



มูลนิธิศูนย์นมแม่แห่งประเทศไทย  
Thai Breastfeeding Center Foundation

**WORKSHOP REPORT**  
**The BMS Code Workshop with health professionals**  
**March 31, 2017 – Bangkok, Thailand**

**Background**

Thailand has no national law protecting mothers, parents and infants against aggressive and unethical marketing of breast-milk substitutes, but has only a number of voluntary measures.

According to the International Baby Food Action Network (IBFAN) and the International Code Documentation Centre (ICDC), many of the worst and most frequent violations of the Code occur in Thailand, where infant formula is even promoted and distributed in hospital maternity clinics and maternity wards. Companies know that health professionals are an ideal channel through which they can reach mothers. Any link with health professional is thus likely to enhance their products' credibility and sales. The milk companies are therefore happy to provide funds from their advertising budgets to achieve this. There are three main ways by which milk companies forge these links with doctors: through educational activities, support of a department or organization, and funding of research. To control unethical promotion of Breast-milk Substitutes (BMS), during 2015-2016 Thai government has been drafting a law which based on the International Code of Marketing of Breast-milk Substitutes titled "Controlling Infant and Young Child Food Marketing Promotion Act" which has been in consideration by the National Legislative Assembly.

Health professionals have great influence on mothers and an obligation to protect and promote breastfeeding. To assist them in their responsibilities to understand and use the Code in their daily practice, Thai Breastfeeding Center Foundation in collaboration with Alive & Thrive organized a BMS Code Workshop with health professionals.

**Specific Tasks implemented by Thai Breastfeeding Center Foundation:**

Thai Breastfeeding Center Foundation in collaboration with Alive & Thrive, UNICEF, TABFA, Department of Health, Institute for Health Policies and Programs implemented the following tasks:

1. Organized the BMS Code Workshop with health professionals on March 31, 2017 at Miracle Grand Hotel, Bangkok.
2. Hosted the workshop with ... participants from:
  - ...
  - ...

3. Coordinated all workshop logistics with third-party vendors; including securing a venue, printing materials, and supplying all facilities (projector, laptop, stationary, photocopies, etc.).
4. Managed the budget spending, the task progress and timeline and the deliverables.
5. Discussed with the partners on the follow up.

**Program:** As Appendix 1 attached herewith

**Budget spending:**

| #            | Activities  | Unit     | Quantity    | Unit Cost (USD)  | Total Amount (USD)        | Note        |
|--------------|---|----------|-------------|------------------|---------------------------|-------------|
| 1            | Preparing Workshop for TBC team (5 days, 5 persons):<br>- invite and confirmation<br>- developing materials<br>- conducting the workshop                                | Lumpsum  | 1           | 575              | 575.00                    | Fully spent |
| 2            | Venue Rental (Century Park Hotel) including lunch and two tea-breaks  | person   | 70          | 24               | 1,680.00                  | Fully spent |
| 3            | Travel and accommodation<br>- Air fare (TBC committee): Khon Khan-BKK- Khon Khan<br>- Air fare (TBC committee): Chiangmai-BKK- Chiangmai<br>- Room (1 room for 2 pers.) |          | 1<br>1<br>1 | 130<br>145<br>52 | 130.00<br>145.00<br>52.00 | Fully spent |
| 4            | Transportation (materials, equipment and organizing team)   | Van      | 1           | 70               | 70.00                     | Fully spent |
| 5            | Allowance for<br>- MC<br>- Facilitator (3 persons) + Presenters (3 persons) + Panelist (3 persons)  | person   | 1<br>9      | 56<br>58         | 56.00<br>522.00           | Fully spent |
| 6            | Photographer & VDO  | lump sum | 1           | 290              | 290.00                    | Fully spent |
| <b>Total</b> |   |          |             |                  | <b>3,520.00</b>           |             |

**Follow up**

- A&T, UNICEF and Thai Breastfeeding Center Foundation to pitch an Op-ed on a national newspaper in prior to the vote of the Milk Act on Tuesday.
- A&T, UNICEF and Thai Breastfeeding Center Foundation to discuss next steps once the Milk Act is passed by the National Legislative Assembly.

Bangkok, date: April 7,2017

**Thai Breastfeeding Center Foundation**

Dr. Yupayong Hangchaovanich  
On Behalf of Dr Siripon Kanchana  
Chair, Thai Breastfeeding Center Foundation

Some pictures from the workshop



Workshop participants



Thai Breastfeeding Center Foundation, Department of Health and Alive & Thrive team



Dr. Siripon Kanchana – Chair of Thai Breastfeeding Center Foundation made the welcome address



Dr. Paul Zambrano, Alive & Thrive presented the Health, Social, and Economic Benefits of Breastfeeding





Asst. Prof. Dr. Pareena Srivanich presented the Thai Milk CODE Act



Andy Rigsby, Alive & Thrive presented the Global Perspective of the BMS Code



Dr. Yupayong Hangchaovanich shared experiences on CODE violations in the Health System



Professor Dr. Werapong Chatranond shared experiences on CODE violations in the Health System



Dr. Siraporn Swasdiworn shared experiences on CODE violations in the Health System



Dr. Chompoonut Thaichinda, Department of Health facilitated the workshop



Linh Phan, Alive & Thrive shared examples of engaging with medical associations in protecting and promoting breastfeeding



Workshop participants

## Appendix 1: Workshop Program

**Agenda: Workshop on the BMS CODE and Breastfeeding**  
**31 March 2016**  
**Board Room, Miracle Grand Hotel, Vipawadi Road Bangkok**

| <b>Time</b>   | <b>Activity</b>   |
|---------------|---|
| 08.00 - 09.00 | <b>Registration</b>   |
| 09.00 - 09.15 | <b>Welcome Address</b><br>Dr. Siripon Kanchana<br>Chair, Thai Breastfeeding Center Foundation   |
| 09.15 – 09.45 | <b>Health, Social, and Economic Benefits of Breastfeeding</b> Paul Zambrano, M.D., MSc, Alive & Thrive  |
| 09.45 – 10.15 | <b>Milk CODE Act</b><br>Asst. Prof. Dr. Pareena Srivanich   |
| 10.15 – 10.30 | <b>Coffee Break</b>   |
| 10.30 – 10.50 | <b>Global Perspective: Conflict of Interest</b><br>Andy Rigsby, Alive & Thrive  |
| 10.50 – 12.00 | <b>Sharing Experiences on CODE Violations in the Health System</b><br>Professor Dr. Werapong Chatranond<br>Dr. Yupayong Hangchaovanich<br>Dr. Siraporn Swasdiworn       |
| 12.00 – 13.00 | <b>Lunch</b>  |
| 13.00 – 13.30 | <b>The Role of Medical Associations in Protecting and Promoting Breastfeeding</b> ( <i>With examples from Vietnam, Philippines, etc.</i> )<br>Linh Phan, Alive & Thrive |
| 13.30.- 14.20 | <b>Q &amp; A</b>  |
| 14.20 – 14.30 | <b>Call to Action</b>   |