The challenges and policy gaps in Japan: the role of national NGOs

Hiroko Hongo, MSW, PhD, IBCLC

The Infant and Young Child Feeding Support Network in Japan

(The Special Committee for Supporting Mothers and Children Under the Stress of Natural Disasters)



The Infant and Young Child **Feeding Support Network in**

i-hahatoko.net

Japan

The Special Committee for Supporting Mothers and Children Under the Stress of Natural Disasters (by 3 organizations) 2004 \sim



Collaboration With **UNICEF, 2011 Great East** Earthquake





Translated from Gribble and Berry



BSN





Translated sheets of Carol Bartle



Published by JALC

Translated from WABA, **IBFAN**

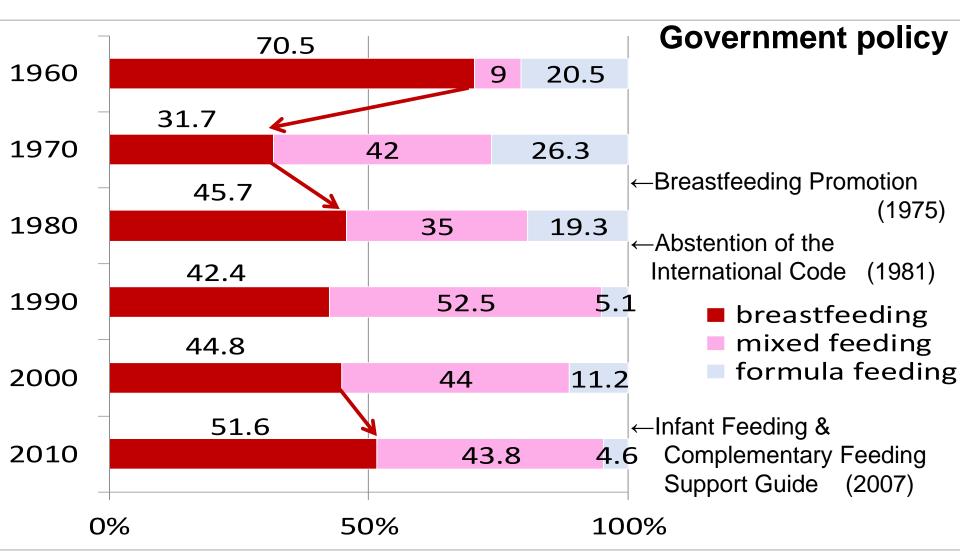
LLL (La Leche League Japan) Illiapan.org

JALC (Japanese Association of Lactation Consultants) jalc-net.jp

BSN (Breastfeeding Support Network of Japan) bonyuikuji.net

Infant feeding trend and policy

(Breast/Mixed/Formula feeding rate at 1-2 months)



Source: Surveys on the growth of infants and preschool children (2010)

Major Policy Gaps

- 1. No implementation of the International Code
- 2. Only partial support to Baby-friendly Hospitals Initiative:
 - > Only 2% of total maternity hospitals (Yoda, 2013)

Cultural Challenges to Convince Policy Makers

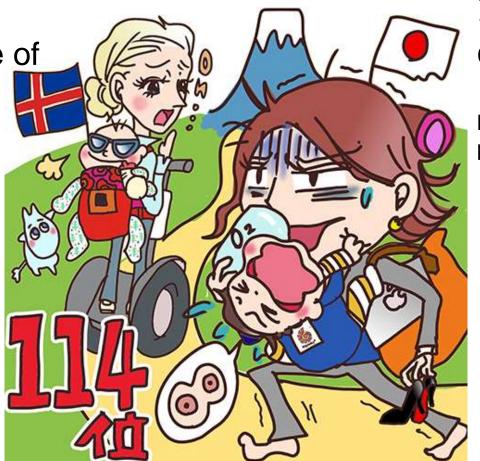
- 1. Most Japanese do not read English information
- 2. Facts (Evidence) do not convince people
- 3. Women's status: low; Women in power (born 1970s): less likely to be breastfed as baby and less likely to have breastfed exclusively

The Global Gender Gap Index 2020 ranking: Japan 121st (out of 153)

Perceived image of high ranking

country

A baby with a bottle



Female politician: 147th out of 199 Countries (2020) 14.4%

https://www.globalnote.j p/post-3877.html

Perceived burden of being a "good" mother

It was 114th out of 144 in 2017

https://charitsumo.com/number/9655 Illustration used with permission

RUIF history since 2011

2011 Great East Japan Earthquake: Donation of RUIF& bottles from overseas

"Breastfeeding promotion in emergencies" criticized

"Breastfeeding promotion in emergencies" criticized

2014 A mother started a **petition for RUIF** production

2015 Human milk sold on Internet: Backlash to breastfeeding promotion

2016 Kumamoto Earthquake: Donation of RUIF from Finland facilitated by a politician

> Politicians started to promote RUIF for emergency & for father involvement



2018 Laws changed: open the way to RUIF production and sales

Companies started to promote RUIF

2019 Companies started to sell RUIF with aggressive marketing

Infant Feeding & Complementary Feeding Guide revised (MoH)

