

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



Breastfeeding Situation in Thailand

**Siraporn Sawasdivorn M.D.,
Thai National Breastfeeding Conference
June 5-8 , Miracle Grand
Smart Breastfeeding Smart Citizen**

Siraporn Sawasdivorn M.D., Ped



Edu.

M.D. : Siriraj Medical School , Mahidol University

Ped : Children Hospital, DMS, MOPH

- **Cert. Lactation Management Education (Wellstart 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 , Yasothon 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 Prsesident Thai Medical Women Association of Thailand**
- **Board Committee Child Health Supervision, the Royal College of Pediatrician of Thailand**

- **Started working as a pediatrician in 1985, queuing formula in the nursery ward for an exchange of donation for medical equipment was accepted. Therefore, a lot of free formula sample both in the hospital and private practice were popular.**
- **After realizing breastfeeding has much impact to child health, since 1992, free formula was banned except for some special cases. And turned herself support breastfeeding in various ranges of hospitals and communities ,along with colleagues and breastfeeding friends with the confidence of**

Smart Breastfeeding Smart Citizen



Overview



Thailand Overview

Population	69.5 million	*2011
GDP (Gross Domestic Product)	3.45 trillion USD	*2011
Total health expenditure (THE) as % of GDP	4.06%	*2011
Public expenditure ratio of THE	75%	*2011
THE per capita (current rate)	202 USD	*2011
Life expectancy at birth, total population	74 years	*2011
Hospital beds per 1,000 people	2.1 hospital beds per 1,000 people	*2010

Source: * World Bank. World development indicators [online database]. Washington DC: World Bank; 2011
(<http://data.worldbank.org/country/thailand>, accessed 30 April 2013).

Jan 22, 2013

Thailand Child Health Indicators

General data

year report

Neonatal mortality rate (per 1000 live births)	8	2009
Infant mortality rates (per 1000 live births)	12	2009
Under 5 mortality rates (per 1000 live births)	14	2009
% of Children suffering from LBW	9	2005-2009
% of Children under 5 suffering from underweight (Moderate and severe)	9	2003-2009
% of population using improved drinking water sources (rural urban, 2006)	98	
*Maternal mortality rate (per 100,000 live births)	48	2012
Delivery care coverage (%):		2005-2009
Skilled attendant at birth	97	
Institutional delivery	97	
Antenatal visits for woman (at least once)	98	



Breastfeeding Milestones



- **1970-2005**

Milestones of Activities (1)

Recognition benefit of BF

1970

-
- ◆ **BF promotion** 1979
 - ◆ **The Code of Marketing 1** 1981 **WHA 38.22**
 - ◆ **The code of Marketing 2** 1984
 - ◆ **National BF project- BFHI** 1992
 - ◆ **End donation infant formula in all government hospitals** 1993
 - ◆ **Maternal leave to 90 days** 1995
 - ◆ **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
 - ◆ **BF book for health personnel by Ped. society** 2001
 - ◆ **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
 - ◆ **Family love bonding Royal project** 2005
 - ◆ **Initiation of National Breastfeeding Conference** 2005

1970

**recognition
human milk **substitutes**
increases morbidity & mortality**

**1979
1981
1992
2001**

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

2005

**Family Bonding with Love
Royal Project**

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 NHDF



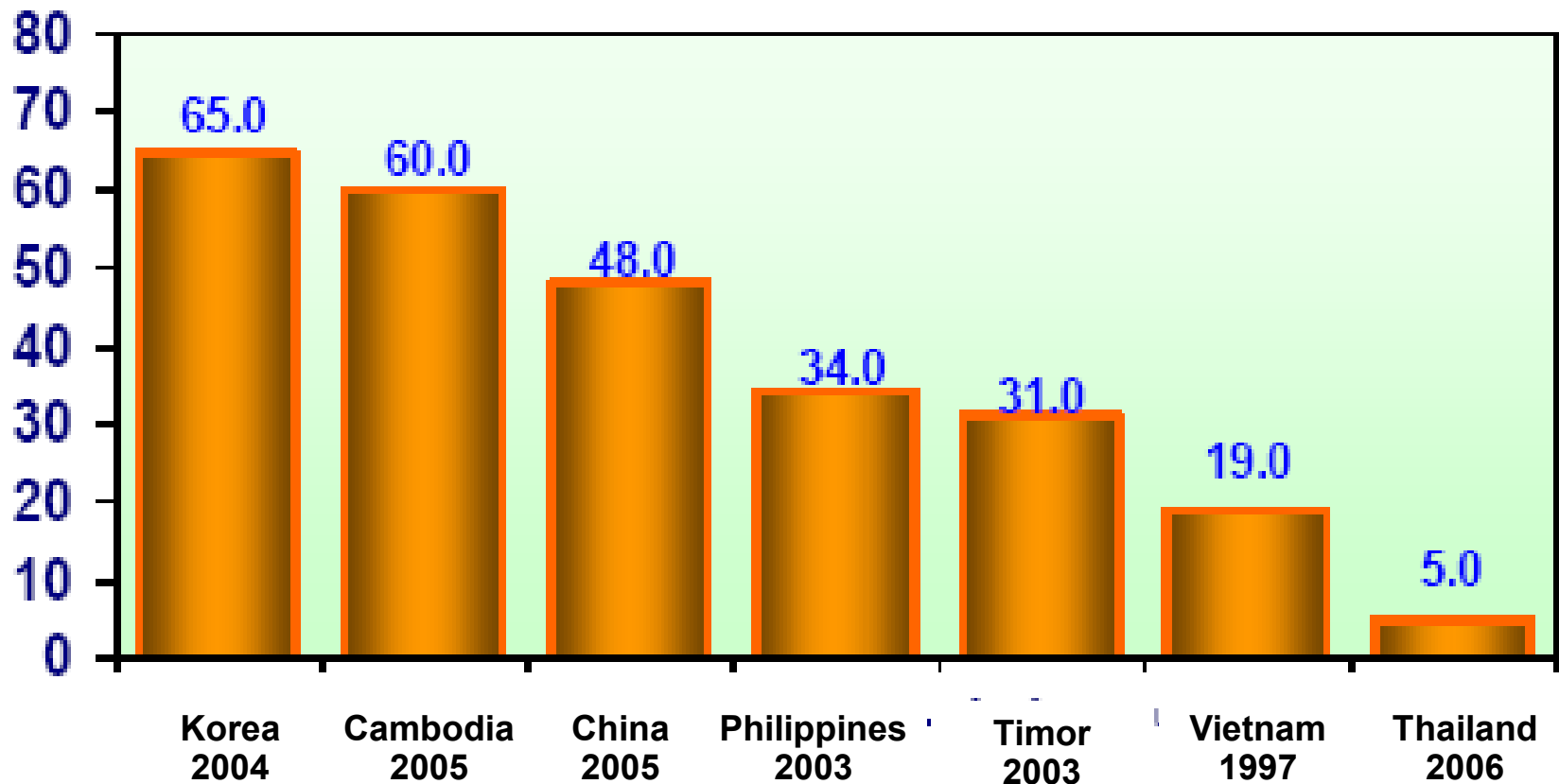
Breastfeeding indicators in 2006

Data 2006 (MICS)

