

Code Violations in an emergency

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Ancient History of Breastfeeding

Breastfeeding has been important since the beginning of mankind.

Origin of Mammals

Ancient History

Isis breast feeding Sun God

Egypt – 3000 BC



Isis breastfeeding Sun God



Ancient History

Buddhism

Prince Siddhartha was fed by many wet nurses headed by Maha Prajapathi Gothami after the death of his mother Maha Maya Devi

Also we offer dana to Kiri ammavaru (not wet nurses) when somebody recovers from infectious diseases like chicken pox

Ancient History - What religions say - Christianity

- "As a mother comforts her child, so will I comfort you." - Isaiah 66:13
- "If only you were to me like a brother, who was nursed at my mother's breasts! ..." [Song of Solomon 8:1, NIV]
 - "And it happened, as He spoke these things, that a certain woman from the crowd raised her voice and said to Him, 'Blessed is the womb that bore You, and the breasts which nursed You!'" [Luke 11:27, NKJV]
- "Can a mother forget the baby at her breast and have no compassion on the child she has borne? Though she may forget, I will not forget you!" [Isaiah 49:15, NIV]
- "Because of your father's God, who helps you, because of the Almighty, who blesses you with blessings of the heavens above, blessings of the deep that lies below, blessings of the breast and womb." [Genesis 49:25, NIV]

Mary Breastfeeding Infant Jesus



Isis feeding Sun God & Mary feeding Infant Jesus



Ancient History

The Hindu mother goddess Parwati feeding her son,
the elephant -headed wisdom god Ganesha



Ancient History- What the religions say- Judaism

“When nursing her newborn for the first time, a mother should begin on the left side.”
(Tzava'at Rabbi Yehudah HaChasid)

"because the baby should have his first meal from the place that's closest to the seat of understanding - the heart."
(Knesset Chachmei Yisrael 914)

Ancient History – What religions say - Islam

Islam has known this fact (importance of breastfeeding) for some 1400 years

“We have enjoined on man kindness to his parents: in pain did his mother bear him, and in pain did she give him birth. The carrying of the (child) to him is weaning is (a period of) thirty months. At length when he reach the age of full full strength and attains forty years, he says 'O my Lord! Grant me that I may be grateful for Thy favor which Thou hast bestowed upon me, and upon my parents...’”
(Holy Quran 46:15)

Ancient History – What religions say - Islam

The verse from El-Baqharah tells us:

MOTHERS SHALL SUCKLE THEIR CHILDREN FOR TWO WHOLE YEARS; (THAT IS) FOR THOSE WHO WISH TO COMPLETE THE SUCKLING. THE DUTY OF FEEDING AND CLOTHING NURSING MOTHERS IN A SEEMLY MANNER IS UPON THE FATHER OF THE CHILD.

Ancient History – What religions say - Islam

In the Hadith, the Prophet (PBUH) insisted that mothers should whenever possible breastfeed their children.

According to certain witnesses, the Prophet (PBUH) even indicated, in one of his Hadiths.

“that those mothers who can breastfeed their babies and yet do not do so will be called to account.”

Why is there such a Code

Deterioration of breastfeeding

- ❖ Inappropriate hospital practices
- ❖ Urbanization
- ❖ More working women
- ❖ Clever advertising by industry

Why is there such a code

- In 1960s a link between the inappropriate advertising of breastmilk substitutes and declining rate of breast feeding and associated 'bottle-baby syndrome' was recognized (diarrhoea, dehydration and malnutrition)
- Dr. Cecely Williams first recognized that link in 1939 (*Milk and Murder*)

Why is there such a code

- Subsequently other Paediatricians who worked in the developing countries also described the impact of industry marketing on infant health
- Dr. Jelliffe – Caribbean – *commerciogenic malnutrition*
- Dr. Catherine Wennen, Dr. David Morely & Dr. Ralph Hendricks wrote about the role of commercial promotion in the decline of breast feeding and increased infant malnutrition .

