Queen Sirikit National Institute of Child Health www.childrenhospital.go.th



Breastfeeding Situation & Movement in Thailand

Siraporn Sawasdivorn M.D.,
Precongress meeting: Breast Massage
The 5th Thai National Breastfeeding Conference
Sep 1, 2015, Monthien Riverside

Siraporn Sawasdivorn M.D., Ped.



Edu.

M.D.: Siriraj Medical School, Mahidol University

Ped: Children Hospital, DMS, MOPH

- Cert. Lactation Management Education (Well start USA.)
- Cert. Breastfeeding: Practice and Policy (International Institution of Child Health UK.)
- Cert.: Hubert H. Humphrey Fellowship Program, Emory U. USA. (1994-1995)

Past Head Social Pediatrics Section QSNICH)

GP: Mukdaharn Hospital

Ped.: Mahasarakham, Yasothorn and

Nakornsawan Hospital

Board member : Pediatric Society of Thailand Secretary General : Thai Breastfeeding Center

Present

- Director Queen Sirikit National Institute of Child Health
- Vice President Thai Breastfeeding Center Foundation
- Vice President Thai Medical Women Association of Thailand
- Board Sub-Committee car injury prevention, the Royal College of Pediatrician of Thailand
- Board Committee Thalassemia Foundation
- Board Committee Children Hospital Foundation
- Board Committee Fulbright Alumni
- Member of Technical Advisory Group (SEAR-TAG)
 for women's & children's health in the South-East Asia Region

- Started working as a pediatrician in 1985, queuing formula in the nursery ward for an exchange of donation for medical equipment. At that time, free formula both in the hospital and private practice were popular.
- After realizing breastfeeding has much impact to child health, since 1992, free formula was banned from my practice. And turned to support breastfeeding in various ranges of hospitals and communities, along with colleagues and breastfeeding networks with the confidence of

Smart Breastfeeding Smart Citizen



Breastfeeding Movement in Thailand



Sep 1, 2015

Milestones of Activities (1)

Recognition benefit of BF 1970

\lambda	BF promotion	1979	
	The Code of Marketing 1	1981 W	/HA 38.22
\limits	The code of Marketing 2	1984	
•	National BF project- BFHI End donation infant formula in all government hospitals	1992 1993	
\limits	Maternal leave to 90 days	1995	
\limits	The Code of Marketing 3	1995	
	Most of the government hospitals are BFHI 98.4% (792/)	1997	
	Mother support group	1997	
	Initiation of health center support group	1997	
\limits	BF book for health personnel by Ped. society	2001	
\limits	Recommendation of ECBF 6 mo	2003	
	Initiation of lactation clinic	2003	
	Thai Breastfeeding Center (TBC)	2004	
	Initiation of Breastfeeding corner	2005	
	One million BF book (Brain Base Learning Project)	2005	
\lambda	Family love bonding Royal project	2005	
\langle	Initiation of National Breastfeeding Conference	2005	Sep 1, 20

Milestones of Activities (2)

\limits	Initiate systematic Sub-District Breastfeeding support	2006
\limits	Thai Breastfeeding Website	2006
	Breastfeeding Literature Review	2007
	Breastfeeding Digital Library	2010
	Strong Online Mother Support Group	2010
\limits	Thai Breastfeeding Atlas	2012
\limits	Paternal Leave Legislation	2012
\limits	Breastfeeding Curriculum for Medical School	2012
\limits	Breastfeeding by SMS	2013
	Launch Result Research "Health Outcome ECBF 6 mo"	2013
\limits	Initiation of Breastfeeding Sick Baby Project	2013
\limits	Promising BF Social Network Communication	2014
	Promising Code Move to Law	2014
	Promising BF Support in Workplace	2015

