



# WBTi in Mexico

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We are just over twelve years apart since the first WBTi assessments were carried out in the LAC region. Now we can affirm that WBTi has contributed to have a more complete diagnosis of the region, has helped to identify common problems, to design co-ordinated strategies, and set priorities.

As we can see in the report presented today, subsequent evaluations show progress in several countries of our region. (The Dominican Republic, Peru and El Salvador). Undoubtedly, the joint effort of national teams that WBTi has galvanized has significantly contributed to these achievements.

# In Mexico, two WBTi assessments have been carried out in 2008 and in 2015.



The differences found between the two evaluations have made it possible to measure progress and highlight the critical issues in which no substantial progress has been made.

The identification of these problems has also contributed to focus attention on some critical aspects as well as to set national priorities. WBTi has also helped to build alliances.



México  
2015



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The 2015 WBTi was an important input of the shadow report that the Mexican civil organizations submitted to the United Nations Committee on the Rights of the Child.

Several of the recommendations made to the Mexican State on breastfeeding and the implementation of the Code were based in this report.

**RESUMEN SOBRE LA SITUACION DE LA  
NUTRICION INFANTIL  
EN MEXICO**



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To cite just one of these critical issues highlighted in the 2015 WBTi report, I want to refer to lack of guidelines and preparedness for dealing with safe infant and young child feeding in emergencies. This issue, got the lowest score in the 2015 WBTi assessment.

This point was especially critical, since in 2017, during the emergency caused by two strong earthquakes, the lack of a national policy evidenced in the evaluation, led to critical situations.



- In the countries of Latin America and the Caribbean, one of the virtues of WBTi that has been especially recognized is its comprehensive nature, since it pursues a vision which is not constrained to the health sector, since it includes other aspects, such as maternity protection, related to the conditions of women and their rights.
- WBTi monitoring of this area has contributed to raise the interest women's organizations, - many of them previously desinterested in breastfeeding, and has stimulated them to come forward with interest to look at the progress and lags in maternity protection shown in WBTi reports.
- The evaluations carried out in the different countries of Latin America and the Caribbean together offer a regional vision that is easy to analyze and compare and has importantly contributed to the definition of advocacy strategies both national and regional.

In 2018 the Mexican government began a process of reviewing and consulting the national standard on breastfeeding

(PROYECTO de Norma Oficial Mexicana PROY-NOM-050-SSA2-2018, for the promotion, protection and support of breastfeeding).

The dissemination of the results of the WBTi evaluations contributed to a large amount of comments and suggestions being sent to the authorities.

Although the new standard has not been published, it has become apparent that the new standard will include specific measures to address issues identified as critical.





WBTi assessment reinforced the need to eliminate industry self-regulation and voluntary codes, as well as to assure that national regulations includes the provisions arising from the resolutions of the World Health Assembly

The need for a permanent monitoring mechanism and the application of effective sanctions in case of violations.

The establishment of a National Breastfeeding Committee free of conflicts of interest, with effective coordination, with the participation of civil society and academia and that meets periodically with a well-defined work agenda.

- WBTi was the first assessment and has inspired the development of other national and international evaluations of strategies to promote and protect breastfeeding.
- Personally, I think the other assessments and scores are complementary. However, I see in WBTi a fundamental evaluation process, which I would like to see sustainable, with more national and international collaboration, with periodic evaluations at regular intervals.
- The benefits of WBTi instruments can be expanded to include some emerging topics, such as the implementation of the international guidelines for breastfeeding and COVID-19, among others.

