

Brief Report On

Sensitization Workshop for health professionals to enhance awareness on provision of the IMS Act

Organized By

**Breastfeeding Network of India (BPNI)/International Baby Food Action Network-Asia
Collaboration with Civil Surgeon office, Palwal.**

To strengthen the Infant and Young Child Feeding (IYCF) initiative and successful implementation of IMS Act in the state of Haryana, Breastfeeding Promotion Network of India organized a half day sensitization workshop to enhance awareness on provisions of the IMS Act in collaboration with Civil Surgeon office, Palwal on 28th May'2015 at district hospital conference room. The participants were civil surgeons, medical officers, Pediatricians, Gynecologists, Local medical officers from CHC, PHC. In addition staff nurses, IMA president, DPM, Surveillance Medical Officer (SMO) also attended the workshop.

The objectives of the workshop to discuss significance and importance of IMS Act in child health and nutrition; familiarize the stakeholders with provision of IMS Act and their implementation; evolve the strategies for co-ordinations and action by the stakeholders for effective implementation of IMS Act towards optimal IYCF.

Dr. Rajendra Prasad, Civil Surgeon, Palwal inaugurated the workshop and welcomed all the resource persons from BPNI and the participants from Palwal District. He briefed about the objectives of the workshop and thereafter invited Dr. Dadhich taking the workshop further.

Dr. Dadhich, National Coordinator, BPNI / IBFAN asked the participants about their awareness of the IMS Act and out of 34 participants only one person raised his hand. This clearly indicated that this kind of workshop is highly important and must be conducted frequently for the stakeholders.

Dr Dadhich presented that "Why protecting breastfeeding from commercial influence is important?"Breastfeeding is vital for Child Survival and Nutrition. In order to explain it further he drew the attention of the participants toward the scenario of child mortality in India. Phenomena, diarrhea and prematurity are the major causes for child deaths in India. He shared evidences that delayed initiation of breastfeeding has increased the risk of child death. Late initiation of breastfeeding was associated with a 2.6-fold increased risk of infection-specific neonatal mortality which can be prevented through timely initiation of breastfeeding. He pointed out that the commercial companies are undermining breastfeeding by adopting various advertising tricks as per the changing trends. The international community recognised this aspect and initiated efforts against the product promotion.

He concluded his presentation with an age old audio visual clip on the trial of a baby food company in a court room which was highly appreciated by the participants. The participants actively participated in the session and asked relevant questions and queries.

Dr. Neelima Thakur, Sr. Programme officer, BPNI/ IBFAN explained the “Process and Provisions of the IMS Act”. She briefed about history and objectives of IMS Act and thereafter she explained the section wise provisions of the IMS Act in detail with examples, which is important to regulate the production, supply and distribution of infant milk substitutes, feeding bottles and infant foods. IMS Act is one of the very strong tools to protect breastfeeding and a coordinated and concerned effort will be required for strengthening implementation of IMS Act at district and state level.

The “effective implementation of IMS Act” was explained by Mr. Ajay Kumar, Advocate and Legal Advisor, BPNI. He pointed out that India has become one of the first country in the world to update legislation to protect, promote and support breastfeeding, in harmony with Global Strategy for Infant and Young Child Feeding. He also shared information on Government Officials Empowered And Responsible Under Sec.- 12 And Rule- 4, Preventive Measures To Check The Infringement of Legal Provisions And Malpractices By Producers/ Suppliers/ Distributors/ Sellers Of Products Falling Within The Scope Of IMS Act, Part-C Power and Duty of Food Safety Officer and Authorized Officials (Sec. 12 and 13) etc.

Dr. Dadhich, National coordinator, BPNI/ IBFAN, made his next presentation on “The present status and ways to monitor implementation of the IMS Act”. He explained how the baby food companies are still violating the IMS Act. He demonstrated number of current examples like advertisement of infant food on Indian journal of paediatrics, E- marketing violation, distribution of educational material by baby food manufactures & poster displayed at health care system and scientific conference organised by Nestle etc for better understanding of participants. He also shared about past actions taken by State Government of Haryana regarding implementation of IMS Act and initiatives required for implementation and monitoring of the same. He suggested the participants that timely action will help in effective implementation of the act and the government should use their power to enter, search and seize infant milk substitutes, feeding bottles and infant food in their jurisdictions in order to check the violations and extend help in implementation of IMS Act more effectively.

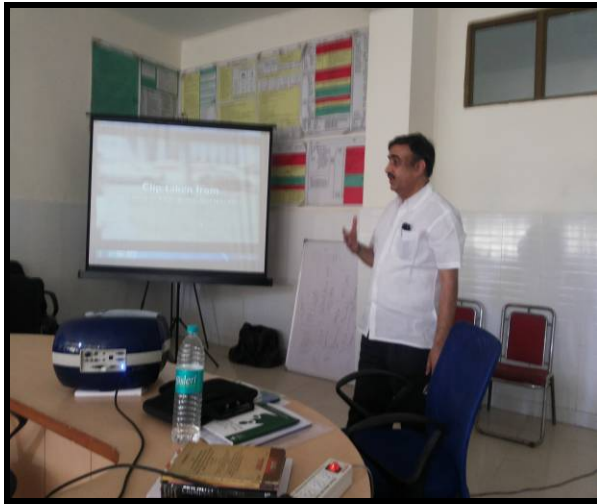
The participants enthusiastically participated and asked lot of questions regarding various actions taken by BPNI against the ongoing violation of IMS Act. Dr. Dadhich attended their concern the best way and the workshop was concluded successfully.

