

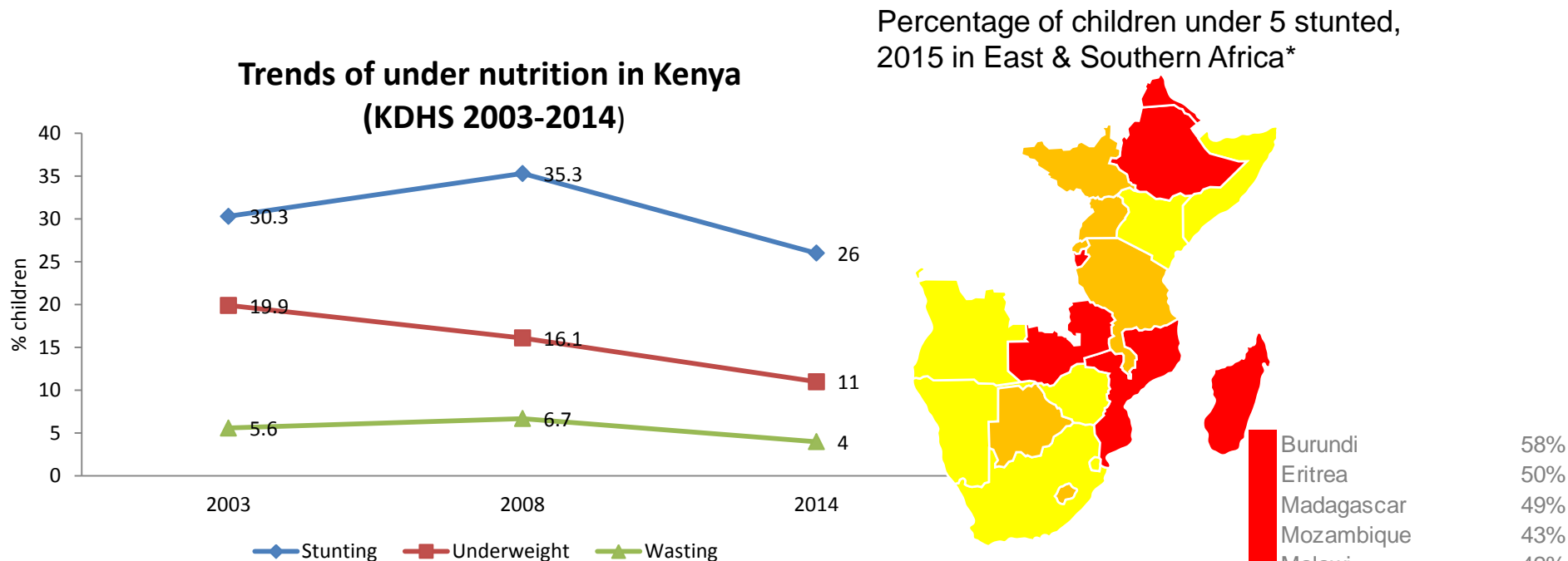


Implementation of the Kenya Breast-milk Substitutes Monitoring System

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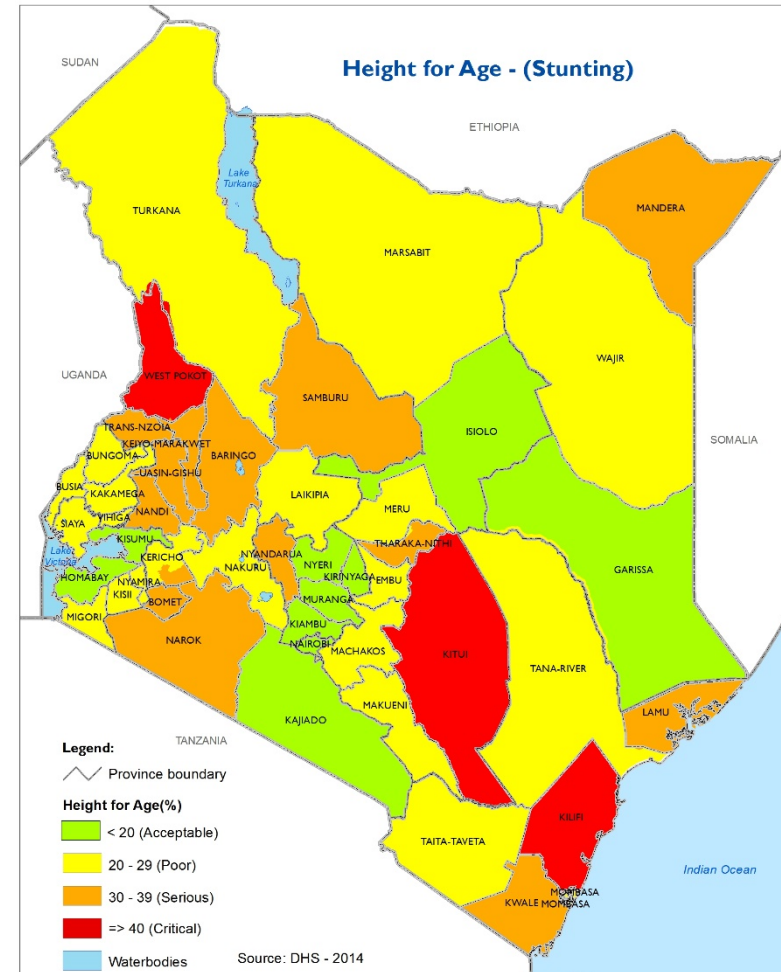
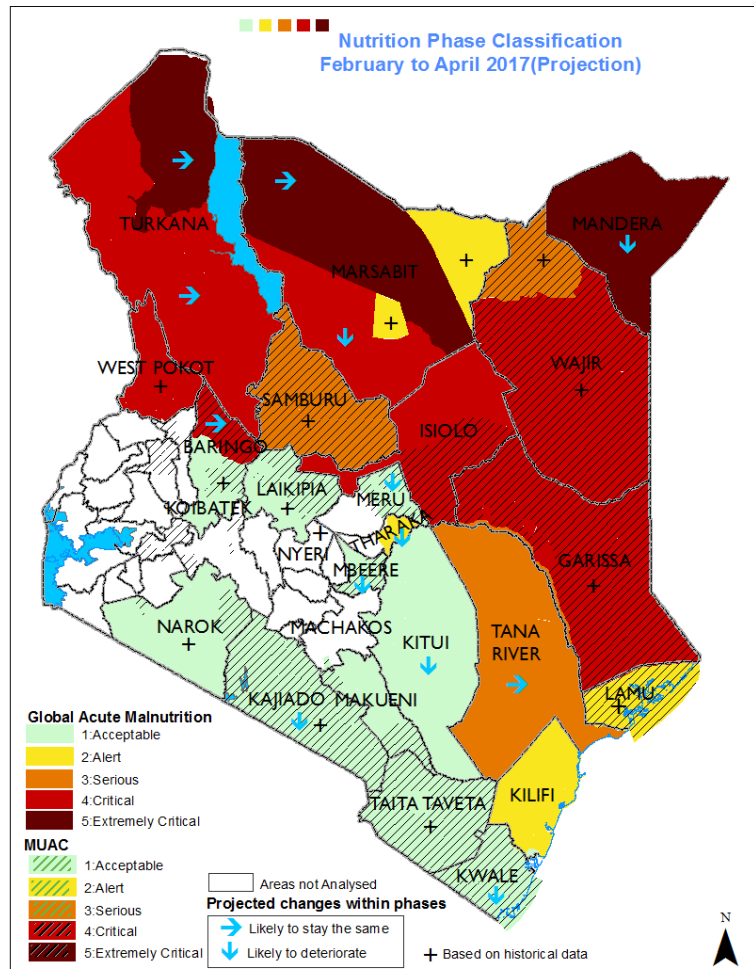
Nutrition Situation in Kenya



- **Reduction in stunting from 35.3% to 26%, however large disparities exist among counties, with some rates exceeding 40%**
- **MDG target for underweight (11%) achieved.**
- **As per GNR 2015,—Kenya—is on course for all five WHA undernutrition targets.**
- **Near doubling of Exclusive Breast Feeding from 32% to 61% in 5 years and subsequent reduction in infant mortality from 52 to 39 per 1000 live births as reported in the KDHS 2014**



While good progress at national level has been made – large disparities exist across counties.....