# 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.	18.7



ECBF at 6 mo. rate



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

Points from 1970-2005

- ◆ **Periodic report ,**
- ◆ **Various data sources**
- ◆ **BFHI existing**
- ◆ **Low BF rate in initiation & ECBF**
- ◆ **Maternity leave implementation??**
- ◆ **Active promotion of formula**

Activities Reviews

- **Scattered activities**
- **Top down policy**
- **Not enough participation from the community**
- **Not enough integrated**

- **In adequate support**
 - In the hospital
 - At home
 - In community

- **Not enough academic authority involvement**
- **Aggressive formula marketing**

-
- **2006-2013**

Milestones of Activities (2)

- ◆ **Initiate systematic Sub-District Breastfeeding support** 2006
- ◆ **Thai Breastfeeding Website** 2006
- ◆ **Breastfeeding Literature Review** 2007
- ◆ **Breastfeeding Digital Library** 2010
- ◆ **Strong Online Mother Support Group** 2010
- ◆ **Thai Breastfeeding Atlas** 2012
- ◆ **Paternal Leave Legislation** 2012

- ◆ **Breastfeeding Curriculum for Medical School** 2012
- ◆ **Breastfeeding by SMS** 2013
- ◆ **Launch Result Research " Health Outcome ECBF 6 mo"** 2013
- ◆ **Initiation of Breastfeeding Sick Baby Project** 2013

Critical Movements

- **Sub district BF support under the Royal Family Bonding with Love Project**
- **Networks involvement**
- **Understand interest by generation**
- **Well establishment of Thai Health Fund and Thai Breastfeeding Center**
- **Strong Policy from both global and government**

Family bonding with love project "สายใยรักแห่งครอบครัว"



“หมั่นเป็นกันของสายใยรักแห่งครอบครัว”

คำขวัญพระราชทานจาก
สมเด็จพระบรมโอรสาธิราชฯ สยามมกุฎราชกุมาร

**His Royal Highness Prince
Vachiralongkorn hand writing
endorsement**

นมแม่ คือ หยอดแรกของสายใยรักแห่งครอบครัว

นมแม่
ดีที่สุดหนึ่งเดียว

oo



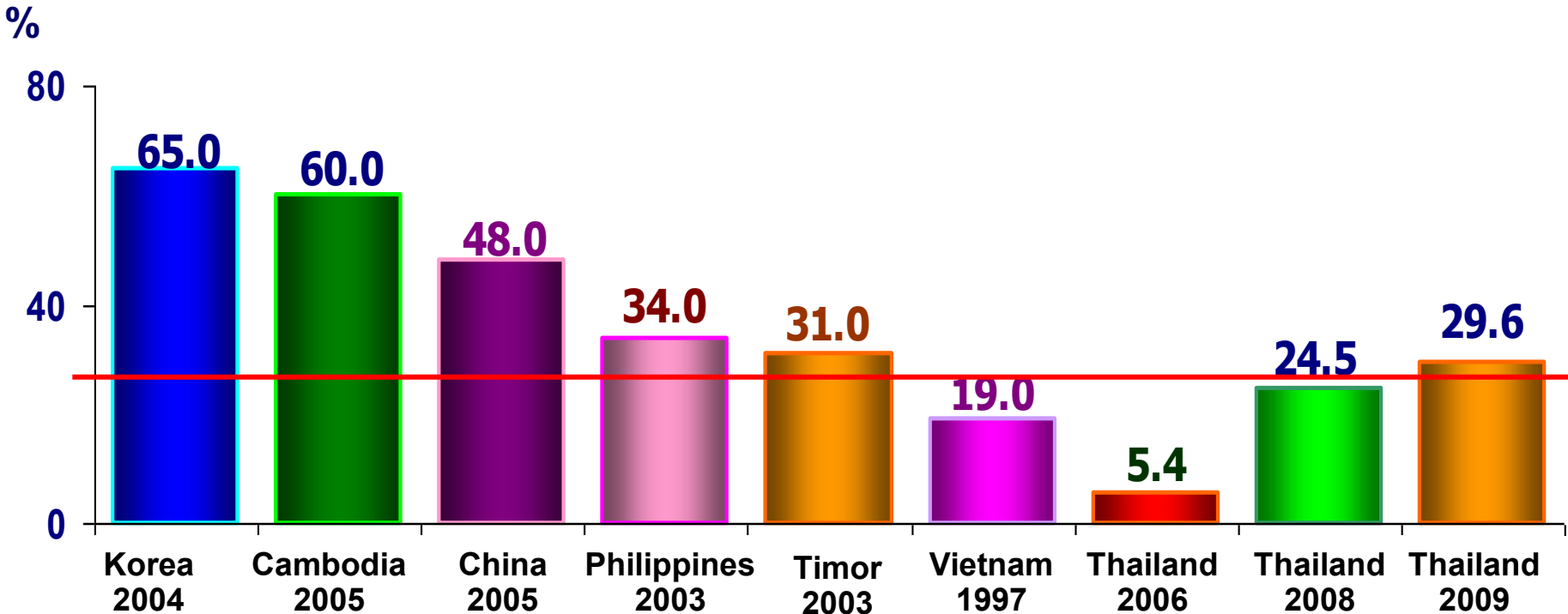
โดยได้รับพระราชทานพระราชานุญาตเผยแพร่เพื่อโครงการสายใยรักแห่งครอบครัว
ในวโรกาสวันคล้ายวันประสูติ พระเจ้าวรวงศ์เธอ พระองค์เจ้าศรีรัศมิ์ พระวรชายา
ในสมเด็จพระบรมโอรสาธิราชฯ สยามมกุฎราชกุมาร

ศูนย์นมแม่แห่งประเทศไทย อาคารสถาบันฯ ชั้น 11 www.thai breastfeeding.com
สถาบันสุขภาพเด็กแห่งชาติมหาราชินี 420/8 ถ.ราชวิถี เขตราชเทวี กทม. 10400
โทรศัพท์ 02-354-8404, 02-354-8333 ต่อ 5220 โทรสาร 02-354-8409



