

# INTERNATIONAL CONFERENCE

## Infant feeding in emergencies: *lessons learned and next steps*

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### Infant Feeding in Emergencies: The WHO guidelines and other global documents

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What is the goal of IYCF-E response?



Why is IYCF-E important?



WHO Recommendations



IFE Operational Guidance



Overview of global documents



International Code of  
Marketing of Breastmilk  
Substitutes



# The WHO Recommendations on Infant and Young Child feeding

- Initiate breastfeeding within the first hour of birth
- Exclusively breastfed for the first 6 months of life – meaning no other foods or liquids are provided, including water
- Infants should be breastfed on demand – that is as often as the child wants, day and night. No bottles, teats or pacifiers should be used.
- From the age of 6 months, children should begin eating safe and adequate complementary foods while continuing to breastfeed for up to 2 years and beyond

To **protect, promote, and support** adequate infant and young child feeding practices.





# Why is adequate IYCF Important?



European Region

## Globally

- Only 44% of infants initiate breastfeeding within the first hour after birth<sup>1</sup>
- Only 40% of all infants under 6 months of age are exclusively breastfed<sup>1</sup>
- 33% higher risk of dying in first 28 days for newborns who initiated after 2 hours.<sup>2</sup>
- Improved practices can save over 820,000 lives a year<sup>3</sup>
- Increased rates could add 300 billion US\$ to global economy yearly<sup>4</sup>
- During **emergencies**, rates of child mortality can soar up to **70 x higher** than average<sup>7</sup>
- Complimentary feeding:  
52% Minimum meal frequency  
29% Minimum dietary diversity



# Overview of Global Documents

The international Code of  
Marketing of Breastmilk  
Substitutes and subsequent  
World Health Assembly  
Resolutions (The Code)

Operational Guidance on  
IYCF-E

Baby Friendly Hospital  
Initiative

The Sphere humanitarian  
charter and standards

Global strategy for IYCF

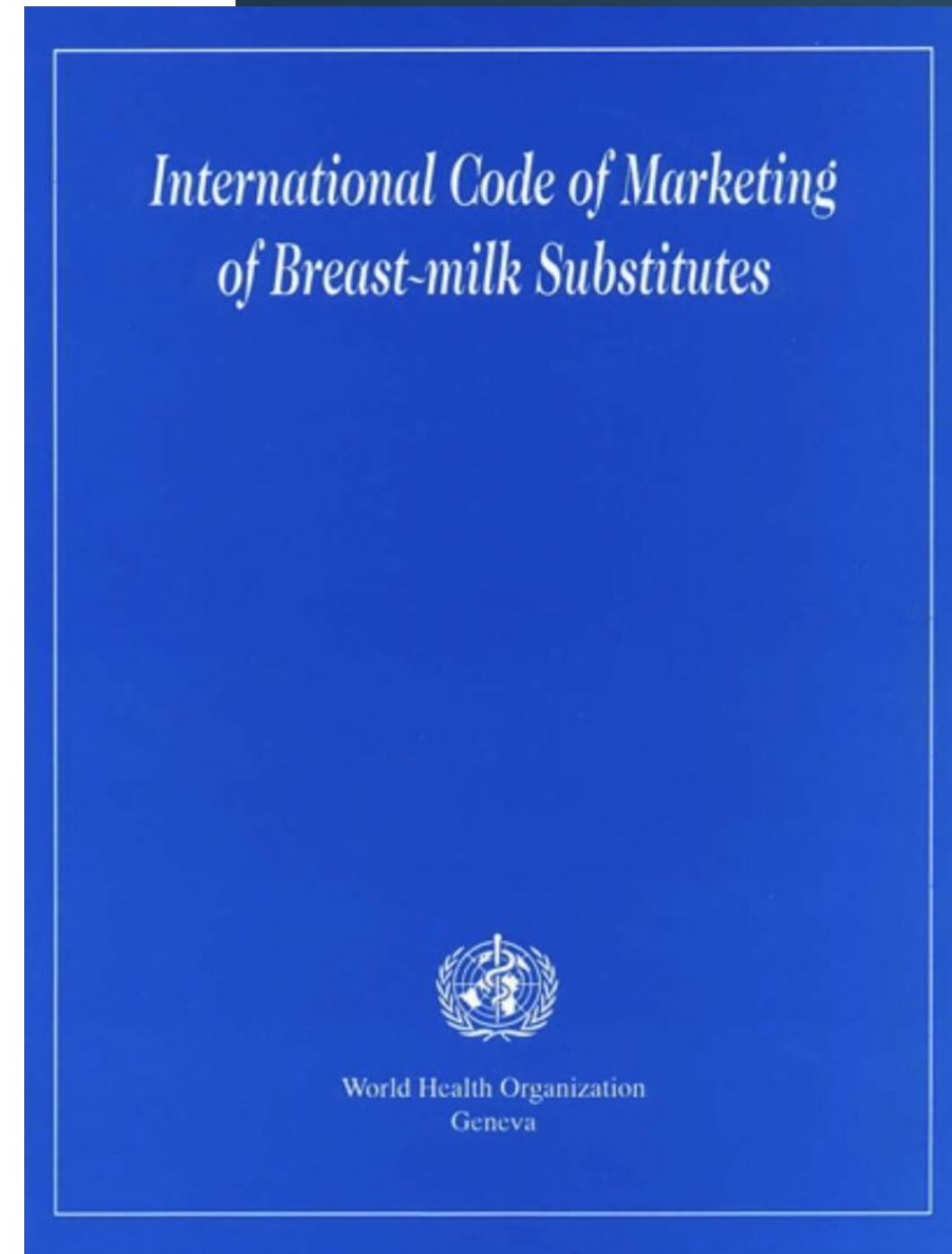
Innocenti declaration

Sustainable Development  
Goals

## The International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly Resolutions (The Code)

Aims to stop the aggressive and inappropriate marketing of products covered by the Code

- Objective: the provision of safe and adequate nutrition for infants, by ensuring:
- the protection and promotion of breastfeeding
- the proper use of BMS when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.



# The Code

Sets out the responsibilities of the infant food industry, health workers, governments and organizations.

Supports informed decision making that is impartial and free of commercial influences

Endorsed by the Baby Friendly Hospital Initiative

**The Code is especially important in emergencies**





## Infant and Young Child Feeding in Emergencies

Operational  
Guidance for  
Emergency Relief  
Staff and  
Programme  
Managers

Developed by the  
IFE Core Group

Version 3.0 – October 2017

The OG-IFE is intended for policy-makers, decision-makers and programmers working in emergency preparedness and response, including governments, United Nations (UN) agencies, national and international non-governmental organizations (NGOs), donors, volunteer groups and the private/business sector



# The Operational Guidance on IFE



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**Aim** To provide concise, practical guidance on how to ensure appropriate infant and young child feeding in emergencies (IFE)

**Scope** Applies to emergency preparedness, response and recovery worldwide

**Target Groups** Infants and young children aged 0-23 months and pregnant and lactating women (PLW)

**Intended for** Policy-makers, decision-makers and programmers working in emergency preparedness, response and recovery across sectors and disciplines.



# Other Global guidelines, policies, and legislations

Baby Friendly  
Hospital Initiative

The Sphere  
humanitarian  
charter and  
standards

Sustainable  
development goals

Global strategy for  
IYCF

Innocenti  
declaration





# Thank you

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Европейское региональное бюро