

WORLD BREASTFEEDING WEEK 2021

August 1st -7th August 2021

***THEME: PROTECT BREASTFEEDING: A
SHARED RESPONSIBILITY***

**DR. DAVID O. OKEYO, PHD, MPH, RPHN
CHIEF EXECUTIVE OFFICER**



MANDATE

Cap 253B

An Act of Parliament to provide for the training, registration and licensing of nutritionists and dieticians; to provide for the regulation of the standards, and practice of the profession; to ensure their effective participation in matters relating to nutrition and dietetics, and for connected purposes [Act No. 18 of 2007, L.N. 130/2008.]

Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

In the year 1990, World Health Organization (WHO) and United Nations International Children's Emergency Fund (UNICEF) created a memorandum to support and promote breastfeeding. In 1991, the World Alliance for Breastfeeding Action (WABA) was formed to act on the *Innocenti Declaration* of 1990 to support, promote and protect breastfeeding. In the year 1992, the first World Breastfeeding Week was celebrated.



Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

The theme for this year for world breastfeeding week is “***Protect Breastfeeding: A Shared Responsibility***”. This theme focuses on the contribution of breastfeeding for the survival, health and well-being of all and the imperative to protect breastfeeding worldwide.



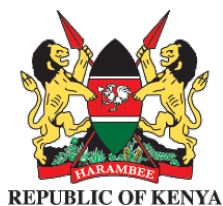
Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

Kenya Nutritionists and Dieticians Institute created by Cap 53(b) celebrates all nutritionists and dieticians in Kenya for their endless efforts in promoting breastfeeding agenda as move towards curbing child malnutrition and unwarranted infections.



Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

KNDI equally joins the world by subscribing to the World Breastfeeding Week 2021's theme: '*Protect Breastfeeding: A Shared Responsibility*'. The institute therefore joins WHO and UNICEF who have been long term global partners for various governments including Kenya to put emphasis on the following:



Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

“Ensuring the International Code of Marketing of Breastmilk Substitutes (which in Kenya is fully operationalized by an Act of parliament Breast Milk Substitute (Regulations and Control) Act, 2012)–is fully followed health workers and industry to protect mothers from aggressive marketing practices of alternative baby foods.”

Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

“Ensuring that the National and County governments strive to support nutritionist and dieticians and other health care workers with resources and information they need to effectively support mothers to breastfeed, including through global efforts such as the Baby-friendly Hospital Initiative, and guidelines on breastfeeding counselling.



Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

“Ensuring that all employers in Kenya avail to mothers the time and space they need to breastfeed; including paid parental leave with longer maternity leave; safe places for breastfeeding in the workplace; access to affordable and good-quality childcare; adequate wages and other child benefits.”

Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

KNDI therefore calls on the frontline nutrition and dietetics workforce beginning with nutritionists and dieticians to protect and promote women's access to skilled breastfeeding counselling as part of breastfeeding support.

Protect Breastfeeding: *Shared Responsibility and Ethical Contribution*

Why we must support breastfeeding?

- It supplies all the necessary nutrients in the proper proportions.
- It protects against allergies
- It protects against non-communicable diseases at old age
- It protects against infections, like ear infections.
- It is easily digested – no constipation, diarrhea or upset stomach.
- Babies have healthier weights as they grow.
- Breastfed babies score higher on IQ tests.



Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

Mothers who breastfeed:

- Have a reduced risk of Type 2 Diabetes and certain cancers such as breast cancer
- May find it easier to return to what they weighed before they got pregnant
- Strengthen the bond with their children

Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

Fatherhood-Model: Role of the father

Therefore, with all these benefits it is within our global ethical responsibility to support mothers to breastfeed as a priority.

Mothers need to be supported in a number of ways at home and in this case fatherhood-model would be useful in supporting breastfeeding for the mother.