National ECBF at 6 mo. rate

2004-2009



2008-2009

Data from Family bonding with love project

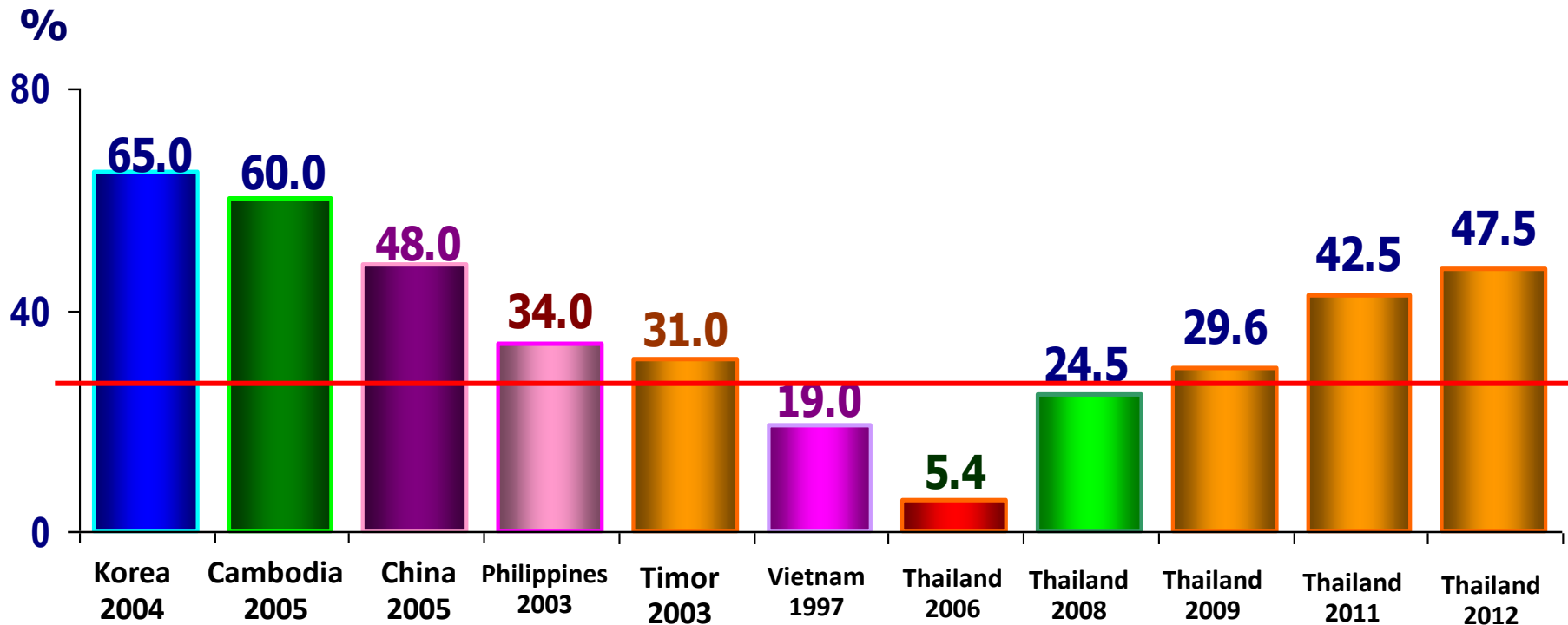
MICS (The Multiple Indicator Cluster Survey) Dec.2005- Feb.2006

Survey 43,400 Thai households

Jan 22, 2013

National ECBF at 6 mo. rate

Up to 2012



2008-2012

Data from Family bonding with love project

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

Survey 43,400 Thai households

Jan 22, 2013

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)
• Chiangmai		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

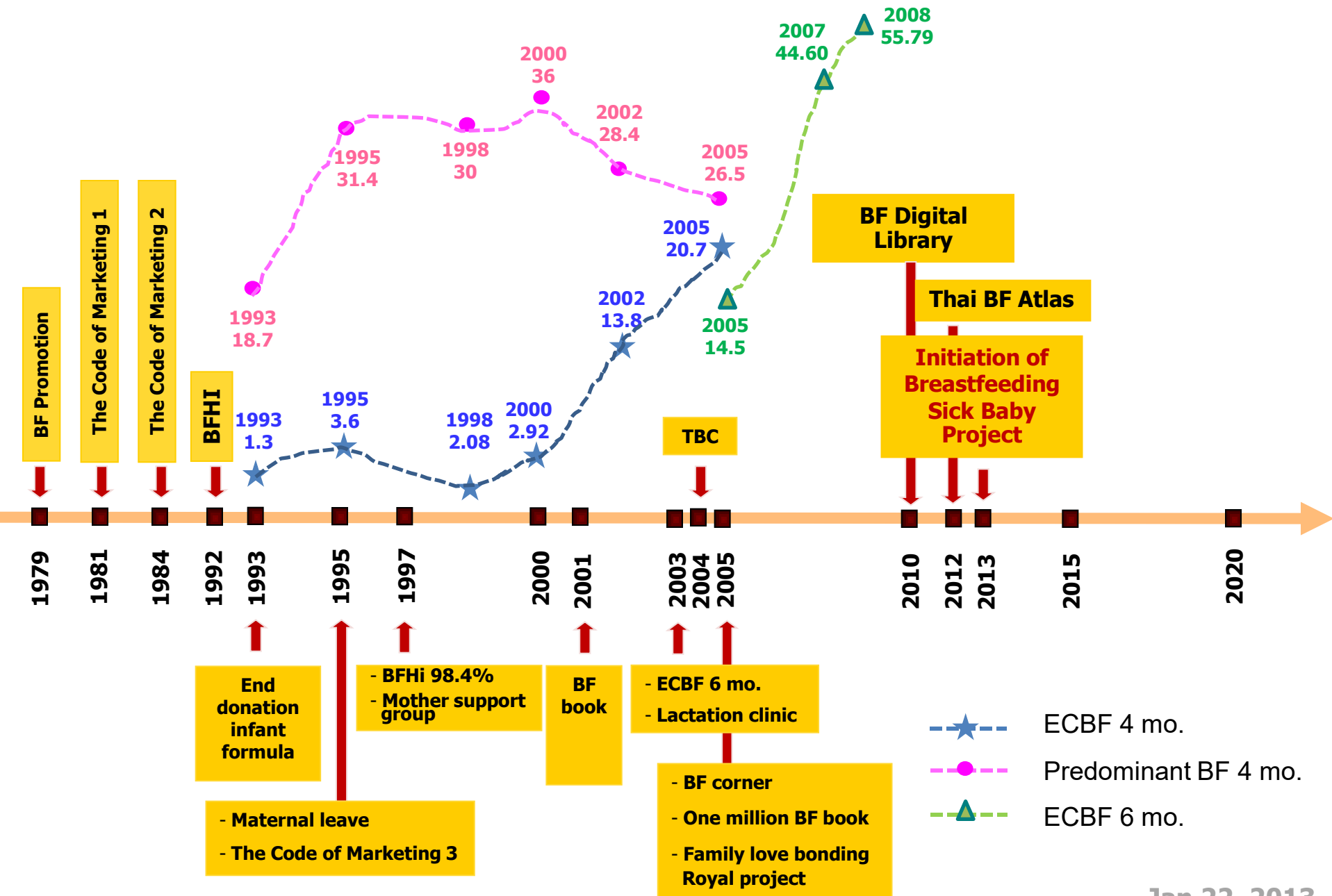
ECBF 6 mo.rate in 5 Hospitals

2010-2011

Percentage

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

5 by 11 Hospitals involved in Kusuma Chusilp, M.D. et al. Health Outcome of Exclusive Breastfeeding among Thai Children : the First Cohort Study . 2010-2011



Coming just last year

Strong Policy from both global and government

- 1. Every Woman Every Child Project**
- 2. Good Child Health by THREE
(Physical Health /IQ /EQ)**
- 3. New Approach P&P and Service Plan Policy**

“Every Woman, Every Child” EWEC

Supports MDGs to reduce maternal and infant mortality rate

- **Service quality of maternal and infant during pregnancy and after delivery**
- **Increase the rate of giving exclusive breastfeeding for 6 months from 20% to 60%**
- **Reduce the low birth weight rate from 8.7% to 7% under “Family Bonding with Love” Project”**

Note: selected issues only related to BF

“Good Child Health by THREE” Project

Supports by 8 ministries and UNICEF

Guidelines

- Take care of the mother and the baby during pregnancy up to post delivery
- Provide information for parents
- **ECBF 6 months**
- Early check up dysfunction for early prevention & rehabilitation
- Improve day care center to foster good child development care up to 20 000 centers.