"Do not insist on exclusive breastfeeding; Introduction of RUIF"

Official notice (Cabinet Offices and MoH) to local governments:

"Promotion of BMS stock, and rolling stock of RUIF for emergencies"

2020 Guideline for emergencies: gender equal participation (Cabinet Office)

Commercial Promotion of RUIF



NEWS PUBLICATIONS MONITORING PREPO

CONTACT

25 JUN JAPAN - PROMOTION OF THE COUNTRY'S FIRST LIQUID MILK

Posted at 15:17h in Ezalo Gico Co - Promotion to Public and in shops by Ibran penang # 1 Like #

Code Violations

Promotion to the public and in shops

Ezaki Glico Co., Ltd. Head Office 4-6-5 Utajima, Nishi-Yodogawa-ku, apan 555-8502

https://www.glico.com/jp/

- . Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of
- Article 5.2 and 5.4 of the Code prohibit companies from giving samples and gifts to pregnant women and mothers. Article 5.3 of the Code bane promotional devices at the retail level.
- Article 5.5 of the Code prohibits marketing personnel from seeling direct or indirect contact with pregnant women and

Japanese food company, Ezaki Glico Co., Ltd. launched the country's first liquid formula product in March 2019. Although liquid baby milk has long been available in developed markets elsewhere, they are banned in Japan by the Health Ministry.

The ban was lifted in August 2018 (see https://www.japantimes.co.jp/news/2019/03/05/national/first-liquid-baby-tornula-released-japan/#XPOJIBY/2019/Jib/ accessed on 22 March, 2019) and the ICREO baby liquid milks are now available at specialty stores in Japan. Free tasting was provided at the time of the launch.



Free tasting for promotion

https://www.glico.com/jp/enjoy/

https://www.ibfan-icdc.org/japan-promotion-

of-the-countrys-first-liquid-milk/ (2019)

coparenting/

https://nlab.itmedia.co.ip/nl/articles/1903/11/news107.html

Mothers are told, "the speed of feeding is also close to breastfeeding"!

On the Glico Japan website, the newly launched liquid baby milk, known as ICREO is promoted in a idealising statements that focus on the "benefits" of the product. One of the "benefits" touted is that the liquid milk can be "transferred to feeding bottle and can be used immediately so that parents can feed their baby without waiting

Promoting co-parenting By using RUIF



RUIF Promotion by Tokyo government



https://youtu.be/OqDZ2jy1n5w



200 thousand US\$ for promotion in 2019

"Liquid milk is useful in emergencies"

https://www.fukushihoken.metro.tokyo.lg.jp/kodomo/koho/nyujiyoekitaimilk.html

Bureau of Social Welfare and Public Health, Tokyo Metropolitan Government



母乳階別と経済?) そこにどんな関係が?) この2つの言葉をめぐる世界の情勢を考える



女性が活躍する社会を、と言われる許少。

これまでは伝統的な在別投表が業意識から「演事と奔見 は女性の仕事」と考えられていましたが、女性の気労や ライブスタイルなども含めて「解解」という切り口で発 ると、女性と子どもの権利や幸福が採えてきます。 この分野での第一人者。WHO専門アドバイザーでもあ

るジョリースミス博士が、この関係性を語み解さます。



BEFORE GIVING A BREARTFED BASY

PORMULA



選牒:ジュリー・スミス舞士 オーストラリア国立大学計算数

世界保健機能(WHO)専門アドバイザー WPT | British Dealer of Children - P.A. Maker Support. Assess. Feed. Empower.

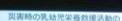
ヘルスプロセーション、健康経済学、コミュニ 公共联络特殊企業人

10年前、日本はデリテアーション・コンセルタント! 宇宙記をしますが、201



Julie Smith 時 : 2018年10月13日 (土) 13:00-16:00

ところ:日本赤十字看護大学211号室(広尾キャンパ) 参加費: 1500円(事前申し込み金額 10月10日まで)





国際ガイドライン





Gribble and Berry

「乳幼児の栄養と使乳」 情報シート第

学問から株式だい-









後年の人才を根据するお答さる。ご知知の力へ 災害時に安心して使うためのチェックリスト

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第3、1日、東京の中央党員をよって一クアスを構造を含まれた事業。を開発して下れたい 一位工程の表示とよりを整っていただけ、American vol. 2014年











Supporting Breastfeeding Mothers Helps Formula Feeding Mothers in Emergencies

Support continue to breastfeed

No blanket distribution of formula

Total need of formula decreases; Prevent infectious illness

Secure place

- Information
- Support

Enough formula to babies who need it; The risk of infectious illness decreases

Lack of resources



Formulafeeding Moms

Breastfeeding Moms

Supporting Breastfeeding Mothers Helps Formula Feeding Mothers in Emergencies



Breastfeeding

Moms

No blanket distribution of formula

Total need of formula decreases; Prevent infectious illness

- Secure place
- Information
- Support

Lack of resources

Support on-going provision of formula

Enough formula to babies who need it; The risk of infectious illness decreases



Formulafeeding Moms



Insecure place

Lack of information

Lack of support

Total need of formula increases; The risk of infectious illness increases



Lack of formula to babies who need it;
The risk of infectious illness increases



Educational Comic for General Public

ennonline.net/comicbasedontheogife

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Field Exchange

Nutrition Exchange

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Media Hub Our work

Resources

Comic "Feeding Babies During Emergencies" based on the OG-IFE

Author: Yasuko Emura

Year: 2020

Resource type: Field tool

Comic created by Yasuko Emura Published by Risu Ando and Hiroko Hongo

'Feeding Babies during Emergencies: What should you do?'

