

## From ICDC's Desk in Penang

What else has ICDC been up to for the first half of 2014?

Aside from the hype, hustle and bustle surrounding the launching of the **Breaking the Rules and Stretching the Rules 2014** global monitoring report, normal work went on.



Joo Kean steps out from a consultation meeting with MOH, UNICEF and SCI officials, Vientiane, March 2014

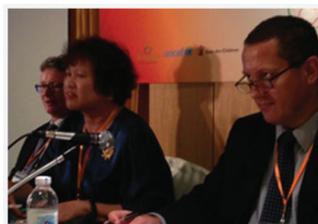
Joo Kean steps out from a consultation meeting with MOH, UNICEF and SCI officials, Vientiane, March 2014

a brawling site. Watch this space for the outcome of the Code review – breastfeeding groups are still pushing for a law and we all know who are opposed to the idea.

There was the usual advice on the International Code of Marketing of Breastmilk Substitutes for countries which are implementing the Code or reviewing their existing Code measures. And for the past 6 months, ICDC seems to have returned to its roots, doing most work for countries in South East Asia. Malaysia's voluntary Code is up for its 5-year review and this exercise sees Yeong Joo Kean, our Legal Advisor, taking monthly day trips to Putrajaya for meetings at the Malaysian Ministry of Health. With industry, professional associations and breastfeeding groups at the table, these meetings can become



Capacity building in June for a select group of Lao officials- Capacity building in June for a select group of Lao officials



Panel on Code and maternity legislation, Bangkok, March 2014

Lao PDR has been the focus country for ICDC with UN agencies and INGOs, with Save the Children in the lead, urging the country to strengthen its Code measure. ICDC has made two trips to Lao PDR this year and expects to return for at least two more visits for monitoring and capacity building.

Capacity building in June for a select group of Lao officials Panel on Code and maternity legislation, Bangkok, March 2014

In March 2014, Joo Kean and Annelies went for a workshop , **“Developing Roadmaps for Infant & Young Child Feeding in selected countries in the ASEAN Region and Beyond”**.

The workshop, held in Bangkok, a collaborative effort of Alive & Thive, Irish Aid, UNICEF and Save the Children, was aimed at strengthening an enabling environment for optimal infant and young child feeding in Cambodia, Indonesia, Lao PDR, Myanmar, Thailand and Vietnam. The workshop include activities to identify partnerships, research materials and consensus building processes to enable the above countries to strengthen their policies and implementation mechanisms. Joo Kean served as a facilitator and made a presentation which is central to the work ICDC does: **Challenges and Barriers to Code Implementation, Monitoring and Enforcement**.

ICDC's time in Bangkok was fully utilised by spending an evening on a round table review of a new Thai draft Law. A dozen Thai participants took notes as Joo Kean, Annelies and Jean-Pierre gave comments on the text.

In April, Joo Kean joined IBFAN colleague Lida Lhotska, the Regional Coordinator for IBFAN Europe for a meeting at WHO headquarters in Geneva to discuss plans for a global network on Code monitoring. Joo Kean representing the IBFAN network made a presentation detailing IBFAN-ICDC's long experience in Code monitoring. She stressed the importance of community-based, sustainable monitoring supported by volunteers and highlighted the successes in compelling Code compliance through the continuous and systematic monitoring developed by the IBFAN network.