1970

recognition human milk substitutes increases morbidity & mortality

ECBF 4 month
BF promotion/Code move
Baby Friendly-Hospital
ECBF 6 month

2005

Family Bonding with Love Royal Project

Family bonding with love project 2005-2008



Documentary

2009











2007

เมเม คือ พยคมราชองสายใชร้านตั้งครอบครัว















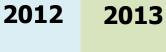






















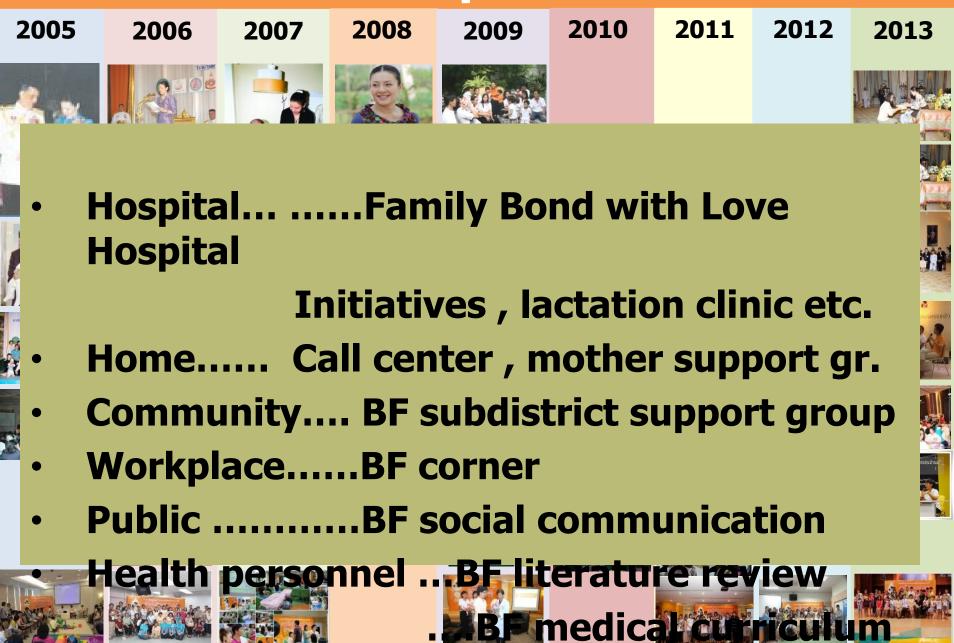








Network Participation activities





สถาบัน จัดทำร่วมกับเครือข่าย ศูนย์นมแม่แห่งประเทศไทย

Co operation !!!!! MOPH keeps working with the multipartners and networks

- Hospital.....Family Bond with Love Hospital
 Initiatives , lactation clinic etc.
- Home......Call center, mother support gr.
- Community.... BF subdistrict support group
- Workplace.....BF corner
- PublicBF social communication
- Health personnel ...BF literature review
 BF medical curriculum
- LawPaid maternal and paternal leave etc.

Anyway!! violation of the Code of Marketing,
still the big obstacle
Sep 1, 2015



BF rate, past to present



Sep 1, 2015

Reports (1993-2005)

	1993(1)	1995(2)	1998(3)	2000(4)	2002(5)	2005(6)
ECBF 4 mo.	1.30	3.60	2.08	2.92	13.80	20.70
Predominant BF 4 mo.	18.70	31.40	30.00	36.00	28.40	26.50
ECBF 6 mo.						14.50

- (1) Family Health Division 1994
- (2) Nutrition Division 1996
- (3) **Durongdej 1998**
- (4),(5),(6) Department of Health 2000, 2002, 2005

ECBF 4 mo 1979
Initiate BFHI 1982
ECBF 6 mo 2001

30% by
9 th NHDP



Breastfeeding indictors in 2006

Data 2006 (MICS)

000 400

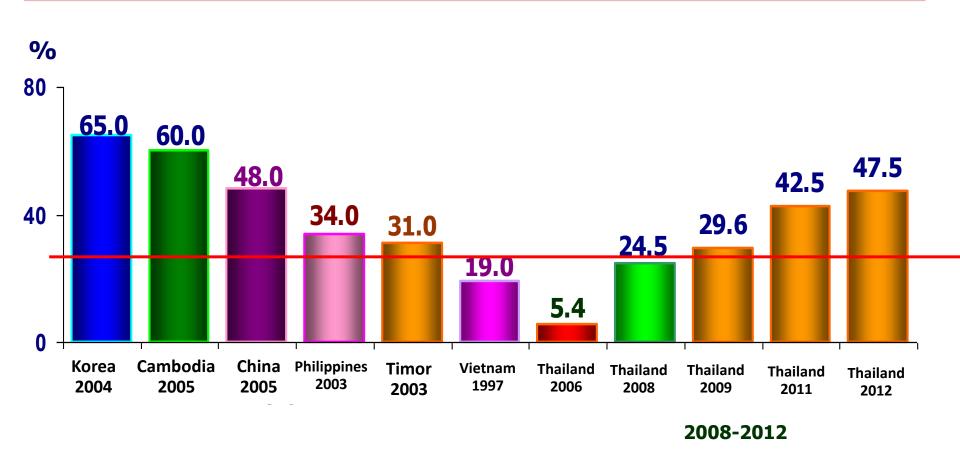
18.7

# Birth	809,400
% not breastfed ever	15.0
(% ever breastfed	85.0 ????)
% fully breastfed at 1 mo	11.0
% fully breastfed at 3 mo.	7.6
% fully breastfed at 6 mo.	5.4
% partially breastfed at 6-9 mo.	43.6
% partially breastfed at 12-15 mo.	31.6

% partially breastfed at 20-23 mo.