History of the development of the code

- The report titled 'The baby killer' published by the British Development Agency '*War on Want*' in 1974 drew world wide attention to the links between infant malnutrition and the promotion of breast milk substitutes in the third world

History of the development of the code

- In May 1981, at the thirty fourth WHA sessions the International Code of marketing of breast milk substitutes was adopted – 118 countries voted in favour to 1 against
- In 1986 WHA recommended the banning of free and subsidized supplies of infant formulae to maternity homes

History of the development of the code

- In 1989, WHO & UNICEF formulated the 'Baby Friendly Hospital Initiative' (Ten steps to protect, promote, and support breast feeding)
- In 1991, 'Baby Friendly Hospital Initiative' was launched by WHO & UNICEF

**Sri Lanka Code
For the
Promotion, Protection and Support
of Breast Feeding and Marketing of
Designated Products**

(Amended Code – 2002)

History of the development of the code – Sri Lanka

- In 1979, Sri Lankan government initiated action to protect breast feeding
- Under the consumer protection act of February 1979, a directive was made with regard to advertisements on milk food...
- In Nov. 1980 advertising of infant milk over media was banned

History of the development of the code – Sri Lanka

- In September 1981, Sri Lankan Code formulated by a technical committee of experts was accepted by the cabinet
- In February 1983, relevant provisions of the code were gazetted under the consumer protection act.
- Code was revised in 1998, gazetted in 2002

Other significant events related to Promotion & Protection of Breastfeeding

- ❖ Ratification of the Convention of the Rights of the Child – July 1991
- ❖ Paid maternity leave extended – March 1992
- ❖ “Baby Friendly Hospital” - 1993

Aim of the code

is to contribute to the provision of safe and adequate nutrition for infants, by

- ❖ protection and promotion of breast feeding
- ❖ ensuring the proper use of breast milk substitutes, when they are necessary
- ❖ providing adequate information & through appropriate marketing and distribution

Not to ban Infant food

Articles

- Article 1** Promotion of breast feeding
- Article 2** Marketing and promotion to the public
- Article 3** Marketing and promotion to families
- Article 4** Health care system
- Article 5** Health care workers
- Article 6** Employees of manufacturers or distributors
- Article 7** Manufacturers or distributors
- Article 8** Implementation and monitoring

Sri Lanka Breast feeding code in brief

Article 1 Promotion of breast feeding

- 1.1 All health care workers and **media personnel** shall create awareness regarding the advantages of breast feeding
- 1.2 Health care system should take measures to promote breast feeding. (educate pregnant women on advantages of BF,improve their nutrition, * method of delivery, feeding on demand etc.)
- 1.3 All mothers should be granted paid maternity leave

Article 1 Promotion of breast feeding

1.4 Crèches, breast feeding breaks without loss of remuneration and other facilities shall be provided by the employers to promote breast feeding.

1.5 Community and government support.

Article 2 Marketing and promotion to the public

- 2.1 Should not advertise or promote any **designated products** (Infant formulae, soya milk, malted milk, condensed milk , feeding bottles, teats, pacifiers etc.)
- 2.2 No designated product should be marketed in a way that will create a belief that it is *comparable or superior* to breast feeding. *
- 2.3 Marketed products should not contain any sayings which will reduce the value of breast milk, labeling must strictly adhere to the recommended statements.*

Article 2 Marketing and promotion to the public

- 2.4 Information as to the method of use of infant formulae should not be disseminated to the public by the manufacturer
- 2.5 If any infant food or milk product is recommended as a breast milk substitute or complementary food does not meet the standards set, that fact should be mentioned in the label
- 2.6 No person shall advertise or promote any complementary food for infants under the age of six months
- 2.7 *Complementary food can be advertised only with the approval of the monitoring committee **

Article 3 Marketing and promotion to the families

- 3.1 Marketing personnel in their business capacity, shall have no contact with pregnant women, mothers or members of their families
- 3.2 Free samples of designated products should not be provided
- 3.3 Should not provide any gifts in order to advertise designated products

Article 3 Marketing and promotion to the families

3.4 Where feeding with infant formulae is medically recommended to an infant, preparation of such formulae may be demonstrated by a health worker to the mother of such infant.

3.5 No group demonstrations of formulae preparation

Article 4 Health care system

- 4.1 Health care system shall encourage, protect and support breast feeding and cooperate with government authorities, in giving effect to the provision of the code.
- 4.2 Facilities at a health care system, shall not be used for the display of any product, placards or the distribution of materials given by any manufacturer or distributor of a designated product. No such facility should be used for the purpose of promoting designated products or complementary food. *

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Nursing Sister
(Incharge)

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12.08.2005

Article 4 Health care system

- 4.3 The use of a “mother craft” nurse provided or paid for by any manufacturer or distributor shall not be permitted.
- 4.4 Samples of designated products of complementary food whether free or reduced price, shall not be used
- 4.5 No donations, free supplies or supply at a price lower than the wholesale price of designated products or complementary food



Article 4 Health care system

- 4.6 Small quantity of breast milk substitute, needed for infants who require them in maternity wards and hospitals shall be made available through the normal procurement channels and not through free or subsidized supplies.
- 4.7 In emergency relief operations, protections, promotion and support breast feeding for infants shall be maintained and designed products shall be donated to such infants under the following *

Article 4 Health care system

4.7 Designated products can be donated during disaster situations under the following conditions

- ❖ Infants who have lost the mother
- ❖ the supply is continued for as the infant requires it;
- ❖ the supply is not used as a sales inducement;
- ❖ the request for supplementation is made on the recommendation of medical advice.

