

# Breastfeeding and the law?

## Monitoring company behaviour?

## Sponsorship of health professionals and conflicts of interest?

## What's the connection to infant and young child health?

Discover the answers at the Regional Capacity Building Workshop on Monitoring the International Code of Marketing of Breastmilk Substitutes organised by IBFAN Asia jointly with IBFAN-ICDC.

**Venue:** Russian Centre for Science and Culture, Firoz Shah Road , New Delhi, India.

**Date:** 14-16 November 2016

**Objective:** To build capacity in Code monitoring with a view to promoting Code compliance at country level.

### The 3-day training will cover:

- History of the International Code
- Understanding marketing
- Importance of breastfeeding
- Risks of not breastfeeding
- Scope of the Code - Products under the Code
- Major Code provisions
- Conflicts of interest
- Code monitoring:
  - who, what, where and how
  - practical exercises, role play, quiz
  - do's and don'ts
- Implementation and enforcement

### TEACHING METHODS

Lectures, working groups, plenary discussions, videos, practical exercises, role plays and on-line monitoring sessions. A field trip is normally included for participants to try out their monitoring skills in hospitals and shops.

### PARTICIPANTS

Open to IBFAN groups and affiliates.

### REGISTRATION FEE

USD 300 per participant (covering training materials, lunch and refreshments)



If you are interested in participating in the training, please complete and submit the registration form available from the link below.

<https://form.jotform.me/62501967085460>

## ABOUT IBFAN Asia

IBFAN Asia is the regional coordinating office of the International Baby Food Action Network (IBFAN) in the Asia Pacific region. Based in New Delhi, India, IBFAN Asia is represented in 25 countries in 3 sub regions - South Asia, East Asia and Southeast Asia.

IBFAN Asia is responsible for the overall coordination of the region's core work on breastfeeding protection, including implementation and monitoring of the International Code of Marketing of Breastmilk Substitutes at regional and national levels.

IBFAN Asia's scope of work also covers -

- Advocacy and social mobilisation
- Capacity building on Infant and Young Child Feeding (IYCF) counselling
- Assessment of IYCF policies and programmes with World Breastfeeding Trends Initiative (WBTi) tools
- Research
- Networking (e.g. organising the annual One Asia Breastfeeding Partners' Forum)

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## ABOUT IBFAN-ICDC

The International Code Documentation Centre (ICDC) was set up in 1985 to focus on the implementation of International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly Resolutions. Between 1991 to 2015, ICDC has organised over 60 courses worldwide and trained nearly 2000 participants from governments, international and national agencies and NGOs. Its seminars and conferences focus on drafting legislation and on monitoring Code compliance. They aim to:

- Raise awareness on the importance of protecting breastfeeding against aggressive promotion of commercial products.
- Build capacity of policy makers and other key players in drafting laws and formulating policies for the protection of infant and young child health.
- Arm regulatory officials and NGO workers with necessary tools and skills to monitor marketing practices and to hold businesses to account for their unethical marketing behaviour.

ICDC also advises governments, international and national agencies and NGOs on matters pertaining to the Code. It collects, analyses, and evaluates national laws and other regulatory measures and maintains a large depository of Code legislation from around the world.

ICDC periodically publishes handbooks, guidelines and reports on Code implementation and Code monitoring.

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