Even though this has been ignored previously and especially in the sub-Saharan Africa due to cultural issues a father could improve the coverage of exclusive breastfeeding by:

Protect Breastfeeding: *Shared Responsibly and Ethical Contribution*

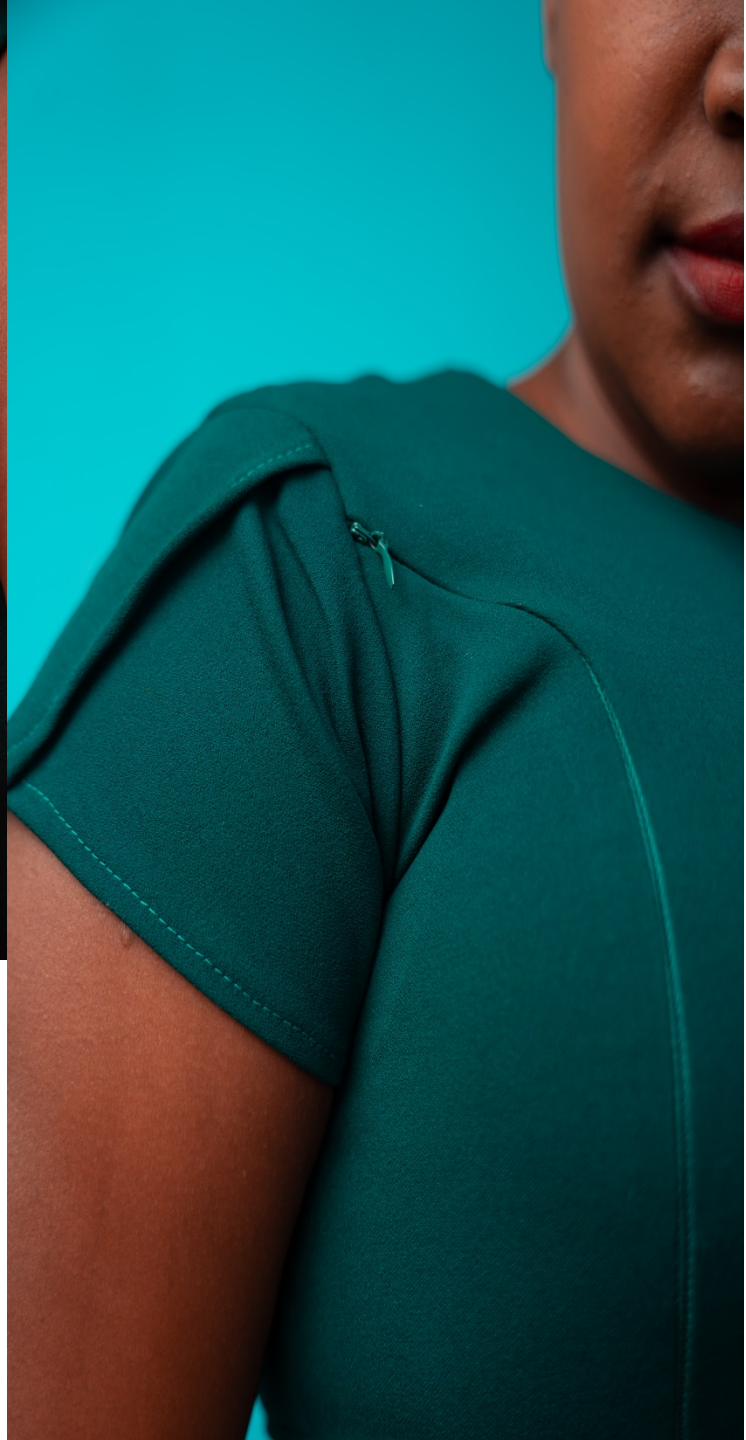
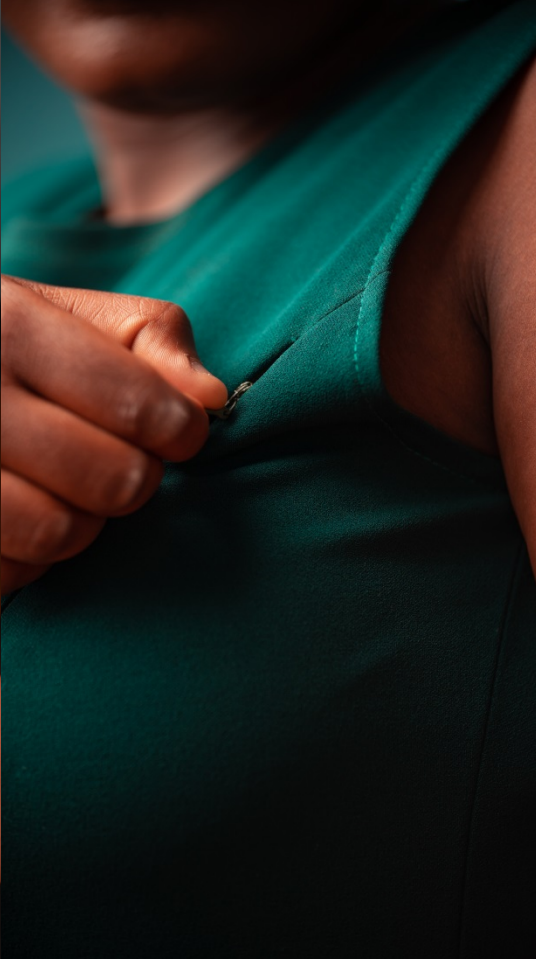
- Doing some housework for her to reduce the workload.
- Taking older children for an outing or simply keep them entertained for a while for the mother focus on her baby.
- Make sure that mother is eating and drinking enough. Bringing her water while she is feeding Baby, or bringing some healthy snacks which she can grab.
- Watching the baby for her so she can for relaxing shower or bathing, painting her nails, or many other support activities.
- Chatting with her whenever she is lonely to avoid the feeling of isolating.
- Buying breastfeeding supporting descent dresses for the mothers (Innovation)