Programme for the
Sensitization Workshop for health professionals to enhance awareness on
provision of the IMS Act

Date: 28th May, 2015 Venue: District Hospital, Palwal

Time	Topic and Resource Person	Details
02.00 pm – 02.20 pm	Opening Session: introductions, objectives of the WS CS, Palwal /BPNI/ADC, Palwal	WS will start with the introduction of participants and facilitators, followed by sharing of the objectives of the WS by one of the resource person. Participants will be asked to express their expectations from the WS and their fears on different coloured VIPP cards which will be displayed on a board
02.20 --- 03.00 pm	Why protecting breastfeeding from commercial influence is important Dr. JP Dadhich BPNI/IBFAN Asia Discussion	This will be a PPT presentation on the science and philosophy behind the importance of protecting breastfeeding from the commercial influence.
03.00 – 03.30 pm	Provision of the IMS Act Dr. Neelima Thakur BPNI/IBFAN Asia Discussion	This PPT presentation will share the process and provisions of the Act. giving examples for each section.
03.30 – 4.00 pm	Administrative and legal mechanism for implementing the IMS Act Mr. Ajay Kumar , Advocacte, Supreme Court; legal advisor BPNI	In this session, administrative and legal provisions for the implementation of the IMS Act will be discussed.
04.00 --- 04.30 pm	The present status and ways to monitor implementation of the IMS Act Act Dr. JP Dadhich BPNI/IBFAN Asia	This session will deal with current status of the implementation of the Act giving examples of continuing violations by the companies
04.30 – 05.00 pm	Interaction between participants and resource persons Way Forward Concluding Remarks	

Images of the workshop



List of Participants

Sensitization workshop for health professionals to enhance awareness on provision of the IMS Act
Palwal, 28th May

S.no	Name	Designation	Email id	Contact no	Signature
1	DR ANANTIKA	LMO	ananti.ka@gmail.com	8510940666	Ananti
2	DR S. Shubham	MO	drshubham37@gmail.com	8882050260	S. Shubham
3	Dr. Sanjay Singh	M.O.	sanjaysingh.kmc@gmail.com	9971623907	Sanjay
4	Dr. Parveen K	M.O.	P. Parveen K@gmail.com	8295936363	Parveen
5	Dr. Anjali Singh	M.O.	dr.anjali.singh@gmail.com	9050067870	Anjali
6	Dr. Jyoti Singh	MO/IC	benimaldeyale@gmail.com	9810930130	Jyoti
7	Savitri Singh	SIH	8901074829	8901074829	Savitri
8	Dr. Bhupender	M.O/IC	myrasulbourpbc@gmail.com	9416544870	Bhupender
9	Dr. Anuj	D/S	moilkhana@gmail.com	9896409793	Anuj
10	Dr. Jyoti Rawat	D/S	PHE Saha@gmail.com	7466966313	Jyoti
11	Dr. Jyoti Rawat	D/S	pyotirawat88@gmail.com	9654195009	Jyoti
12	Dr. Manoj	M/O/IC	PHE HLR	9896246728	Manoj
13	Dr. H.K. Bhatia	MO	chc hoda	9896246728	H.K. Bhatia
14	Dr. Manoj	MO	PHE Hassanpur	8053128101	Manoj
15	DR. B.S. Sharma	Perat.	4th. Palwal	9416633195	B.S. Sharma
16	Dr. Laxmi	DyCS(NMT)	PCS Palwal	8285936362	Laxmi
17	Dr. S.M. Bager	Asst. Surgeon	Chc, Palwal	9416066088	S.M. Bager
18	Malika	DPT	Chc CS Palwal	8285936373	Malika
19	Dr. Anup	JMA President	Anup B. Namtal	9812066950	Anup
20	Sarita	DMGO	4th. Palwal	8295731378	Sarita
21	Anuradha	Staff Nurse	CHC Hoda	-	Anuradha
22	Dr. Vasu	LMO	Chc Palwal	-	Vasu
23	Dr. Rajendra	C-S.	Palwal	-	Rajendra
24	Dr. Divyanshu Sharma	M.O.	Chc Hoda	09871091548	Divyanshu
25	Dr. Parag	SMO/IC	CH Palwal	9416273734	Parag
26	Dr. Rekha	DyCS	Chc CS	8285936372	Rekha
27	Dr. Priyanka	LMO	Priyanka@gmail.com	7027016615	Priyanka
28	Dr. Nandini	MO	4th Palwal	8285936364	Nandini

dagan.nandini@gmail.com