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

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Delivery mode

	2011	2012
• Normal Labor	71.8	71.2
• C/S	24.7	25.7
• V/E	3.2	3.0
• F/E	0.3	0.3

NHSO database 2011 birth number 409,988
2012 birth number 420,316

C/S Note

	2011			2012		
	UC	CVS	SS	UC	CVS	SS
Provincial. & Regional H			40.9			41.4
UHOSTNET H.			37.9			36.0
Private H.			36.8			39.2

- **Teenage Pregnancy**

2009 Teen Py (<20 Y) 106,726
13.5 % of Pregnant women



Current Global Exclusive Breastfeeding Rate



Situation of breastfeeding in the world

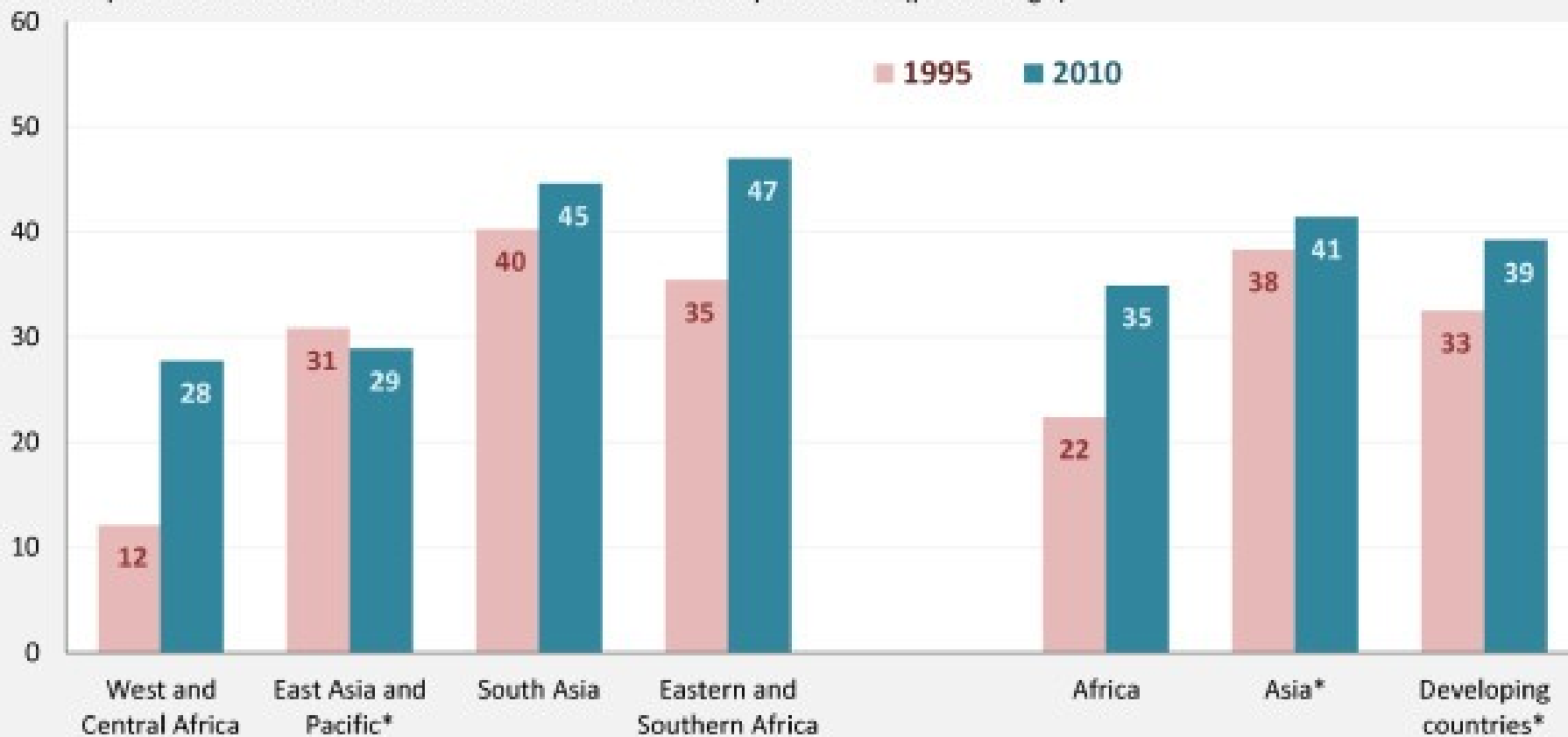
Countries or territories	Exclusive Breastfeeding Rate (< 4 months)	Exclusive Breastfeeding Rate (< 6 months)	Timely Complementary Feeding Rate (6-9 months)	Continued Breastfeeding Rate (12-15 months)	Continued Breastfeeding Rate (20-23 months)
Sub-Saharan Africa	37	30	67	84	53
Eastern/Southern Africa	49	41	69	76	58
Western/Central Africa	25	20	65	91	48
Middle East and North Africa	36	29	60	55	23
South Asia	40	38	45	90	69
East Asia and Pacific	63	44	44	56	27
Latin America and Caribbean	-	-	45	48	26
CEE/CIS	29	22	45	60	26
Industrialized countries	-	-	-	-	-
Developing countries	45	36	51	73	46
Least developed countries	41	34	63	86	65
World	45	36	51	73	46

Resource ; UNICEF GLOBAL DATABASE ON BREASTFEEDING INDICATORS as of March 2006

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Global trends in exclusive BF

Proportion of infants 0-5 months who were exclusively breastfed (percentage)



