



JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

WP6

In-person Task 6.5 meeting - Rome

10-11th October, 2024



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Joint Action Prevent Non-Communicable Diseases

Pre-implementation key points

Slovenia

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Task 6.5 Meeting in Rome, 10-11th October 2024



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1. Health System in Slovenia

- Public healthcare system, additionally private healthcare providers (*with concession)
- Universal healthcare coverage
- Three levels of healthcare
 - 1st → primary healthcare centres and pharmacies
 - 2nd → specialist ambulatory outpatient and hospital inpatient care
 - 3rd → clinics, clinical institutes, or clinical departments and other authorised healthcare institutions
- Program ZDAJ → information for parents and families

<https://zdaj.net>

2. Barriers and facilitators



Inadequate, uncoordinated education of health workers

- Midwives, pediatricians, gynecologists/obstetricians with teams, nurses, dentists, IBCLC (involvement of consultants)...
- Inconsistent information, advices



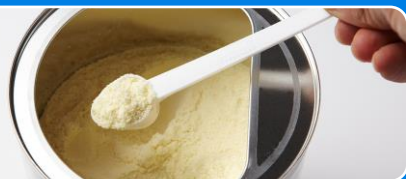
Lack of advisory services on primary health level

- Community nurses – home visits, breastfeeding-friendly maternity hospital and communities
- Breastfeeding consultancy – in some health community services (the need to expand)



Inadequate data collection system on the actual state of breastfeeding

- Nationally, only data on breastfeeding status at discharge from the maternity hospital is collected
- Pediatricians collect data on breastfeeding at 2, 4, 6 months and later but the data is not transferred nationally



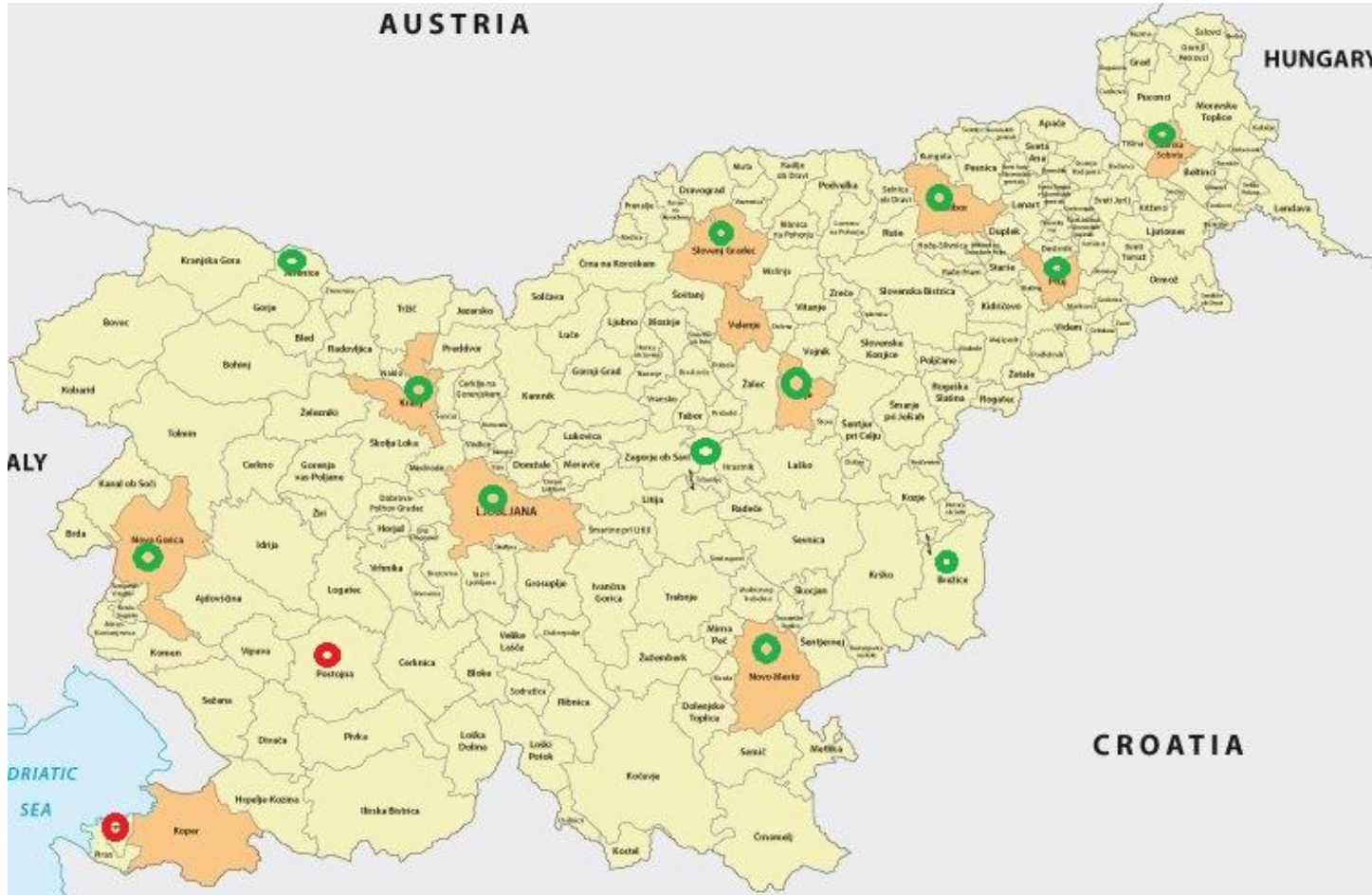
Inappropriate marketing of breastmilk substitutes