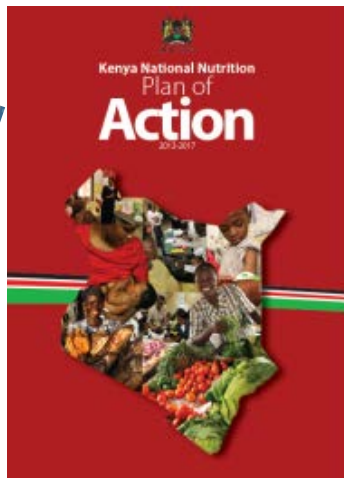
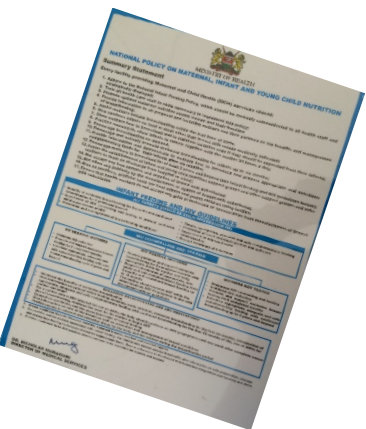
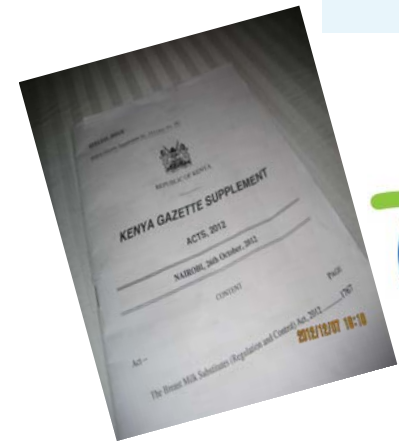


What supports infant and young child feeding Policy Environment & Legal Framework



Constitution of Kenya (2010), article 43 - every person has the right to be free from hunger and article 53 - every child has the right to basic nutrition.

- **National Food and Nutrition Security Policy** launched October 2012. (multi-sectoral)
- **National Nutrition Plan of Action 2012 to 2017**, launched during 1st National Nutrition Symposium (November 2012). **11 Strategic Objectives**
- **Breast Milk Substitutes (Regulation and Control) Act (2012)** enacted (October, 2012),
- **Mandatory fortification of cereals and oils** passed (October 2012)
- Signed up to SUN Movement in August 2012
- **Work place support for mothers is in the health Act 2017**



The BMS Act

Objectives of the Act

Why the Act - **advertising and promotion of breast milk substitutes**, greatly undermines women's confidence in the quality and quantity of breast milk and thus undermines breastfeeding.

The Act is to

- To provide for appropriate marketing and distribution of breast milk substitutes,
- Safe and adequate nutrition for infants through the promotion of breastfeeding
- Proper use of BMS where necessary and for connected purposes

Some articles

Sec 6 (1)

- A person shall not advertise or promote to the general public or cause to be advertised or promoted a designated or **complementary food**
- Displays to the public, material which refers directly or indirectly to a designated or complementary food product
- Prohibits promoting designated or complementary food product by use of sale devices such as special discounts, special displays to promote sales, competitions with prizes, tie-in sales, provision of premiums and rebates, discount coupons, loss leaders, giving of gifts and free samples to mothers.

The Monitoring system

- Monitoring is essential to detect violations, report them to the appropriate adjudicating body, and enable the existing enforcement mechanisms to effectively and quickly intervene to stop/eliminate actions that have been found to be violating Act.
- To provide for an environment where breastfeeding is promoted, protected and supported,
- To stop all promotional activities related to the marketing of designated products such as breast-milk substitutes, feeding bottles and teats, and ensure compliance with all the provision of the Act and regulations.