National ECBF at 6 mo. rate

2004-2012



Data from Family bonding with love project

MICS (The Multiple Indicator Cluster Survey) Dec. 2005 - Feb. 2006

ECBF 6 mo.rate in 6 special implemented areas

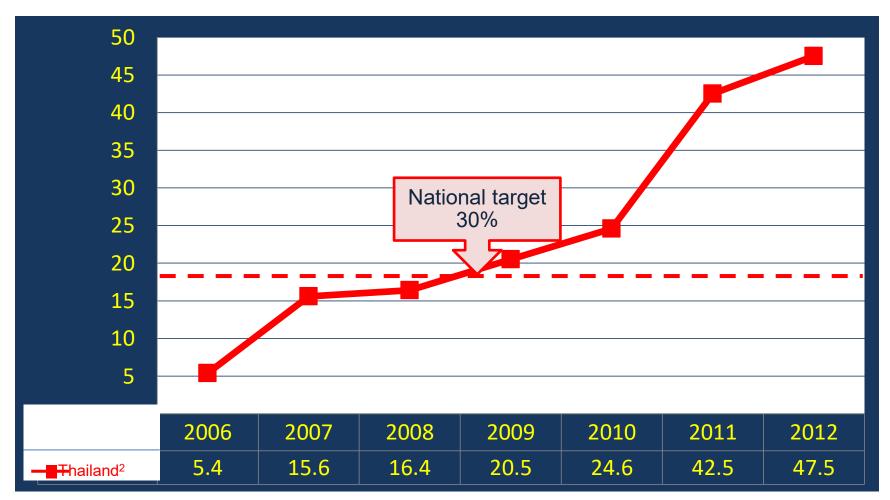
2007-2008

		2007	2008
•	Nakornrachasema ¹	84.4 (119/141)	
•	Khonkaen ²		43.04 (760/1,390)
•	Chiengmai		54.50 (45/82)
•	Chanthaburi	88.6% (70/79)	88.6% (47/53)
•	Nakhonsrithammarat	92%	
•	Mahasarakam	44.6% (1,398/3,134)	55.79% (795/1,425)
	Possible if appropriate approach according to the contexts		
		Different areas Different Strategies	

¹ Bulletin of the Department of Medical Service Vol.32 No.2 April-June 2007 TBC Annual Report 2007 & 2008

² Bulletin of the Department of Medical Service Vol.32 No.2 April-June 2007 P.156

Percent Exclusive Breastfeeding 6 Months (2006-2012)



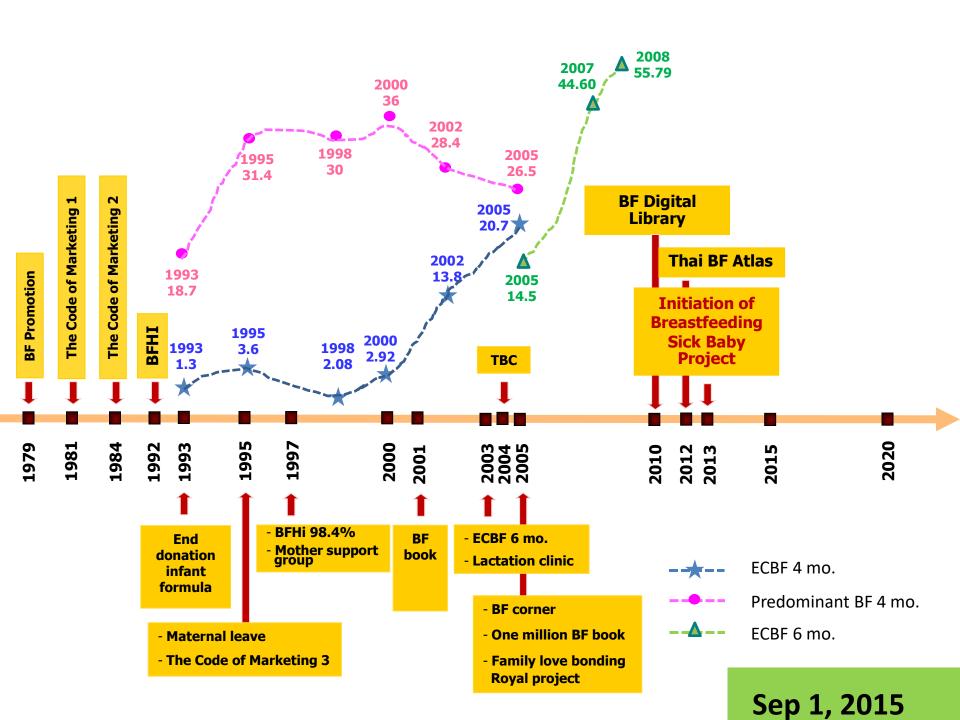
Source . Family Love Bonding Hospital Project.DOH,2013

ECBF 6 mo.rate in 5 Hospitals

2010-2011

Percentage

•	Mahasarakham Hospital	71.1
•	Health Center Region 6, Khonkan	54.8
•	Maharaj Nakhonsrithammarat Hosp.	49.4
•	Health Center Region 10, Chiengmai	45.7
•	Srinakharindh Hosp., Khonkan U.	38.3



Summary list of Breastfeeding Indicators

Core indicators

Early initiation of breastfeeding
Exclusive breastfeeding under 6 months
Continued breastfeeding at 1 year

Optional indicators

Predominant breastfeeding under 6 months
Children ever breastfed
Continued breastfeeding at 2 years

Age-appropriate breastfeeding
Duration of breastfeeding
Bottle feeding

AN ACTION PREVEN



THAILAND

ADDRESSING THE GAPS

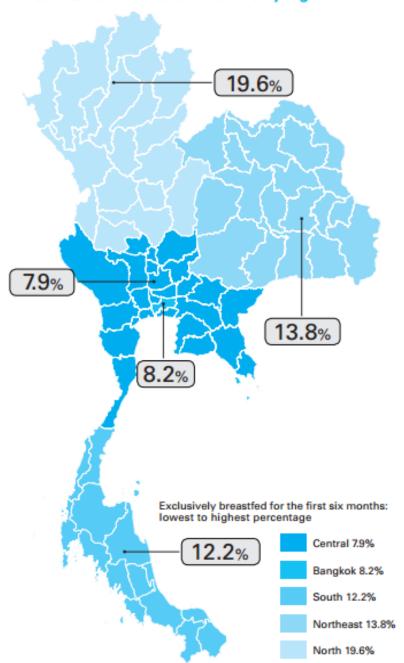
Key Results from the Multiple Indicator Cluster Survey 2012