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

Jan 22, 2013

**ECBF 6 months increase by
50%**

by the year 2025



**Currently the global rate is 37%,
26 countries already achieved**

Report in 65 the WHA

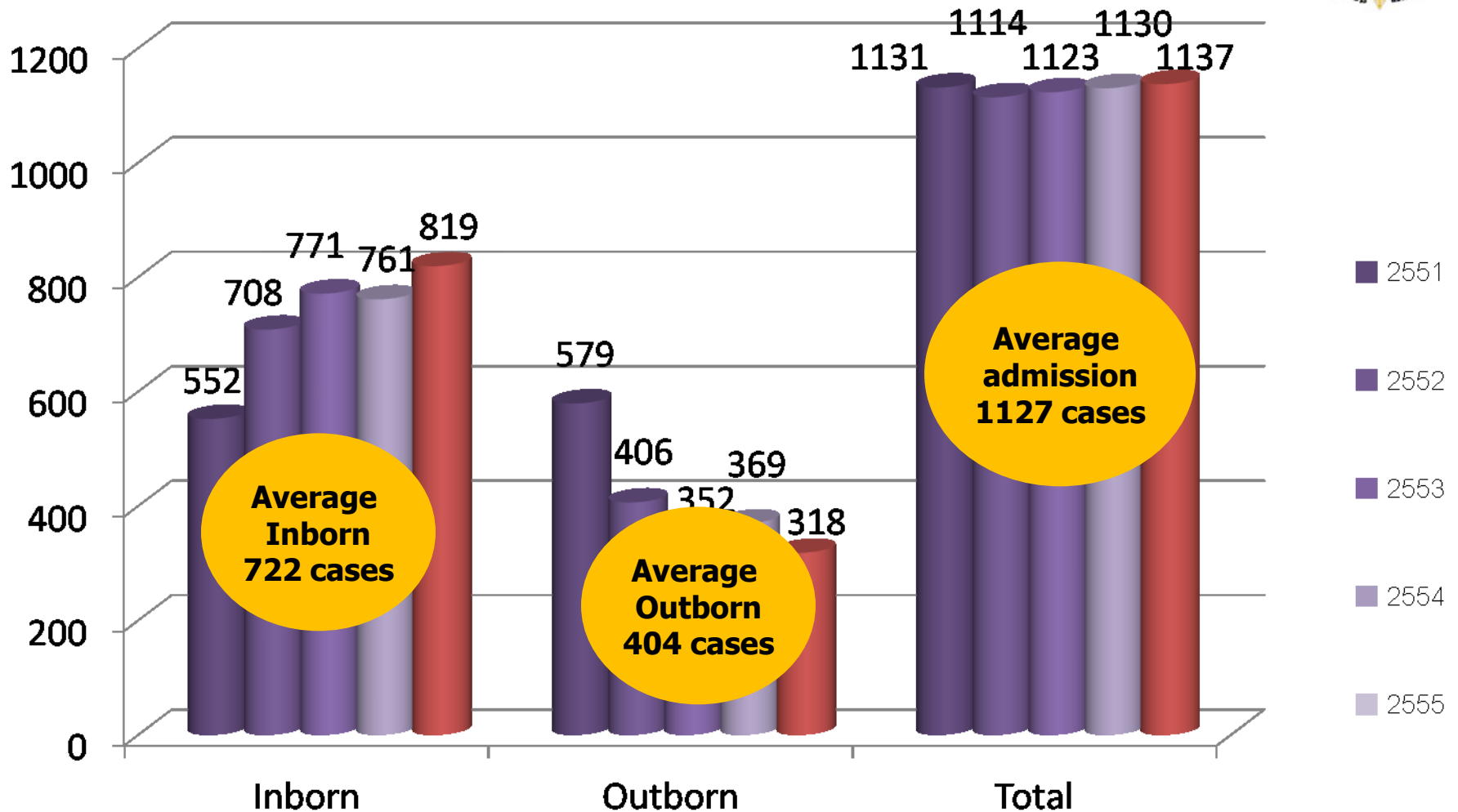


**Data from
QSNICH**