Processes

- Determining the scope of monitoring
- Identifying government agencies
- Capacity building
- Standardizing monitoring and reporting tools
- Developing and disseminating guidelines

Stakeholders

- Kenya adopted the WHO guidance and involves various government agencies including
 - The port authority,
 - Ministry of Health,
 - Kenya Bureau of Standards,
 - Communication Authority
 - Private sector

Success Factors

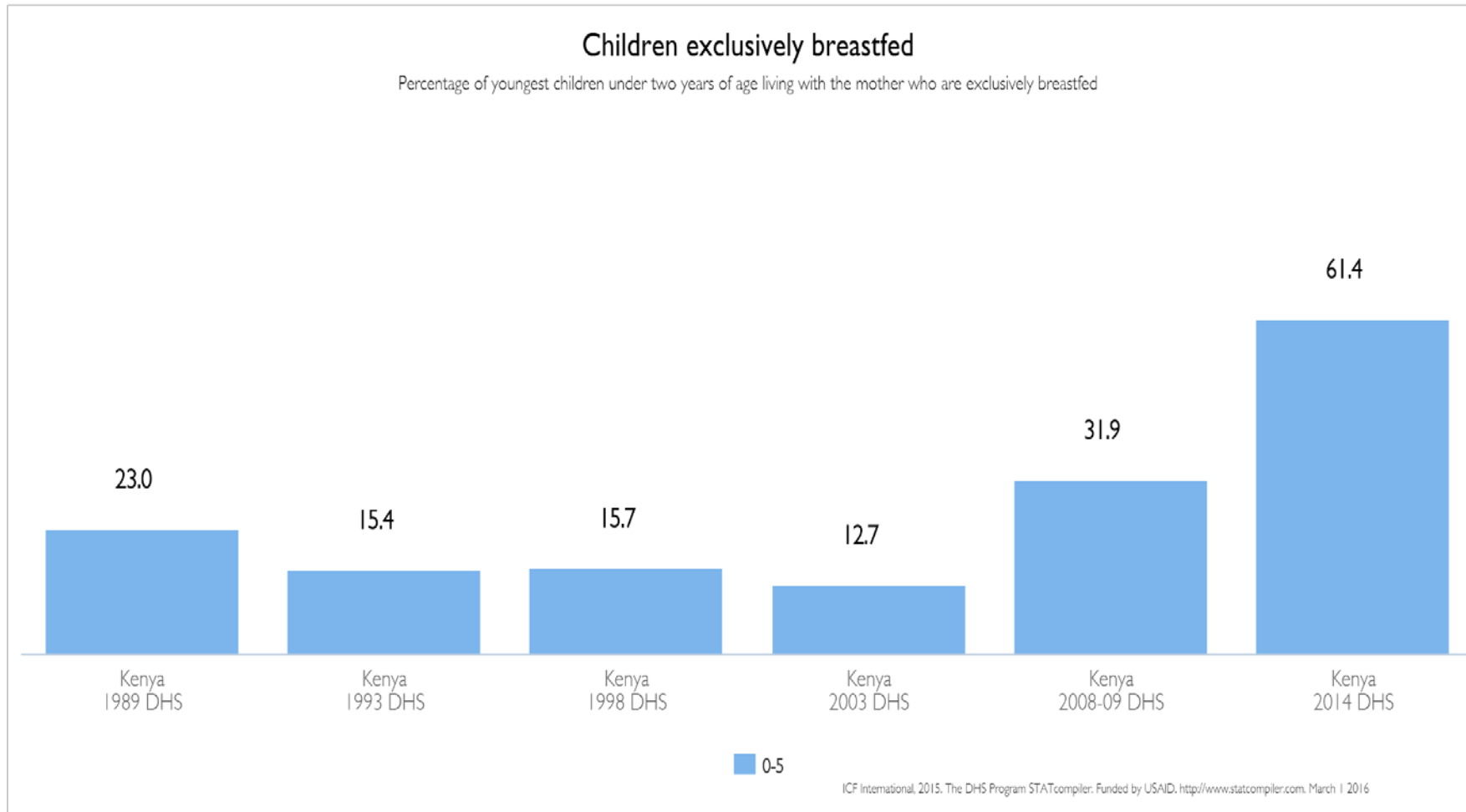
- The factors that are key to the success of monitoring and evaluation are
- Defined leadership,
- Clear roles and responsibilities,
- Strong interagency coordination mechanism,
- Defined reporting procedures,
- Communication and feedback mechanisms

