



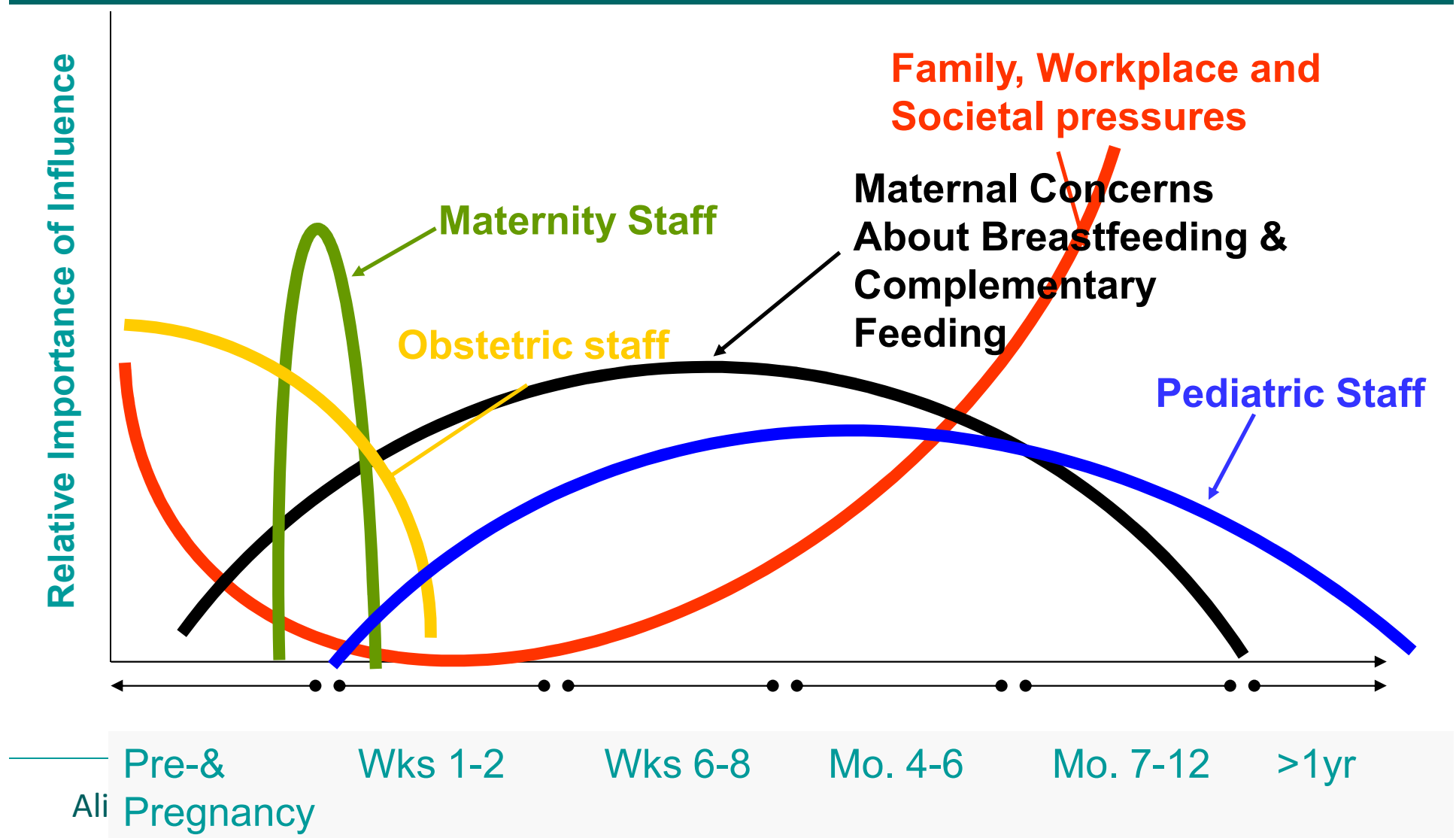
Bangkok, March 31, 2017

The Role of Medical Associations in the protection, promotion and support of breastfeeding



Medical institutions and professional organizations should play an important role in the protection, promotion, and support of breastfeeding

Physician & health staff role



Role of Medical Associations

- **Protection** – compliance with the International Code of Marketing of Breastmilk Substitutes and subsequent WHA recommendations
- **Promotion** – of three key breastfeeding practices
- **Support** – with timeline and ongoing counseling and to be successful at exclusively breastfeeding

Professional Associations

- Adopt Global IYCF Recommendations, disseminate and advocate with members
- Ensure continuing education of membership on latest nutrition guidelines
- Lead on and ensure BFHI compliance, accreditation & certification in the country
- No Code violations – especially sponsorships of materials and workshops
- Aware of tactics of infant formula companies

Alive & Thrive: partnership with medical associations

Goals:

- Elevate the voices of key association leadership and spokespeople in support of IYCF and related policies, with both the media and with policy-makers.
- Ensure strong and visible association commitment to promote optimal IYCF—and especially exclusive breastfeeding—and to not promote breastmilk substitutes unless medically necessary.
- Leverage association networks to support adoption and implementation of national IYCF policies (e.g. BMS Code, maternity protections)

Bangladesh: Doctors pledge to promote IYCF best practices



Bangladesh OB/GYN Association: Strengthening Medical and Nursing Curricula

- Steps taken:
 1. Conduct gap analysis
 2. Hold national advocacy meeting
 3. Engage national medical and nursing teaching faculties to recommend revisions
 4. Proposed revised curricula for pediatrics, OB/GYN, community medicine, and nursing
 5. Prepare teaching tools, examination questions
 6. Launch new curricula nationally

Viet Nam: Scientific Workshops on IYCF



Creating opportunities for champions to speak with the media and in meetings



Alive & Thrive

The former president of the Viet Nam Pediatric Association speaks at the regional conference on IYCF policy change.

Medical Associations: Advocates with the Broader Medical Community

- Direct engagement with:
 - Medical faculties
 - Schools of public health
 - Public and private training institutions for health workers, including midwives, nurses, nutritionists, and dieticians

Thank you!