Sample Breast Feeding Friendly elegant and Decent Dresses



Elegant and comfortable wear, lift up ensures easy breastfeeding even in public (Ms. Elizabeth Mboya-G/2025/17)



Hidden zips on both sides to make it easy to breastfeed or use breast pumps

(Jessica-Staff at KNDI)



Cross top for easy breastfeeding

(Nutritionists-Ms. Elizabeth Mboya-G/2025/17)

Ethical Role of Food Industries and Manufactures

- ❑ The manufacturers of infant and young child milks and foods should therefore operate in highly regulated environments.
- ❑ They must equally be committed to protecting the health and wellbeing of infants and young children and comply with the aims and principles of the *World Health Organization's International Code of Marketing of Breast-milk Substitutes (WHO Code)* and County specific local market regulations.

Ethical Role of Food Industries and Manufactures

- ❑ We strongly recommend that manufactures or companies who promote alternative approved substitute do not advertise breast milk substitutes directly to consumers even as they provide safe, high quality and wholesome products that are tailored to meet the nutritional needs of infants and young children.

Ethical Role of Food Industries and Manufactures

Such companies must subscribe to the FTSE4Good Index (*Good Inclusion Criteria for the Marketing of Breast Milk Substitutes*) which has a specific reference to the marketing of breast milk substitutes, and has been drafted in accordance with the principles of the WHO Code.

Ethical Role of Food Industries and Manufactures

In addition, manufacturing should establish clear internal marketing policies and procedures and also have their practices subjected to transparent independent audit.

When marketing follow-up formula and growing-up milk, members agree that it needs to be *ethical, unambiguous and done transparently.*

Ethical Role of Food Industries and Manufactures

There is need to recognize that the marketing of formula should also contribute to the provision of safe and adequate nutrition for infants by ensuring the proper use of formula, when necessary, on the basis of providing appropriate education and adequate information.

Ethical Role of Food Industries and Manufactures

In conclusion, all key players in this agenda must ethically share responsibilities to protect and promote exclusive breastfeeding for six months with continued breastfeeding up to 2 years of age to ensure a healthy child and comply with the right to adequate food. It may very best wish that the discussion in this forum would generate a healthy agenda towards protecting breastfeeding.