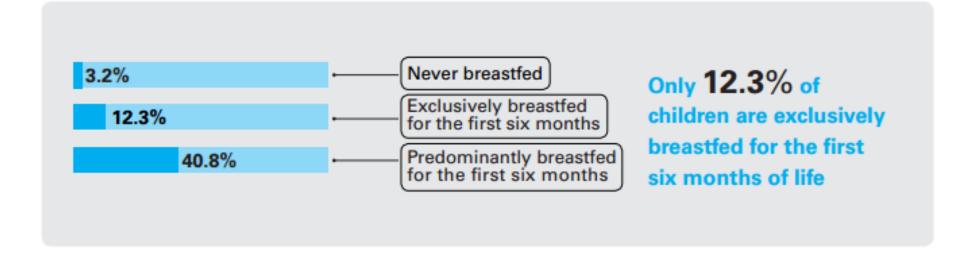
unite for children



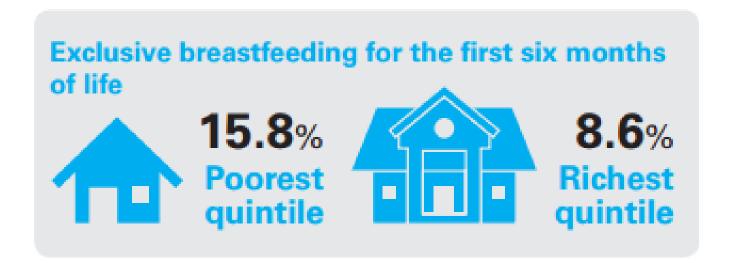


Percentage of children who were exclusively breastfed for the first six months by region





www.everynewborn.org #EveryNewborn





Children breastfed within one hour and one day of birth

South



60.9%



90.7%

North



49.6%



86.5%

Northeast



47.0%



87.6%

Central



40.9%



85.7%

Bangkok



29.2%



65.8%

Comparison of MICS 2005 and 2012 data

Percentage of children exclusively breastfed for the first six months of life





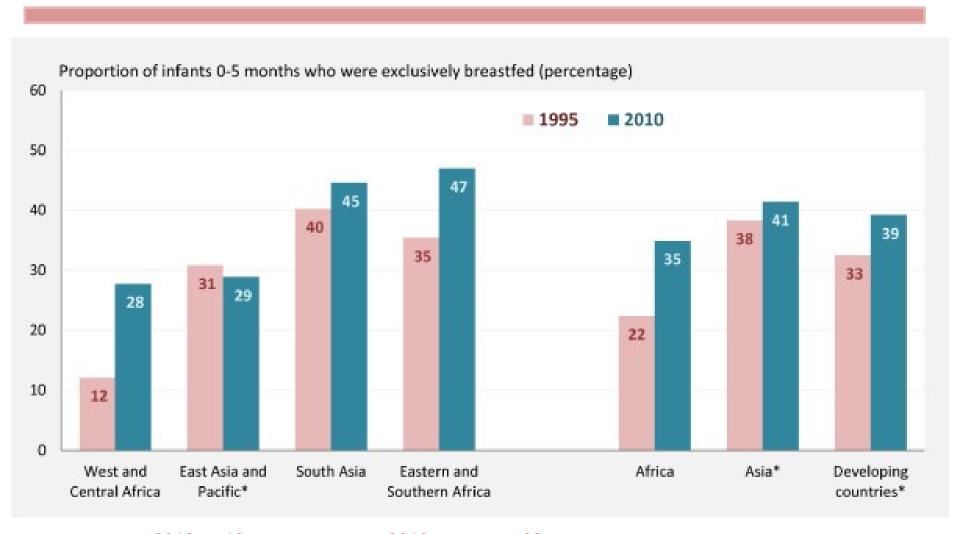


Global **Exclusive Breastfeeding Rate**



Sep 1, 2015

Global trends in exclusive BF



Int Breastfeed J. 2012; 7: 12. Published online 2012 September 28 PMCID: PMC3512504

ECBF 6 months increase by 50%

by the year 2025



Currently the global rate is 37%, 26
Reportries altheady
Millimeved

Millennium Development Goals (MDGs)

เป้าหมายการพัฒนาแห่งสหัสวรรษ ให้ประชาชนในโลก อยู่ร่วมกันโดยสันติสุข

เป็น เป้าหมายร่วมสมาชิกสหประชาชาติ ประกาศเจตนาร่วมกัน เมื่อ คศ 2000 (พ.ศ.2543) กำหนด บรรลุเป้าหมาย พ.ศ. 2015 (พ.ศ. 2558)

มี 8 เป้าหมาย

- 1) การขจัดความยากจนและและความหิวโหย
- 3) การส่งเสริมความเท่าเทียมกันทางเพศ
- 4) การลดอัตราการตายของเด็ก
- 5) การพัฒนาสุขภาพของสตรีมีครรภ์
- 6) การป้องกันโรคเอดส์ มาลาเรียและโรคติดต่ออื่นๆ
- 7) การรักษาสิ่งแวดล้อมอย่างยั่งยืน
- 8) การส่งเสริมการเป็นหุ้นส่วนในการพัฒนา

