Western Cape Government
Health

BREASTFEEDING SEMINAR
MOTHER AND BABY FRIENDLY INITIATIVE

NM HENNEY RD(SA)
08th AUGUST 2013
Background

• Research notes that:
  – Breastfeeding has been shown to impact positively on the health outcomes of both the mother and infant.
    (Bartick, Steube, Shealy, Walker and Grummer-Strawn, 2009; Graffy and Taylor, 2005).
  – Further highlighted is the aspect of breastfeeding support, which if provided adequately to the mother has the potential to contribute to saving the lives.
  – Despite the acknowledgment of breastfeeding as the optimal feeding method for infants, it is noted worldwide that less than 40% of infants younger than six months of age are being exclusively breastfed.
    (WHO, 2011)
Outline of presentation

Background

MBFI implementation in the South Africa

MBFI In the Western Cape

  Commitment

  Implementation strategy

Progress
Background
2000 BC – 20th century: Wet nursing

Latter half of the 19th Century: Link between infant mortality, poor nutrition, tainted water and milk supplies was made.

19th Century: Feeding bottle introduced

1870 – 1890: first infant formula was introduced.

1910: humanised infant formula was produced and promoted as nutritionally equal to human milk and more convenient to mothers.

First two brands of humanised infant formula still on the shelf today
Background

– Formative research for the development and testing of breast milk substitutes (BMS) was done in hospital settings and the developed products marketed by manufacturing companies.

– Marketing campaigns for BMS were aggressive and claimed equivalence of BMS to breast milk, contributing substantially to the erosion of breastfeeding.
Background

- 19th century when physicians raised concerns about advertising claims used to market the use of the BMS. (Greer and Apple, 1991)

- Supported by observations in their practices and formal research documenting the negative effects of formula. (Fazal and Holla, 2004)
Background

- 1990: Innocenti Declaration
- 1991 - Baby Friendly Hospital Initiative (BFHI)

- improving the care given to mothers and infants as well as
- protecting, promoting and supporting breastfeeding
WHA members undertook to implement the targets of the Innocenti Declaration, implementing the Code of marketing of Breast milk Substitutes, implementing the "Ten Steps to successful breastfeeding" and enact legislation to protect the breastfeeding rights of working women. (Greiner, 2000)

MBFI implementation in the South Africa
MFHI implementation in South Africa

- Officially launched in 1994
- Government participation 1995

*Nutrition Committee convened in 1995 by the National Minister of Health set a target of 75% of the health facilities in SA accredited with BFH status by the year 2000.*

*(Department of Health, 2001)*

- 1st public health facility in South Africa was St Monica’s – accredited 1994 (IBFAN & UNICEF)
- Vergelegen Mediclinic – accredited 1996
MBFI implementation in South Africa

Healthy Baby and Healthy Mother!

- 10 steps to successful breastfeeding
- Code of marketing of breastmilk substitutes / Regulations 991
- Mother Friendly Care
- HIV and Infant Feeding
MFHI implementation in South Africa

• 2000 – Millennium Developmental Goals
• 2003 - Global Strategy for infant and young child Feeding
• 2007 – Infant and young child feeding policy
• 2012 – BFHI changed to MBFI
• 2012 – Campaign for Accelerated Reduction of Maternal and Child Mortality
• 2013 - Updated Infant and young Child policy (update)
• 2013 – Nutrition Roadmap
MBFI implementation in South Africa

- August 2011, National Breastfeeding Summit
- National Minister of Health convened a Two day summit ended with the adoption of the **Tshwane Declaration for the Support of Breastfeeding in South Africa** (DOH, 2011)
- Commitment of political will and stakeholders in South Africa, to work together to ensure the
- Call for south Africa to be a country that protects, promotes and supports of breastfeeding.
WHA members undertook to implement the targets of the Innocenti Declaration, implementing the Code of marketing of Breast milk Substitutes, implementing the “Ten Steps to successful breastfeeding,” and enact legislation to protect the breastfeeding rights of working women. (Greiner, 2000)

MBFI implementation in the Western Cape
“Nested rings of responsibilities”
Western Cape summit on wellness

- Western Cape Government hosted its first Wellness Summit on the 8 November 2011.
- Helen Zille, Premier of the Western Cape,
  - provincial government's strategic goal of "Increasing Wellness".
  - shift in emphasis from downstream curative care to addressing upstream inter-sectorial factors to reduce the burden of disease.
  - This implies that health is no longer solely the business of the Department of Health but rather a "whole of society" approach. This places more responsibility on communities to take responsibility for their own health and well-being.
The Cape Town Declaration on Wellness

• **Recognising that: -**
  1.3 Wellness is built on a foundation of the health of children which starts at birth and is **initiated and sustained with breastfeeding**

• **Realize that: -**
  4.2 (b) **Poor nutrition**, which is the underlying cause and the exacerbating risk factor of ill health in childhood, must be improved.

