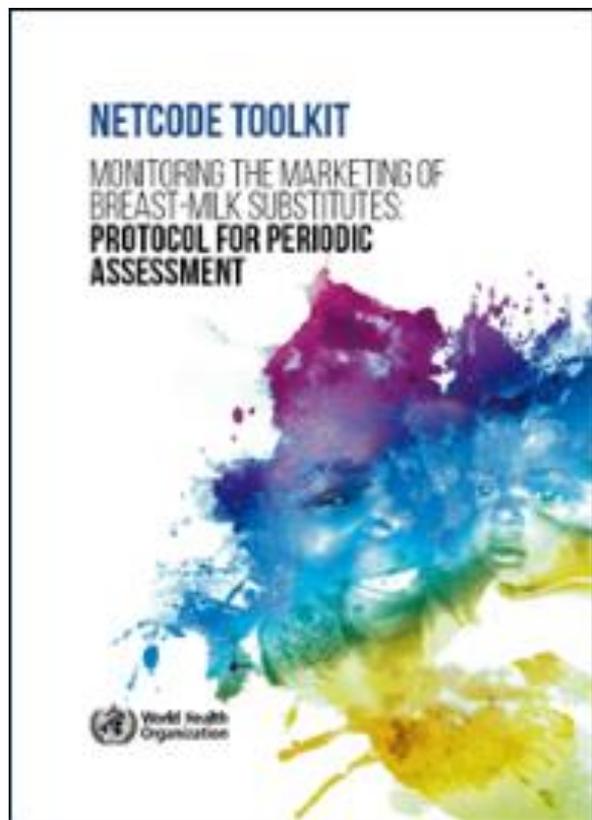
The vision of NetCode is a world in which all sectors of society are protected from the inappropriate and unethical marketing of breast-milk substitutes and other products covered by the scope of the International Code and relevant WHA resolutions

# NetCode: Ongoing monitoring toolkit

- To detect violations
- To document and report such violations
- To investigate and validate violations
- To activate enforcement mechanism to stop violations
- To hold violators to account for their breaches



# NetCode: Periodic assessment toolkit



- To assess quantitatively the level of compliance with the Code and national measures
- To assess trends and changes in compliance
- To identify priority areas for Code implementation and enforcement work
- To reveal gaps and limitations of national laws

# Guidelines on the Baby-friendly Hospital Initiative

- The guideline presents:
  - Key recommendations,
  - Summary of the supporting evidence, and
  - Description of the considerations for consensus decision-making



# BFHI: The Updated Ten Steps to Successful Breastfeeding

- Step 1 now includes:
  - The Code
  - Policy
  - Monitoring of implementation of BFHI



# Implementation of the Baby-friendly Hospital Initiative

## 2018 implementation guidance



- Intended for all those who set policy for, or offer care to, pregnant women, families and infants
- Guiding implementation, training, monitoring, assessment and re-assessment of the Ten Steps and the Code

# Key messages

- Breastfed children have higher IQ
- Universal breastfeeding will help save US\$ 302 billion due to higher population IQ
- Breastfeeding protects mothers' and children's lives through lower incidence of chronic problems such as obesity and diabetes, as well as less illness and death among children
- Solid legal measures are needed for appropriate Code implementation and monitoring and to protect the population from misinformation.
- Currently only 6 countries in the Americas have all Code provisions included in national laws.

# Thank you!



Additional materials is available at: <http://bit.ly/2LNJZtB>

