



**JA PreventNCD**

Joint Action Prevent Non-Communicable Diseases

# WP6

## In-person Task 6.5 meeting - Rome

**10-11<sup>th</sup> October, 2024**



Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor HADEA can be held responsible for them.



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# Pre-implementation key points

## Norway

Gry Hay, Norwegian Directorate of Health

**Task 6.5 Meeting in Rome, 10-11<sup>th</sup> October 2024**



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# Antenatal and Child Preventive Healthcare Services in the Communities

- Pregnant women: Midwives or GP
- Children 0-2 years: 13 consultations with public health nurse (4 with GP)
- Free of charge
- Baby-Friendly Standard included in national guidelines on
  - antenatal care
  - maternity care
  - child and adolescent preventive health care services
  - infant nutrition



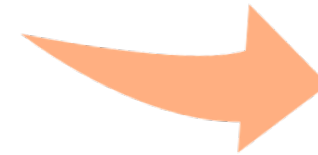
# Facilitators and barriers for the implementation of the Baby-Friendly Standard in the community health services

## Facilitators

- Not a difficult program to implement for the municipalities
- Breastfeeding coordinator at national level
- Governmental support and national policy/action plan
- The Baby-Friendly standard is established for hospitals
- The Baby-Friendly community health services is an extension
- Integrated in ordinary quality work in the health service (no external funding)
- Tools

## Barriers

- Time restraints in ordinary activities
- Staff turnover
- Other tasks laid upon the community health services: Other national programs; pandemics; emergency situations
- Challenge to maintain the standard

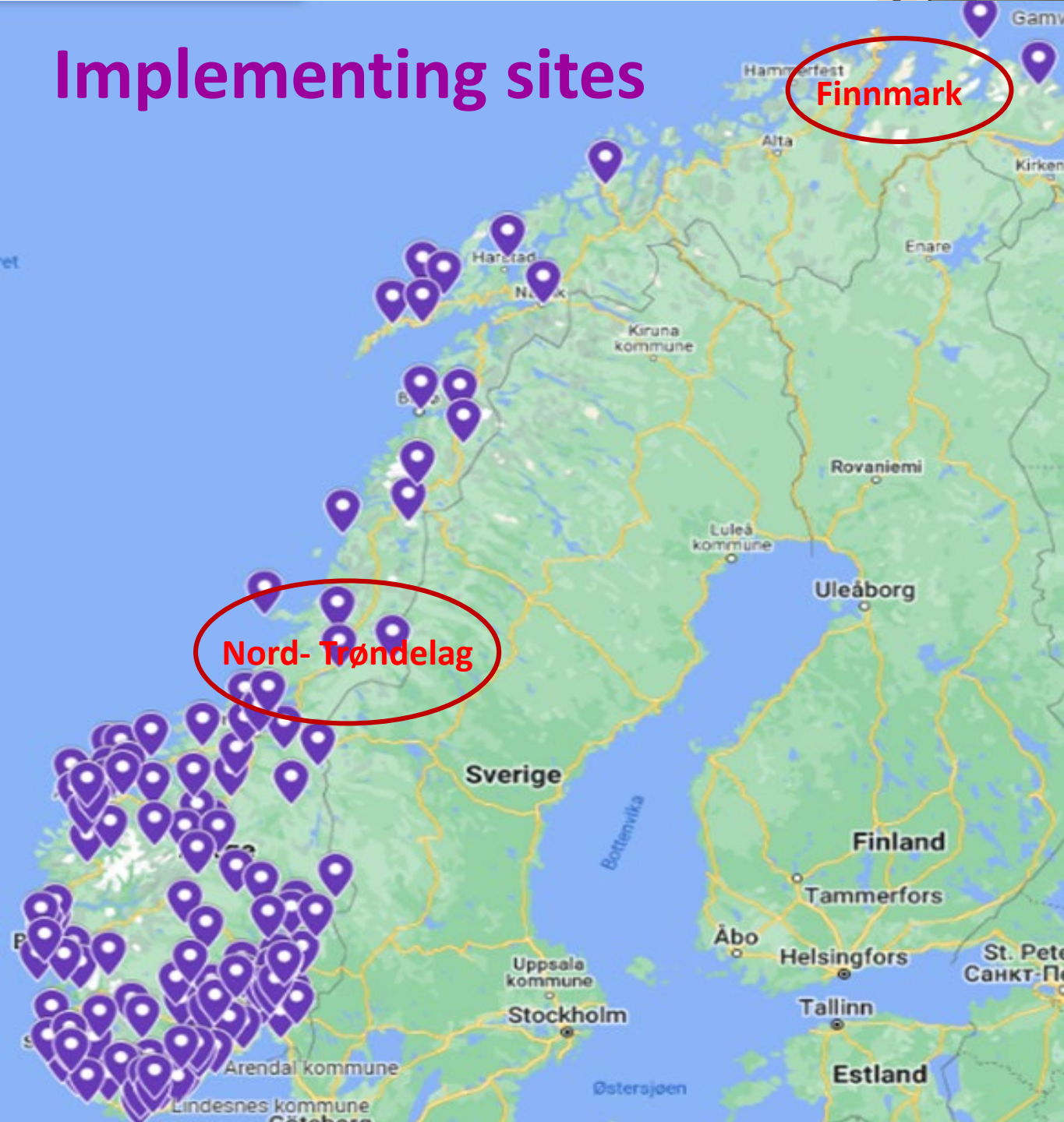


Health personnel report that BFI in the community has improved their self-efficacy.

«Lactation counselling is now much more interesting, fun and rewarding»



# Implementing sites



# Planned activities for the next 6 months (October 2024 – March 2025)

- Recruit a public health nurse/midwife
- Initiate collaboration with the implementing sites in Norway/Europe
- Translate and adapt tools
  - the e-learning program "BreastfeEducation"
  - videos and texts on breastfeeding and infant nutrition
- Arrange a stakeholder meeting
- Develop recommendations on how to better implement national regulations on breastfeeding breaks at the work place
- Contribute to WHA resolution on digital marketing of breast milk substitutes
- Contribute to the WHO survey on breastfeeding indicators.



# Stakeholders

Organizations	Names
The Midwives' Association, The Norwegian Nurses' Association	Malin Myklebust
Norwegian Society of Pediatricians	Fride Bysveen Lier
Public Health Nurses, The Norwegian Nurses' Association	Ann Karin Swang
Ammehjelpen – Mother-to-mother support organisation	Stine Treider Arnesen
Norwegian Association of General Medicine	Kari Løvendahl Mogstad
Employers' and employees' organisations in Norway	Different persons

# Thank you!