• **5 Hereby commit to:-**
  5.4 Address the structural, legislative and behavioural constraints and mobilise all members of society particularly in schools, workplaces, communities and government to facilitate making the right choice to:
    * eat healthy foods
    * **promote breastfeeding**

  5.5 Take responsibility for the wellness of our children
Western Cape Commitments

- **H73/2001** – Kangaroo Mother Care
- Voluntary implementation of MBFI
- 2009 - Development and launch of the *sinapi feeding cup*
- **H144/2012** – Western Cape Breastfeeding policy (workplace)
- **H164/2012** – Western Cape policy framework and Implementation plan for Restoration of Breastfeeding
- **H166/2012** – Infant Feeding Counseling guideline
- **H186/2012** – Criteria for Safe Infant Feeding by HIV positive women
- **H82/2013** - Strategy for the implementation, monitoring and evaluation of the Mother and Baby Friendly Initiative in the Western Cape
- **H166/2013** – PMTCT Guideline
Western Cape Commitments

- Standardise infant feeding messages
- Seasonal approach to health promotion – integrated infant feeding into seasons
- Celebrate World Breastfeeding Week annually
  - Breastfest - Competitions
  - Blitz - Support groups
  - Social organisations - Displays
  - Talks - community engagements
Implementation strategy

H164/2012 – Western Cape policy framework and Implementation plan for Restoration of Breastfeeding

• Mother and Baby Friendly Initiative
• Kangaroo Mother Care (Policy)
• Code (Regulations 991)
• Human Milk Banking (Draft implementation guidelines)
MBFI implementation

- **Foundation steps:**
  - Step 1 – Policy framework
  - Step 2 – Self study modules, standard operating procedures (class & self study)
  - Step 3 – Draft antenatal education package
- **Support step:**
  - Step 10 – Link facility and community based platforms
- **Item 1: Code & Regulations 991 (Dec 2012)**
  - workshop
  - monitoring tool
- **Item 2: Mother Friendly Care**
  - Workshops on Better Birth Initiative
- **Item 3: HIV and Infant Feeding**
  - Training healthcare staff
- **Breastfeeding rooms**
Capacitation of staff

- 80 hour lactation management
- 10 day integrated mother and child nutrition
- 5 day training for counsellors
- Facilitation skills workshops
- MBFI assessors training
- Infant Feeding Counselling
- Code workshop
- Regulations 991

Improve the knowledge and skill of health care workers and enable the promotion, protection and support of breastfeeding.
Accreditation per level of care

Number of MBFI accredited facilities per level of care in the Western Cape 1994 -2012

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MBFI implementation in the Western Cape
Accreditation per district in the Western Cape

MBFI accredited units per district and substructure 1996 - 2013 in the Western Cape
Number of new accreditations in the Western Cape
1996 - 2012

Number of new accreditations

- 1996: 1
- 1997: 1
- 1998: 1
- 1999: 1
- 2000: 1
- 2001: 1
- 2002: 1
- 2003: 2
- 2004: 2
- 2005: 2
- 2006: 2
- 2007: 1
- 2008: 6
- 2009: 2
- 2010: 2
- 2011: 2
- 2012: 7

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Number of accredited facilities in the Western Cape 1996 - 2012

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The powerful benefits of breastfeeding for child survival, growth and development are well known. All mothers are now being encouraged to exclusively breastfeed for the first six months to ensure that babies benefit from the goodness of breastmilk.

- WHO, 2012
ACKNOWLEDGEMENTS

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Thank you
Contact Us

Nicolette Henney
Comprehensive Health Programmes: Facility Based Services

Tel: 021 483 8664  Fax: 0866119026
Nicolette.Henney@westerncape.gov.za
www.westerncape.gov.za