This is based on the Operational Guidance on Infant Feeding in Emergencies. You can read more about the guidance here.

Original comic is Japanese. Chinese, English, Spanish and Arabic versions are available here. Japanese and Chinese (simplified Chinese and traditional Chinese) language comics as well as English, Spanish and Arabic annotated versions are available.

You can download each version of the comic for non-profit purpose.

Downloads



Comic_Feeding_babies_during_emergencies_Japanese.pdf (PDF, 2.1mb)



Comic_Feeding_babies_during_emergencies_traditional_Chinese.pdf (PDF, 2.5mb)

Comic_Feeding_babies_during_emergencies_English.pdf (PDF, 820kb)



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Preferred Citation

Citation Tools

About this page

- Updated on 9 March 2020
- 1,509 views

Guideline for emergencies: gender equal participation Infant feeding assessment sheet % caution: take care of personal private information | In this shelter | At hor (Cabinet of fice, 2020) Infant feeding assessment sheet (Flowchart) Current evacuation Health problems of mother or situation Address : Link to Health condition of mother-baby Contact (phone) : Need medical care Infant Feeding (before & after disaster) medical Complementary feeding Mother's name No health problems of mother and Infant's name If there are other concerns or worries, link to public Disabilities : See . Listen . Speak . Read Language (Disabilities health nurses, midwives or consultants for women Japanese competency)) translator: app/writing/others What is current infant Husband (partner) ,()Children, Others(feeding? • Infant feeding situations Breastmilk Mixed Infant formula Thow old is your nursing months old breastmilk and child? only only infant formula) Healthy ☐ Yes ☐ Different from usual (@ls he/she well? Concern about Pee (Wet diapers) □ 6 and more per day □ Less than 6 per day How is pee and poop? milk supply? Poop ☐ Same as usual ☐ Different from usual (Int rest din interested in ter asing milk ③Baby's illness/allergies/ Yes(Currently stable):(relactation (back to Jupply? Disabilities Yes(Current symptoms): (breastfeeding)? Want to Mothers illness/ None Yes (Currently stable):(No concern Co Sern Want to Want to keep unwellness/ disabilities Yes (Current symptoms):(al pur about milk increase current relactate supply sunp y milk supply @Infant feeding before feeding a. Breastfeeding only b. Breast and formula c. Formula only disasters If less than 6 wet diapers a day, Current infant feeding a. Breastfeeding only b. Breast and formula c. Formula only d. None continue supplementing formula T If supplementing any Expressed milk (by hand • pump) • Formula • Other beside direct breastfeeding Supplementing Infant) mlx () times a day (such as formula), amount Bottles · Cups · Others Formula frequency, methods Want to) ng× Less than 6 6 and more supplementing times Concerned about milk supply? □Yes per day per day Interested in and willing to increase mill supply, and relactate? \(\superigrapsis Yes infant formula @Milk supply concerns Powdered formula □No ■ Ready-to-feed formula It is desirable to increase breastfeeding. □ Formula for allergies Support the mother to frequency because of infection. ☐ Has started □Not start vet. increase frequency of prevention, but respect the mothers' *DComplementary feeding feeding until heby has desire about increasing the frequency of Texture: Yogurt/Tofu/Banana/Meatball] enough wet dispers breastfeeding and supplementing infant. Support the formula What you bring mother to Worries, concerns: Lack Has feeding increase MC handbook Yes No equipment frequency of breastfeeding Nipoles Powdered formula g can/pack * Powdered formula for allergies g can/pack Breastfeeding support Supply Support to offer necessary Ready-to-feed formula m I necessary feeding equipment, environment Water for making formula m I Relaxing environment and warm feeding and information Washing and disinfecting encouragement equipment For # days Washing and disinfecting supplies Private room or tent where she can Bottles & nipples. supplies breastfeeding without stress Diapers or Cups Clean feeding place Nursing cape or Bathing towel Washing and Checklist for the use of ■ Refer to consultants (Midwives disinfecting 内閣府: 災害対応力を強化する女性の視点~男女共同 ready-to-feed formula Association, Breastfeeding support supplies Explain how to cup-feed organizations) 参画の視点からの防災・復興ガイドライン~ (案) http://www.gender.go.jp/policy/saigai/fukkou/pdf/fukkou-gideline.pdf