Article 5 Health care workers

- 5.1 No information, including scientific and factual information regarding infant or young child feeding, shall be given by any manufacturer or distributor to a health care worker ...
- 5.2 No financial or material inducements to promote any designated product or complementary food shall be offered or given to a health care worker or to a member of his family directly or indirectly by any manufacturer or distributor.

Article 5 Health care workers

5.3 Samples of any designated product or complementary food or equipment or utensils for their preparation or use, shall not be provided to any health care worker. Health care workers shall not give samples or designated product or complementary food to a pregnant woman, to a mother of a infant or young child or members of their family.

5.4 No manufacturer or distributor of designated product or complementary food or any person on his behalf, shall offer or give any gift or benefit to health care workers....

Article 5 Health care workers

- 5.5 Health care worker shall not accept transportation, payment for expenditure incurred to attend a professional meeting, conference, or fellowship etc. ..
- 5.6 No manufacture or distributor shall fund research by a health care worker or other researcher on designated product or complementary food
- 5.7 No information regarding designated products or complementary food or brand names or its logo shall appear on any diagnosis card, calendar, prescription form or growth chart*

Article 6 Employees of manufacturers or distributors

- 6.1** The quantum of sales, of any designated product or complementary food by an employee shall not be the criteria for the determination of his remuneration.
- 6.2** Personnel employed in marketing designated products or complementary food shall not act as health care workers

Article 7 Manufacturers or distributors

- 7.1 The short term or cut price offers of any designated products or complementary products by any manufacturer to a any distributor shall not be encouraged or facilitated.
- 7.2 Any manufacturer or distributor of any designated products or complementary food shall not finance facilitate or otherwise encourage point –of sale advertising or display or the giving of samples at the retail level

Article 7 Manufacturers or distributors

- 7.3 All manufacturers of any designated products or complementary food shall appraise the distributors of the provision of the code
- 7.4 Manufacturers in Sri Lanka of of any designated products or complementary food or any person acting on behalf shall conform to the quality control standards and procedures and the codes of hygienic practices for food and other related products
- 7.5 Public or Private Institutions, which engaged in packing of any designated products or complementary food shall conform to the same Quality control Standards and procedures

Article 7 Manufacturers or distributors

7.6 The importation of all designated products shall be approved by the Committee appointed

7.7 A manufacturer, or distributor of any designated products or complementary food shall not produce and distribute any educational or information material other than in the manner set out in Article 2.3 relating to infant feeding

7.8 A manufacturer, or distributor or any person acting on his behalf, of any designated products or complementary food shall take such steps as are necessary to ensure that the provisions of the Code are complied with

Article 8 Implementation and Monitoring

8.1 The ministries of health, trade , food and marketing, justice, labour, industries, education and science and technology, non governmental organizations and manufacturers and distributors of any designated product or complementary food shall take appropriate action, individually and collectively, to ensure the implementation of the provisions of the Code. The Ministry in charge of the subject shall be principally responsible to implementation of the code.

Article 8 Implementation and Monitoring

8.2 Non governmental Organizations, professionals, and professional groups concerned shall have the obligation to draw the attention of manufacturers, distributors or suppliers of designated products or complementary food, to activities which are inconsistent with the provisions of the Code, so that appropriate action can be taken

Article 8 Implementation and Monitoring

- 8.3 The Minister in charge of the subject shall appoint a committee to carry out the functions of monitoring the implementation of the Code
- 8.4 The committee appointed under 8.3 shall meet at least once in 2 months

Why is it important to prevent Code violations during an emergency?

Diseases can spread – overcrowding, insufficient water supply, environmental pollution, preparation of food / milk is difficult due to lack of proper utensils, firewood etc.

Babies may be given free milk powder without proper advice / inappropriate milk for the age of the child

Why is it important to prevent Code violations during an emergency?

Public and donors may initially make donations with good intentions

Milk food industry may later try to take advantage by advertising

Breast feeding may be affected later due to many factors

Article 4 Health care system

4.7 Designated products can be donated during disaster situations under the following conditions

- ❖ Infants who have lost the mother
- ❖ the supply is continued for as the infant requires it;
- ❖ the supply is not used as a sales inducement;
- ❖ the request for supplementation is made on the recommendation of medical advice.

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W. SANTHA WEERATHNE

Consequances of not Breastfeeding



THANK YOU