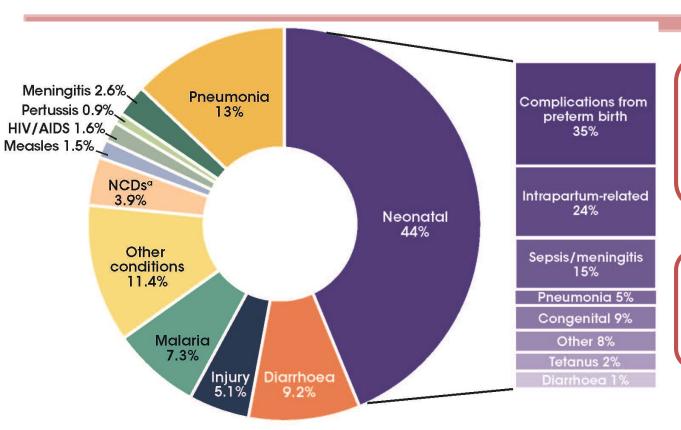
Health Related MDG's คือ เป้าหมาย 4-5-6

4 vital statistics to be concerned

- 1 maternal mortality rate
- 2 under five mortality rate
- 3 infant mortality rate
- 4 neonatal mortality rate

Causes of under five deaths 44% are from neonatal causes

. A child is about 500 times



3 main killers to address:

- Preterm birth
- 2. Birth complications
- 3. Neonatal infections

Two-thirds of neonatal deaths are preventable

Nutrition is underline 44%

Data source: Cause of death - WHO. Global Health Observatory http://www.who.int/gho/child_health/en/index.html); Child deaths - UN Inter-agency Group for Child Mortality Estimates. Levels and Trends in Child Mortality. Report 2013;

Stillbirths - Lawn et al *The Lancet* stillbirth series 2011. 377 (9775) p1448 – 1463

Sep 1, 2015

Since

Nutrition is 44 % underlining the cause of death children under five

Neonate is the main cause of death both for the under five and the infant mortality rate

Improve nutrition should be somehow impact the target to decrease those three important child health indicator

Close to 50 % of all NB deaths occurring within 24 hrs of delivery,

Up to 75 %in the first week post partum,

- It is a myth to assume that high cost neonatal care hospital units is the only way to treat sick newborns.
- There is now evidence proving that a large proportion of newborn death and disease can be reduced by implementing simple, low-cost interventions during delivery and in the vulnerable days and week post-partum.
- These essential interventions include drying the newborn and keeping the baby warm; initiating breastfeeding as soon as possible after delivery and supporting the mother to breastfeed exclusively; giving special care to low-birth weight infants; and diagnosing and treating newborn problems like asphyxia and sepsis.

The Breastfed baby

Immune system: the response to immunization is better. Risk of developing leukaemia is 19% less than those with formula feeding.

Brain: Higher IQ score from 2-3 up to 8-10 point due to proper amount of fat content which is easily digested and thus optimally utilized. In addition to the less frequent illness and closer bond between infant and mother.

Endocrine: 30% less risk of DM

Ear: Risk of middle ear infection is 50% less than in formula-fed infant

Bladder: Less risk of urinary tract infection. Secretory IgA in breast milk help strengthening mucosal epithelium

Kidney: Breast milk has proper amount of salt and protein, therefore, reduce kidney load of waste product

Joint and muscle: Less risk of arthritis in adulthood

Appendix: Less risk of appendicitis,

Diges

form

durir

enco

strer Paye The best nutrition,

The critical to infant growth &development, Present and future

Vision: DHA in breast milk enhances retina development thus fosters infant's learning process due to better visual acuity (since 2 months of age).

Oral cavity: Less risk of receive orthodontic treatment. Sucking mechanism help strengthen the lower jaw and thus less risk of dental malalignment. Less risk of snoring, and SIDS

Respiratory system: 63-72% less risk of RS infection e.g. common cold, pharyngitis, pneumonia.

