

TAKING THE LAW FORWARD IN MYANMAR



Photo call at the launch of the Myanmar law on 9 September 2014.

(1) ICDC Legal Advisor, Yeong Joo Kean with drafters and initiators of the Myanmar law, Ms Tin Yee Win, Director of the Attorney General (AG)'s Office, Dr May Khin Than, Deputy Director (Nutrition) MOH, Ms Aye Lin, Deputy Director, AG's Office and Dr Po Po Myint, Health Officer, UNICEF.

(2) Different agencies, common goal. Annelies Allain Director ICDC, meets up with old friend Dr San San Myint, formerly of WHO.

Dr. Kyaw Win Sein, Nutrition Specialist, UNICEF and Dr May Khin Than of MOH. (3) Dr Htin Lin, Deputy Director of National Nutrition Centre, takes questions on the new Law.



Participants and organisers at the monitoring training course in Naypyidaw, Myanmar.

CDC is honoured to be present at the launch of the Myanmar Law – the Order of Marketing of Formulated Foods for Infants and Young Children on 9 September 2014, in Myanmar's capital, Naypyitaw. The law, adopted in record time in July 2014, is issued under Myanmar's National Food Law. ICDC is concerned about the discretionary powers conferred on Myanmar Food and Drug Board to approve some marketing practices in the health care system where there should have been absolute prohibitions but otherwise considers the law to be an accomplished piece of drafting, well written, concise and up to date. ICDC's consultants are in Myanmar at the invitation of UNICEF. Mission - to assist in building the capacity of local officials in monitoring.

A day after the launch of the Myanmar Law, ICDC was conducting monitoring training for 40 government officials from 10-12 September 2014. The 3- day training is aimed at building a core team of monitors who understand the importance of protecting breastfeeding from the onslaught of marketing. There were materials aplenty to work from as ICDC consultants found promotional practices which were no longer seen in other countries taking place in Myanmar. Companies are calling for grace period for compliance and if they fail to do so, law enforcers will have a field day giving effect to the new law. ICDC is there to help initiate the compliance process and hope to lay solid foundations for those tasked with the duty to uphold the law.