

## Notification of breastfeeding

# Health Ministry's step welcomed

OUR STAFF REPORTER

ISLAMABAD - The civil society on Wednesday welcomed the Health Ministry's decision of notifying Breastfeeding and Child Nutrition Rules.

Since the promulgation of the Breastfeeding Ordinance in 2002, the National Alliance for Protection and Promotion of Breastfeeding led by TheNetwork for Consumer Protection (TN) has been actively involved in advocating and sensitising the authorities concerned to approve the rules. The approval was necessary for effective implementation of the Breastfeeding and Child Nutrition Ordinance 2002.

Studies have showed that serious and blatant violations by the baby food industry are being undertaken to promote Breast Milk Substitutes (BMSs) in Pakistan.

TheNetwork led the campaign for a formulating a law on breastfeeding and later on for notification of the rules to ensure effective implementation of the law.

The Network worked actively with the Nutrition Wing, MoH and UNICEF to formulate the rules and regulations of Breast-feeding Ordinance 2002 so that the law would be enforced in Pakistan.

An alliance of civil society titled "National Alliance for

Promotion of Breastfeeding" was also set up a group of 17 national NGOs, which joined the alliance.

These NGOs include TheNetwork, UNICEF, Save the Children, UK, SPARC, National Rural Support Program (NRSP), BINA, Plan-Pakistan, FPAP, Sultana Foundation, SUNGI Development Foundation, PAIMAN, PAIDAR, Islamabad Medical and Dental College, Blue Veins and Bakhtawar Amin Trust Hospital.

The Network Executive Director Dr Arif Azad while appreciating the Ministry's move said notification of the rules was need of the hour.