. For less



Other Supporting Move



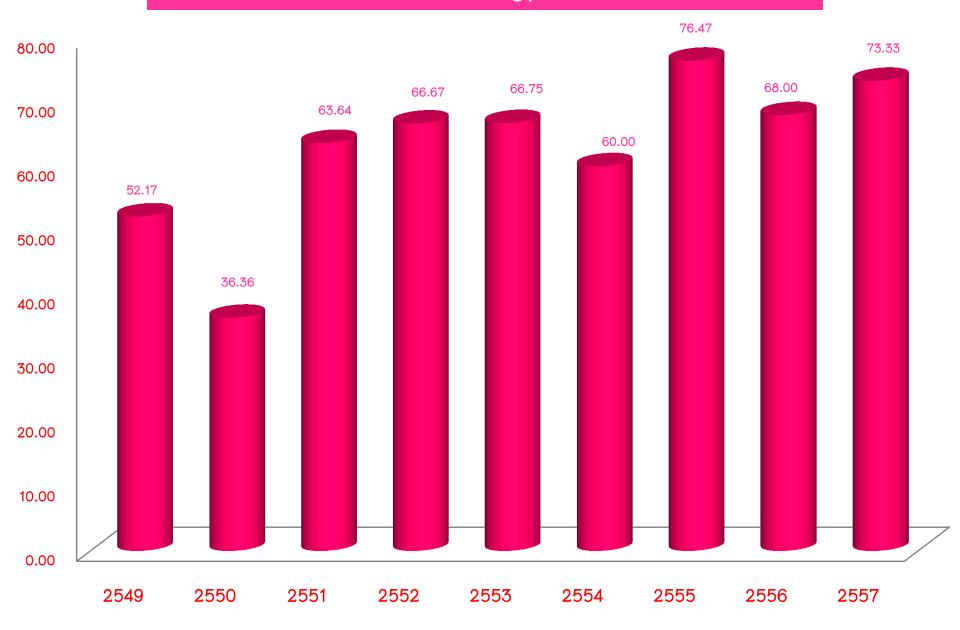
Sep 1, 2015

Quality of Hospitals

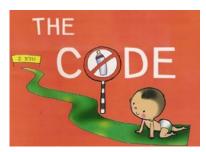
Project	Health Promotion Centers (12)		Regional Hospitals (25)		Provincial Hospitals (73)		Community Hospitals (730)	
	No.	(%)	No.	(%)	No.	(%)	No.	(%)
Safe Motherhood hospitals	11	91.7	25	100	69	98.6	623	85.3
Baby Friendly Hospital Initiatives	11	91.7	25	100	73	100	674	93
Parental Schools	10	83.3	11	44	42	60	281	38.5
Health promoting Hospitals	12	100	20	80	58	82.9	620	84.9
Lactation Clinics	8	66.6	15	60	40	57.1	232	31.8

Source : Bureau of Health Promotion, DOH 2008

The effect of supporting program for the hospital personnel on the exclusive breastfeeding practice for 6 months



ประกาศกระทรวงสาธารณสุขหลักเกณฑ์ว่าด้วยการตลาด อาหารสำหรับทารกและเด็กเล็กและผลิตภัณฑ์ที่เกี่ยวข้อง (1 ก.ย. 2551)



- ห้ามโฆษณาประชาสัมพันธ์อาหารทารกและเด็กเล็ก
- ห้ามแจกตัวอย่างสินค้าและของขวัญฟรีแก่แม่ทั้งทางตรงและทางอ้อม
- ห้ามพนักงานการตลาดติดต่อหญิงตั้งครรภ์ แม่ และครอบครัว
- ห้ามใช้สถานบริการสาธารณสุขเป็นที่โฆษณาประชาสัมพันธ์
 ห้ามบริจาคสินค้าฟรี หรือจำหน่ายราคาถูก
- ห้ามให้ของขวัญหรือตัวอย่างสินค้าแก่บุคลากรสาธารณสุข
- การให้ข้อมูลเกี่ยวกับความต้องการอาหารทารก ต้องได้รับอนุญาตจากกรมอนามัย
- ข้อมูลที่ให้แก่บุคลากรสาธารณสุขต้องมีหลักฐานทางวิทยาศาสตร์และเป็นจริง







Human milk is the preferred feeding for all babies in any settings especially the premature and sick newborns

With rare exceptions





Sick Baby



Varieties of person, departments, specialties are involved

By Age

By Diagnosis

birth- 2 years

prematurity

respiratory distress, sepsis etc.

pneumonia, diarrhea, leukemia

tumor, birth defects, disabilities

imaging: MRI, CT

C/S, operation, chemotherapy, etc.

OPD IPD at home

By Investigation
By Treatment
By Where



Suppose 20 % of babies below 2 years are breastfed \otimes (Thailand)



Children under 2 year of age 1.5 million So about 300,000 children are breastfed in any breastfeeding

Guess!!!!

If these group of children has a chance to get "the so called sick" for approximately 10 %

So annually around 30,000 breastfed child will have an experience of sick either admit or OPD cases or at home

THESE ARE RISK TO DISCONTINUE OR STOP LIBE CHILD HEALTH

Child Mortality-Thailand

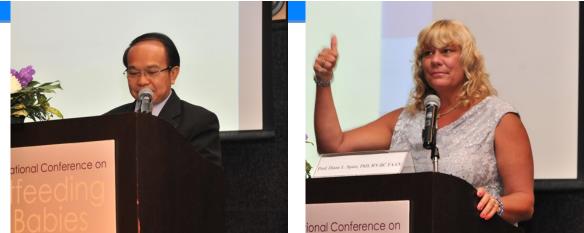


- Major proportion of neonatal deaths (70%) occurred in early neonatal period and 43% of which occurred within the first two days of life. (J Med Assoc Thai. 2012 Jul;95 Supply 7:S17-23.)
- Although there has been much improvement in child mortality and neonatal mortality, we still have the problems of preventable deaths like prematurity, birth asphyxia and infection, especially during the first month of life.
- Therefore, more effort has to be done to end preventable deaths. And BF has been scientifically proved to have this power in saving lives.

-especially the premature and sick babies.

2nd International Conference on BF Sick Babies (March, 12-14, 2014)





Ten Steps for Promoting and Protecting Breastfeeding in Sick Babies.



