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.....
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)

  - **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

Children exclusively breastfed
Percentage of youngest children under two years of age living with the mother who are exclusively breastfed

- Kenya 1989 DHS: 23.0
- Kenya 1993 DHS: 15.4
- Kenya 1998 DHS: 15.7
- Kenya 2003 DHS: 12.7
- Kenya 2008-09 DHS: 31.9
- Kenya 2014 DHS: 61.4

Proportion of children Overweight or Obese (WHZ Score +2)

- 1998: 6
- 2003: 6
- 2008-09: 5
- 2014: 4
Asante sana
Thank you