Results of the initial monitoring exercise

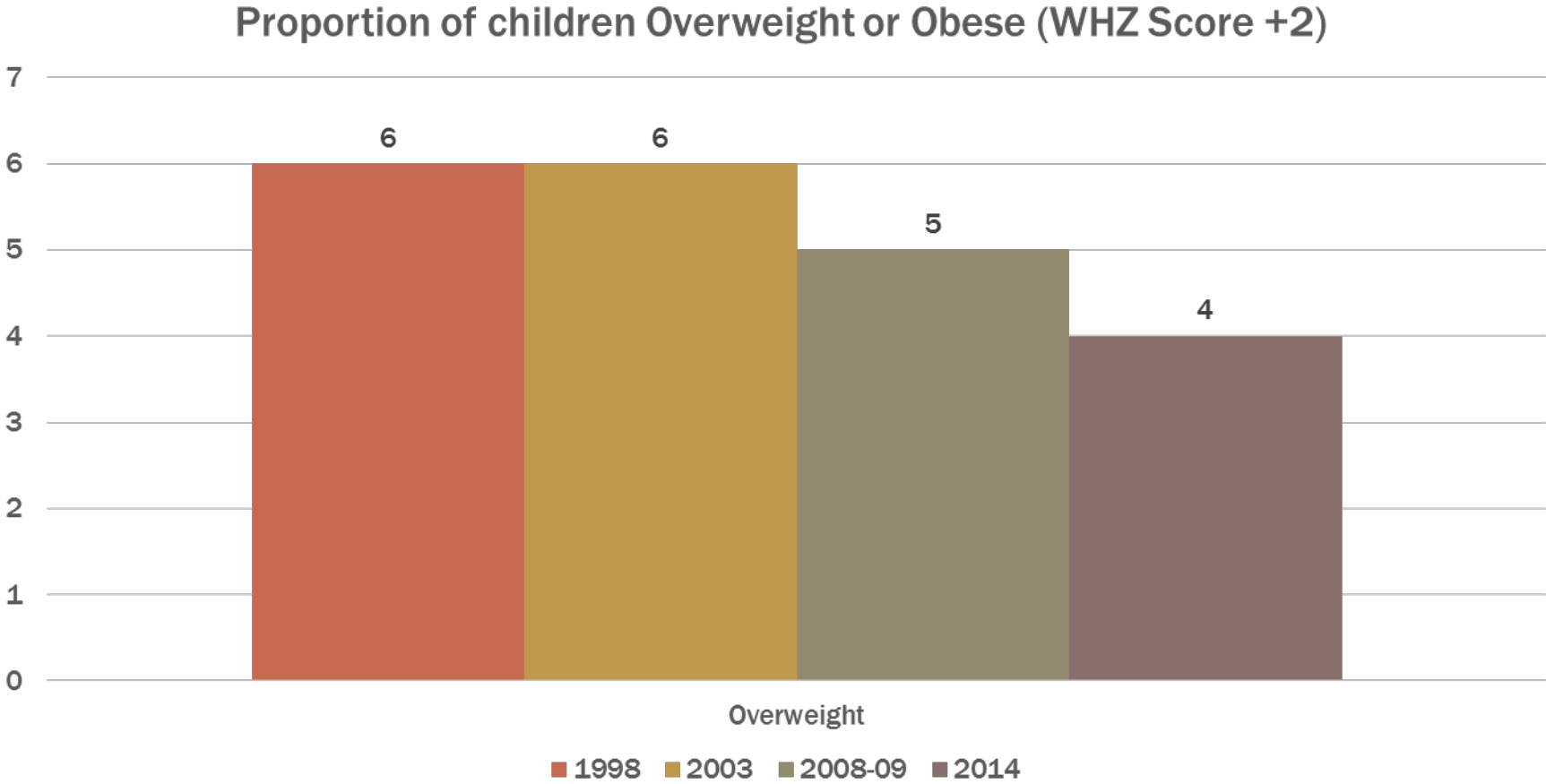
- **Minimal violations in public facilities.**
- *In a study conducted in Nairobi, Muranga and Isiolo*
- 16% received samples of designated products-**all from private facilities** 17.6% of facilities from all the counties had written materials that violated Article 4 of the code. Predominantly (89%) **from private and faith based HFs from Nairobi county.**

Outcomes

Exclusive breastfeeding Trends



Trends of overweight/obese children 1998-2014



Asante sana
Thank you