2nd International Conference on BF Sick Babies (March, 12-14, 2014)







Breastfeeding Sick Babies Initiative in Thailand



6+10+9 Hospitals as the pione

2013 6 Hospitals

ปี 2556 จำนวน 6 โรงพยาบาล

- 1. Queen Sirikit Institute of Child Health
- 2. Charoenkrung Pracharak Hospital
- 3. Srinagarind Hospital
- 4. Maharaj Nakorn Chiang Mai Hospital
- 5. Maharaj Nakhonsithammarat Hospital
- 6. Phrapokklao Hospital Medical Education Center

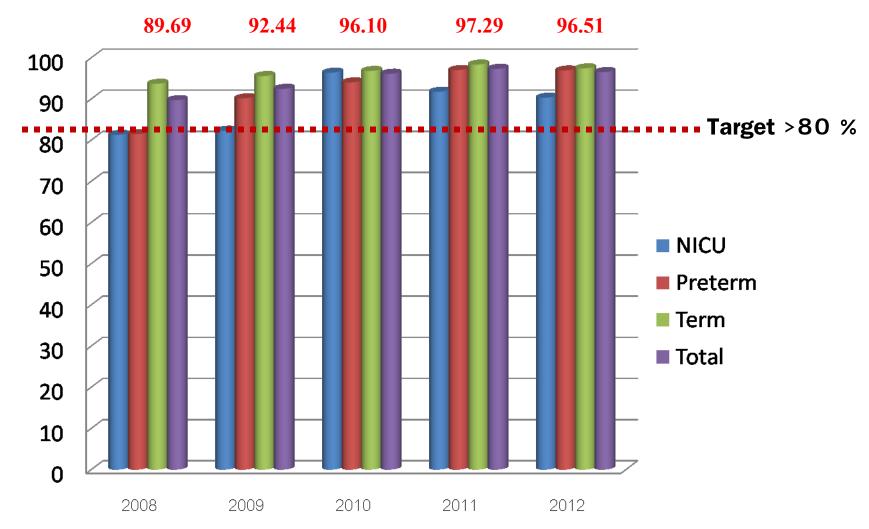
17 โรงพยาบาลชลบุรี 18 โรงพยาบาลชลประทาน 19 โรงพยาบาลเชียงรายประชานุเคราะห์ 20 โรงพยาบาลวชิระภูเก็ต 21 โรงพยาบาลอ่างทอง 22 โรงพยาบาลสงขลา 23 โรงพยาบาลค่ายประจักษ์ฯ 24 โรงพยาบาลสมเด็จพระปั่นเกล้า 25 โรงพยาบาล สกลนคร 2014 10 Hospitals

ปี 2557 จำนวน 10 รพ.

- 1. Queen Sirikit Institute of Child Health
- 2. Charoenkrung Pracharak Hospital
- 3. Srinagarind Hospital
- 4. Maharaj Nakorn Chiang Mai Hospital
- 5. Maharaj Nakhonsithammarat Hospital
- 6. Phrapokklao Hospital Medical Education Center
- 7. Mahasarakham Hospital
- 8. Somdet Phrasangkharat 17th Hospital Suphan Buri
- 9. Pattani Hospital
- 10.Phramongkutklao Hospital
- 11. Somdech Phra Debaratana Medical Center
- 12. Phra Na Khon Sri Ayutthaya Hospital
- 13. Saraburi Hospital
- 14. Surin Hospital
- 15. Thammasat University Hospital
- 16. BMA General Hospital

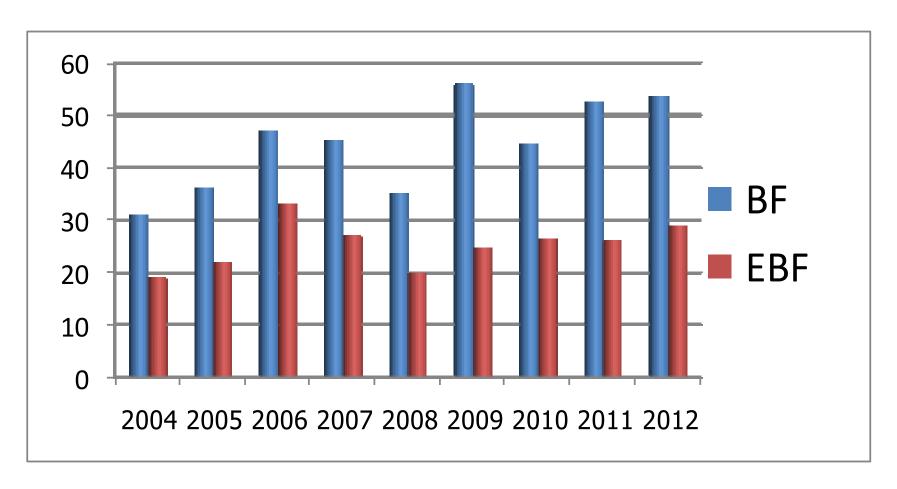
Breast milk in Sick Baby 2008-2012





Breastfeeding and ECBF rate at age 4-6 m. (2004-2010)







