



Regional Training Course on Implementing the International Code of Marketing Breastmilk Substitutes in Jakarta, Indonesia

In October 2014, ICDC was in Jakarta to conduct a Regional Training Course on Implementing the International Code of Marketing Breastmilk Substitutes. The course was made possible through the support and sponsorship of IBFAN-ASIA and was hosted by [Asosiasi Ibu Menyusui Indonesia](#)/Indonesian Lactating Mother Association (AIMI), the main IBFAN member group in Indonesia.

The intended goal of the training was to build capacity in Code implementation among a 'younger' generation of Code champions in selected countries in Asia. Attendees came from Indonesia, China, Sri Lanka, Republic of Korea, Cambodia, Thailand, and Bhutan. Representing the multidisciplinary and cross-sectional nature of the Code, participants include government officials, breastfeeding advocates, health professionals (doctors and lactation consultants), consumer rights advocates and researchers. UNICEF offices in China and Thailand sent participants and the participant in the Indonesia country office, a nutritionist by training, doubled as a guest speaker and resource person. In keeping with the course's objective of training young people, Organisers welcomed an observer

from Japan who was interning at the UNICEF country office. Another guest speaker came from Geneva Infant Feeding Association (GIFA), the IBFAN group in Switzerland. She spoke on human rights as a platform for Code implementation.

An evaluation at the end of the course revealed that all respondents found the course to be useful. Comments from respondents reflected that the course had given them good foundation on the Code. They reported that the lectures and exercises were valuable in helping them understand the Code better and feel more confident toward their daily advocacy work. One respondent expressed that apart from theoretical understanding, the training has given participants the practical understanding of real life situations and challenges of advocacy work.

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