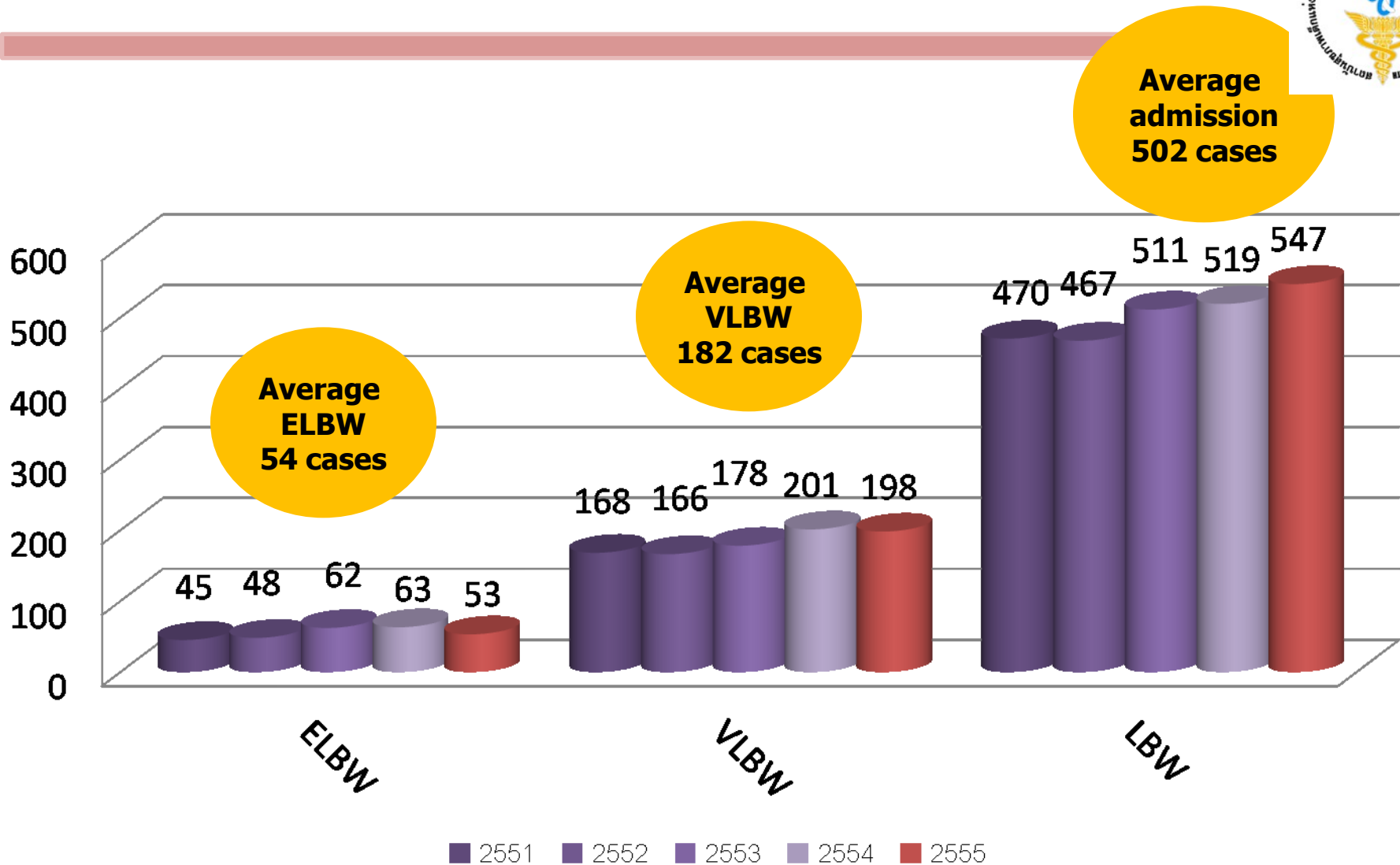
Neonatology

Center of Excellence

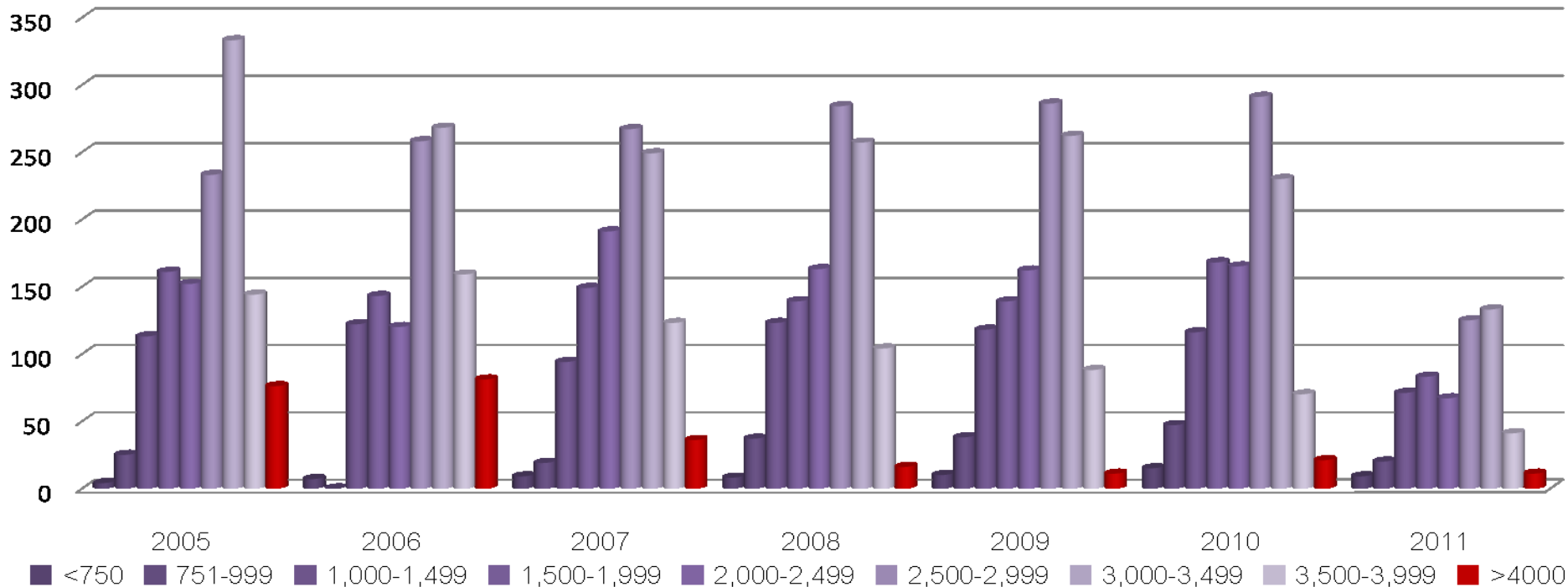
Total admission in 2008-2012



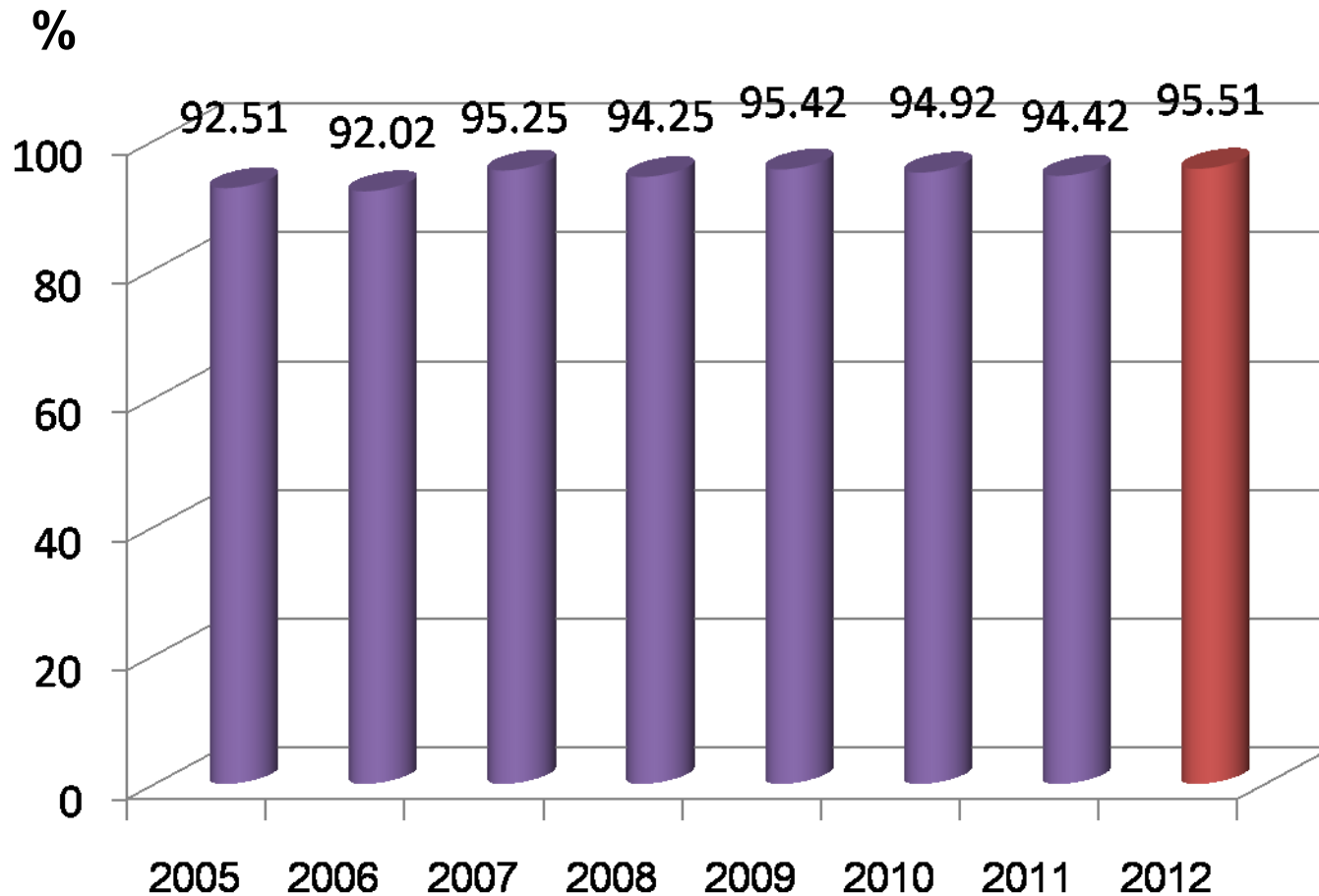
LBW admission in 2008-2012



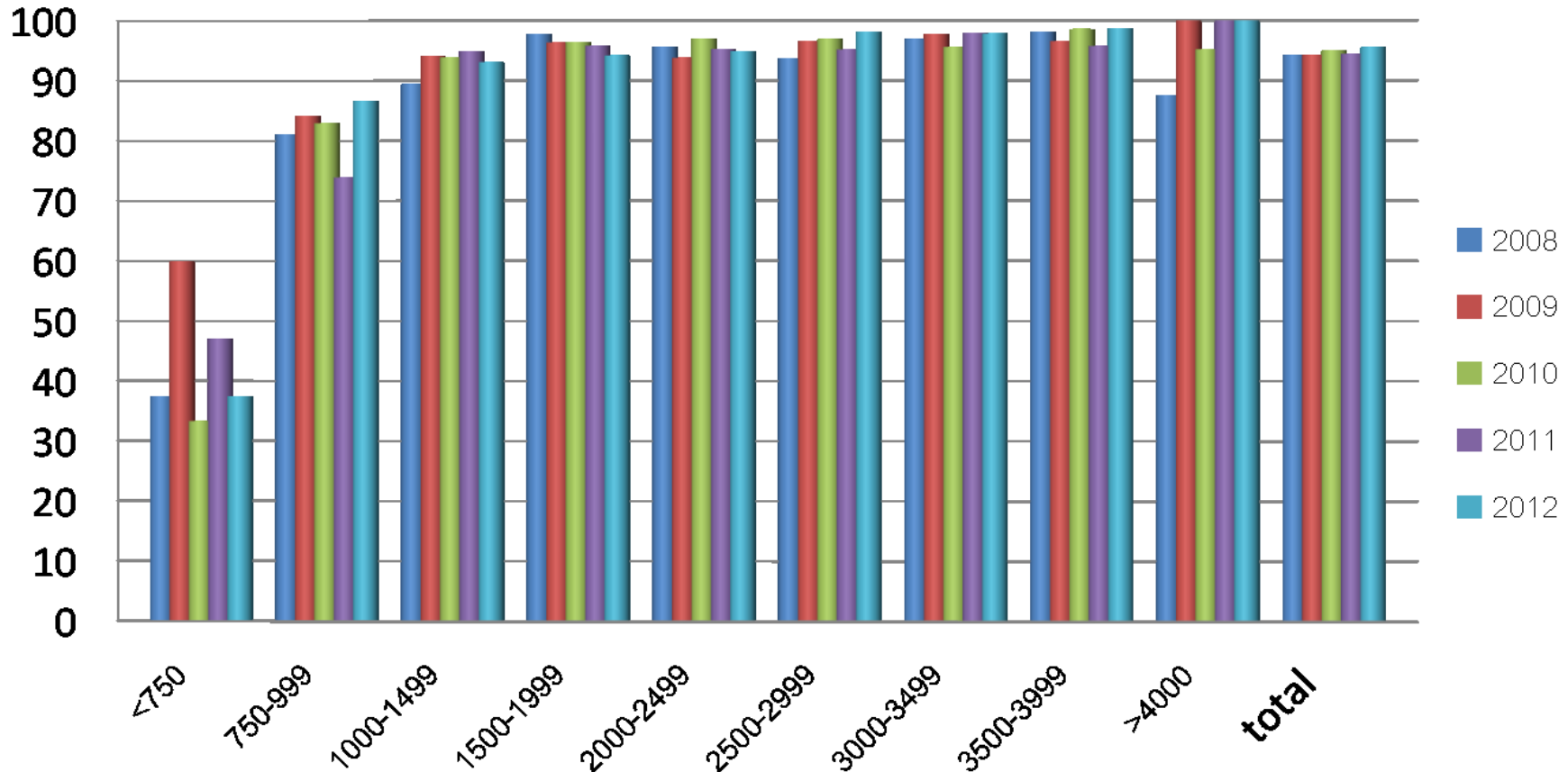
Birth weight of admitted cases in 2005-2010 (6m)