Get Along with the National Policy and Strategy



Thai Government Policy "the developmental plan through life cycle

Focus on 5 age group

Pregnant women and the babies

School age

Teen age

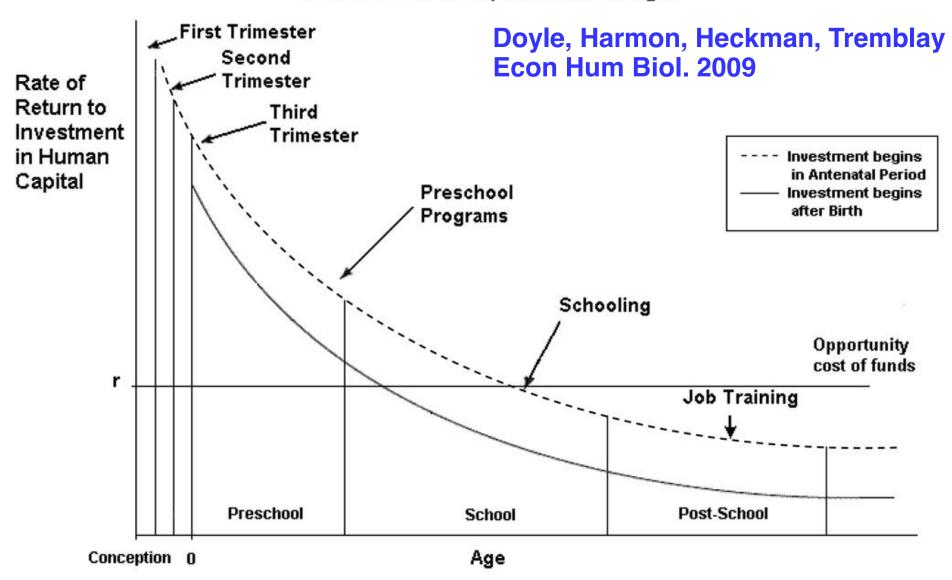
Working age

Senior and Disabilities
DMS take responsibility to all the age group

QSNICH is designated to cover the pregnant and the babies

Figure 2b

Rates of Return to Human Capital Investment Setting Investment to be Equal across all Ages



Rates of return to human capital investment setting investment to be equal across all ages

สถานการณ์ด้านโภชนาการแม่ ทารก และเด็กเล็ก

- แม่เจริญพันธ์แม่ตั้งครรภ์
- แม่ให้นมลูก

เป้าหมาย ปี 2568

ตัวชี้วัด	เป้าหมาย 2568	ข้อมูล 2557	แหล่งสนับสนุน
1. ภาวะเตี้ยของเด็ก	ลดลง 40%	11.9%	MICS 3 (2548-2549)
อายุต่ำกว่า 5 ปี		16.3%	MICS 4 (2555)
2. อัตราภาวะโลหิตจาง	ลดลง 50%	25.3%	สำรวจสุขภาพ ปชช.
ของหญิงวัยเจริญพันธุ์		24.5%	(2551)
3. อัตราภาวะโลหิตจางของ หญิงตั้งครรภ์	ลดลง 50%	30.7%	สนย. รายงานทุก 1 ปี
4. อัตราทารกแรกเกิดน้ำหนักน้อ	ย ลดลง 30%	9.6%	สนย. รายงานทุก 1 ปี
5. ภาวะน้ำหนักเกิน	ไม่เพิ่มขึ้น	6.9%	MICS 3 (2548-2549)
		10.9%	MICS 4 (2555)
6. อัตรากินนมแม่ใน 6 เดือนแรก	50%	5.4%	MICS 3 (2548-2549)
		12.3%	MICS 4 (2555)
7. ลดอัตราเด็กผอม	ต่ำกว่า 5%	4.1%	MICS 3 (2548-2549)
		6.7%	MICS 4 (2555)

MOPH keeps working with the multipartners and networks

- Hospital.....Family Bond with Love Hospital
 Initiatives , lactation clinic etc.
- Home......Call center, mother support gr.
- Community.... BF subdistrict support group
- Workplace.....BF corner
- PublicBF social communication
- Health personnel ...BF literature review
 BF medical curriculum
- LawPaid maternal and paternal leave etc.

Anyway!! violation of the Code of Marketing,
still the big obstacle
Sep 1, 2015













Multipartners, multi networks

are involved









Conclusion

Breastfeeding situation and movement in Thailand

- Exclusive breastfeeding rate for 6 mo. varies from 12.3% to 92%
- BF database management is a crucial need
- BF is an important supporting activity in decreasing neonatal and infant mortality mortality rate
- National Breastfeeding Project began in 1989.
- Main activities: the BFHI 1992, legislation on maternity leave, the Code of Marketing of Breast milk Substitutes, and the MCH services.
- Currently a lot of key projects have been implemented with very promising achievement for instance the medical and nures breastfeeding curriculum, the support for working mother, the online support and so on ..

- BF achievement is associated with many factors: at the hospital, home, working place, public places
 - by the health care workers, family member, community member, working place member, people in the society
 - under the tense socio-economic situation and some misconception in culture, believes

Needs strategies and innovation to move, policy, knowledge, social awareness

Promising by

The strong policy both at global and national level The continuous work of the main responsible host, DH- MOPH

The support from the most influential people

The well collaborations &co operations !!!! from mult partners/NGOs

The approach strategies

```
scope with the triangle to move the mountain emphasizing on various specific targets and network, integration, innovation etc.

recognition of the power of PEOPLE
```

www.everynewborn.org #EveryNewborn

Acknowledgement

- 1. Department of Health, MOPH
- 2. Department of Medical Services, MOPH
- 3. Unicef Thailand, WHO Thailand
- 4. Thai Health Fund
- 5. The Ped Society of Thailand, the Royal College of Ped, the Royal college of OB GYN, Thailand Nursing and Midwifery Council, etc
- 6. All the ministries involves in Saiyairuk project
- **7.** Thai Breastfeeding Committee and members
- 8. All Mother Support Groups
- 9. Yupayong Hangchaovanich, Nipunporn Voramongkol, Breastfeeding Promotion in Thailand, J Med Assoc Thai 2006;89 (suppl 4):S173-7
- 10. Siriluck Thavornwattana ,Sutthirat Tivaratkul ,Jiraporn Wongsawetch Vichitra Suvanna-ard for their patience in collecting the data













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