- Cases of “help packages” with promotion material
- Aggressive marketing of complementary children foods (toddler foods)



3. Choice of the implementation site

Map/Municipalities/Population/Number of newborns per year



- Population: 2.1 million
- 212 municipalities
- Number of newborns:

2018	2019	2020	2021	2022	2023
19.225	19.042	18.503	18.715	17.380	16.780

- 84,3 % born in BF maternity hospitals
- 12/14 maternity hospitals are BF

Rationale for the implementation sites

Digital environment

- Review current status on digital marketing of breastmilk substitutes and baby foods

Health services

- Addressing inappropriate advertising of breastmilk substitutes
- Increasing the number of Breastfeeding friendly Healthcare Facilities (BFHF)

Municipalities/ towns

- 3 successful stories with Breastfeeding friendly towns (BFT) → would like to expand
- Raising awareness through mother/father/parents support groups

Different setting of implementation

	Digital environment	Health services		Municipalities/towns	
Activities	Repeating research on review of digital marketing of breastmilk substitutes and baby foods	Encouraging Healthcare Facilities to become BFHF	Tackling inappropriate marketing (cases of “help packages“ with promotion material)	<ul style="list-style-type: none"> - Helping in the process of becoming BFT - Recruiting new towns to apply for BFT 	Raising awareness through mother/father/parents support groups
Barriers	Limited to methodology used	<ul style="list-style-type: none"> - Depends on their interests - Burdened workers 	Mothers give consent to receive advertising offers	Depends on political will of the mayors	<ul style="list-style-type: none"> - Willingness to accept our promotional material - Not reaching mothers that need it
Facilitators	Using the same methodology as before	Becoming BFHF	International Code of Marketing of Breast-Milk Substitutes	Becoming BFT	Relatively easy to implement
Critical risks	Not reaching all advertisements	There must be an interest	Not complying with the Code	There must be an interest	There must be an interest
Measures of mitigation	Conduct a research	Making contact with HF, raising awareness, inviting them to participate	Getting in contact with responsible persons to adjust their marketing	Making contact with municipalities/towns, raising awareness, inviting them to participate	Making contact with the groups, providing promotional material

4. Planned activities for the next 6 months

TASK

- 6.5.1.9 Identifying relevant stakeholders
- 6.5.1.10 Organization of a national Kick-off
- 6.5.3.4 Awareness raising (in different settings)
- 6.5.4.2 Promoting BF in all settings

ACTIVITY

- Regular meetings with UNICEF
- Establishing communication (municipalities/towns, parents support groups)
- Organizing informative webinar - Inviting all relevant stakeholders meeting
- Creating a plan on promotion

5. Stakeholder list

a) Specific stakeholders group:

- Slovenian Breastfeeding Committee by UNICEF Slovenia (NOSD)
 - Professional, non-profit, level (**National**/Local), involvement (**High**/Medium/Low)
- Municipalities, mayors of chosen towns
 - Level (National/**Local**), involvement (**High**/Medium/Low)
- Healthcare professionals/healthcare facilities
 - Level (National/**Local**), involvement (High/**Medium**/Low)
- Leaders of mother/father/parents support groups
 - Level (National/**Local**), involvement (High/Medium/**Low**)

b) Broader possible stakeholders group:

In-service professionals (healthcare workers), pre-service professionals (students), all women in childbearing age, industry – producers of breastmilk substitutes and baby foods...



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Thank you!



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