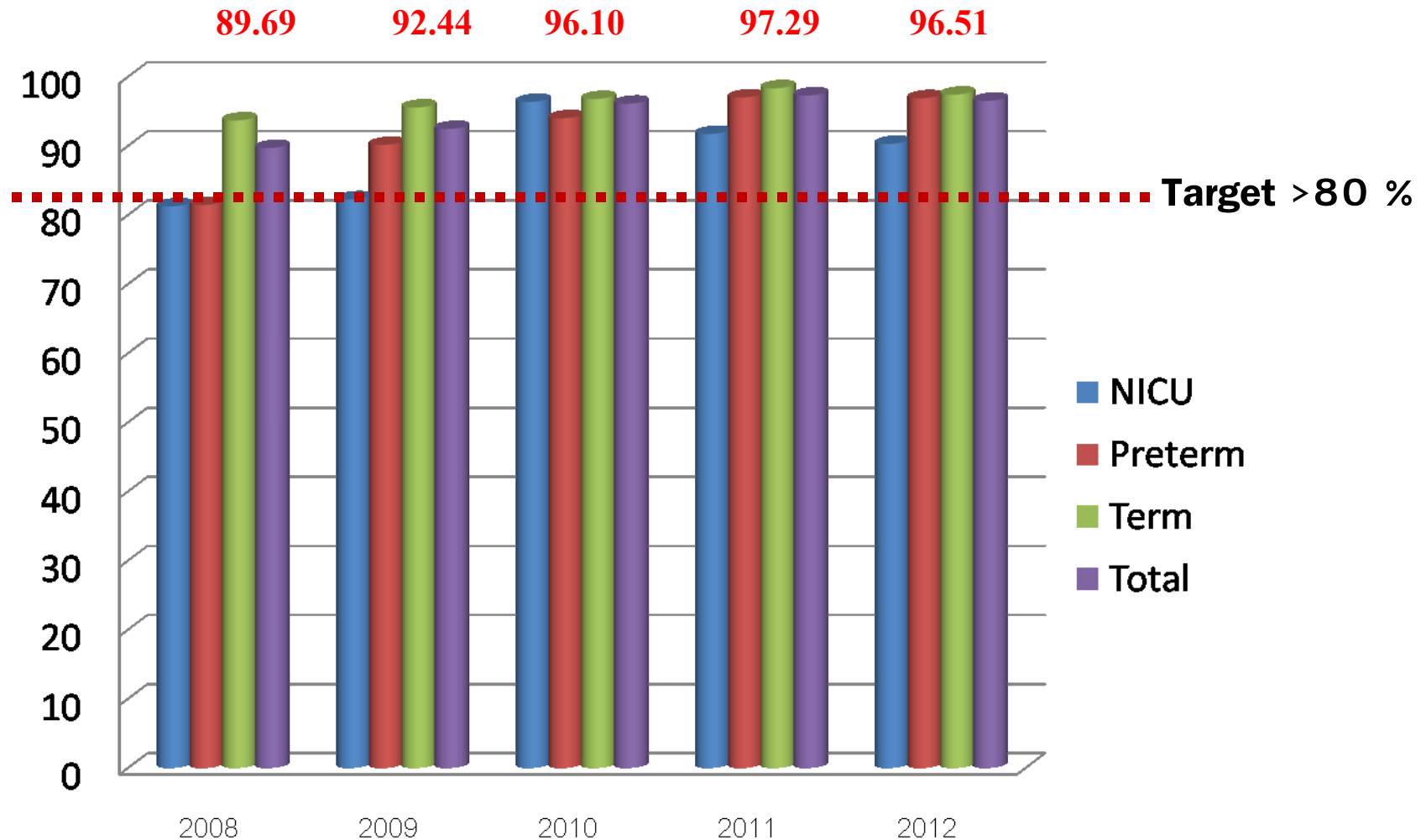
Total Survival Rate 2005-2012



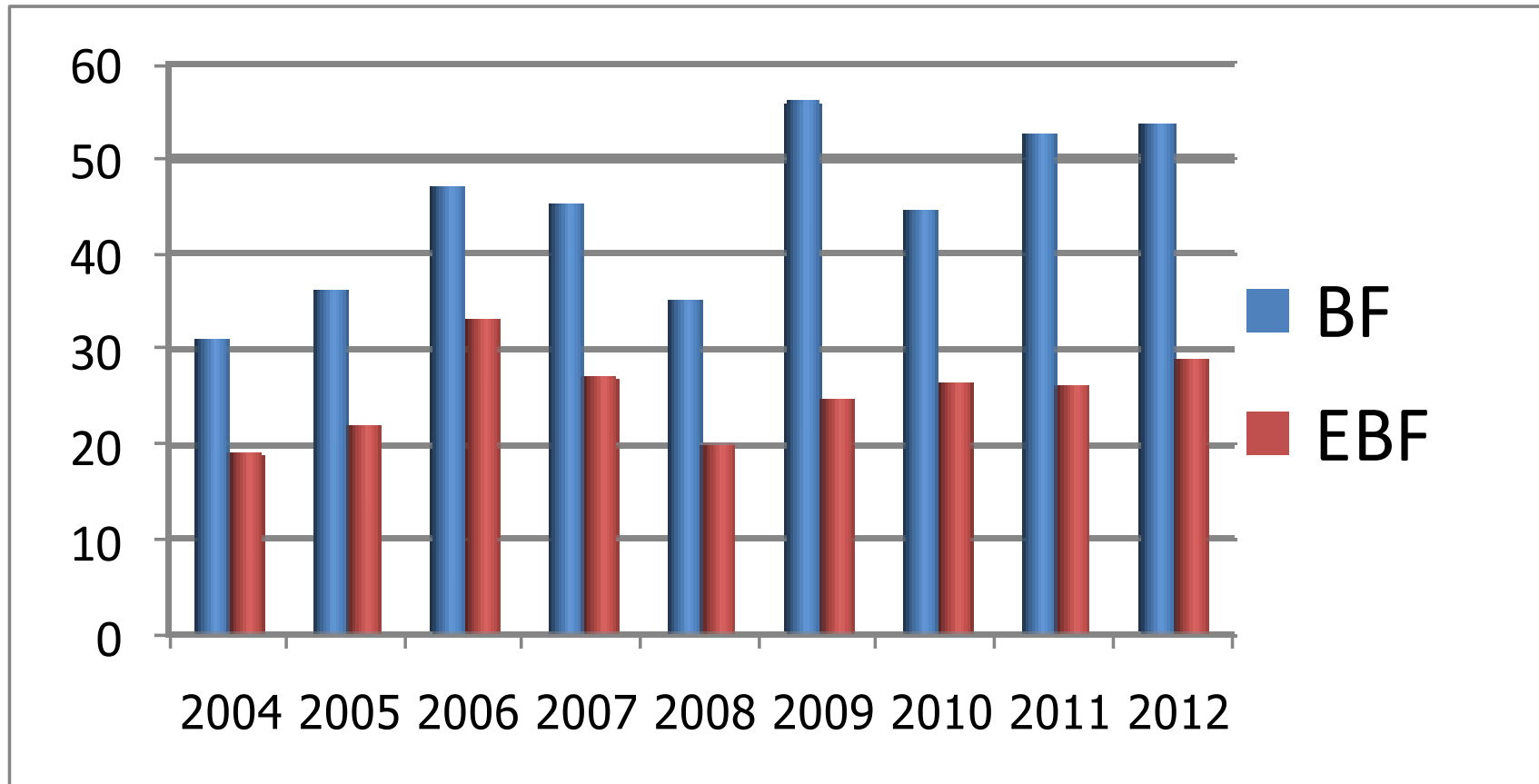
Survival rate 2008-2012 by BW



Breast milk in Sick Baby 2008-2012



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



BF Consultation 2003–2011



Fiscal Year	Number of consultation	
	Lactation Clinic	By Call
Aug 2003 – Sep 2003	122	136
FY 2004	1,118	1,390
FY 2005	4,394	3,774
FY 2006	5,372	6,594
FY 2007	5,086	5,839
FY 2008	5,537	5,055
FY 2009	7,661	5,264
FY 2010	7,025	5,155
FY 2011	7,234	4,751
Total	4,3549	37,778

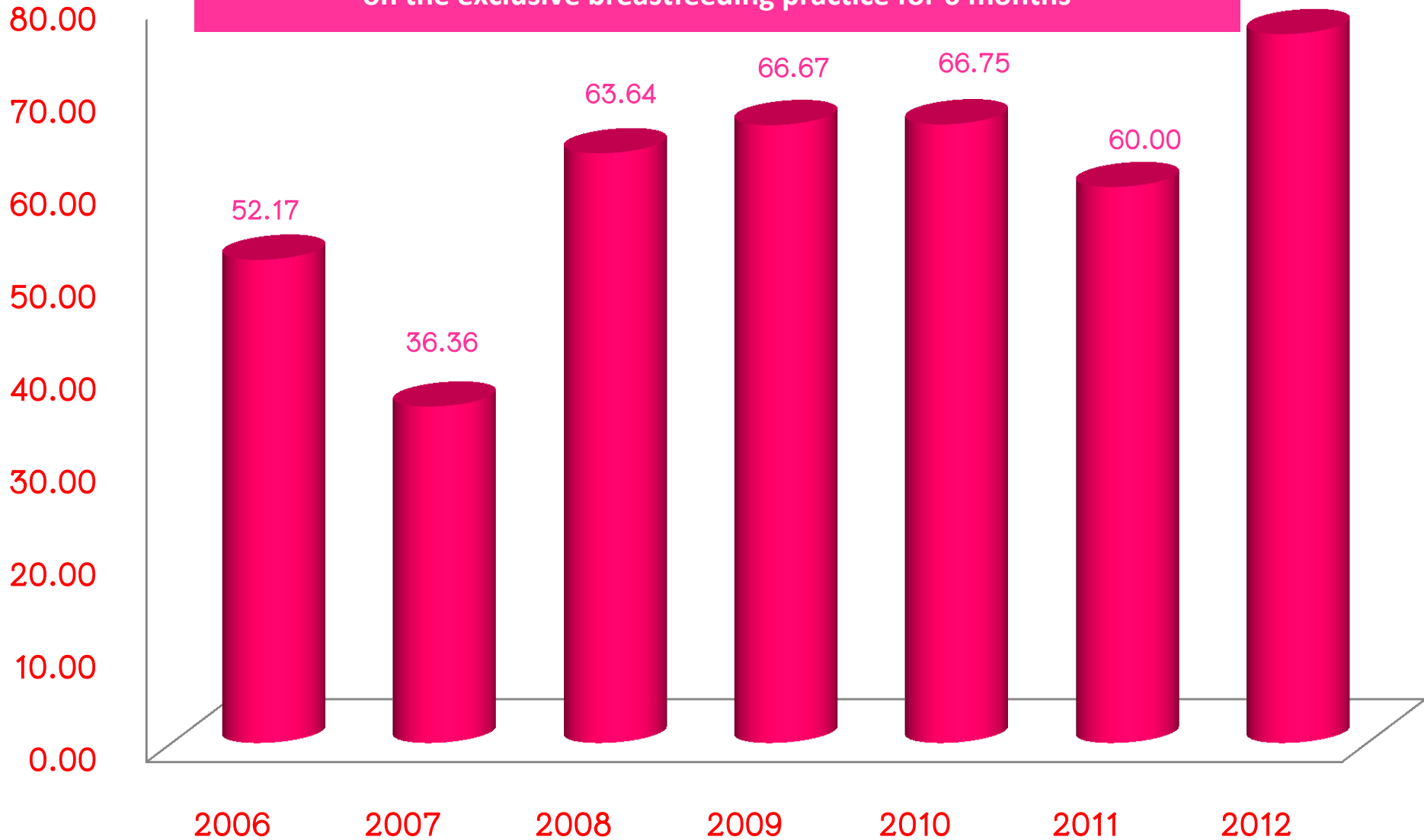
More Likely Free from Illnesses



Interview by phone call EBF VS Non EBF 2010

	% Free from Illnesses	
	Age 0-3 M	Age 3-6 M
EBF	73.68	67.50
Non EBF	54.55	38.16

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





SO

THANK YOU





SMART ASEAN & ASEAN PLUS

