

# 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 Japan

i-hahatoko.net

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



Collaboration With UNICEF, 2011 Great East Earthquake



Translated OG-IFE



Translated from Gribble and Berry



JALC



BSN



LLL



Translated sheets of Carol Bartle



Published by JALC

Translated from WABA, IBFAN

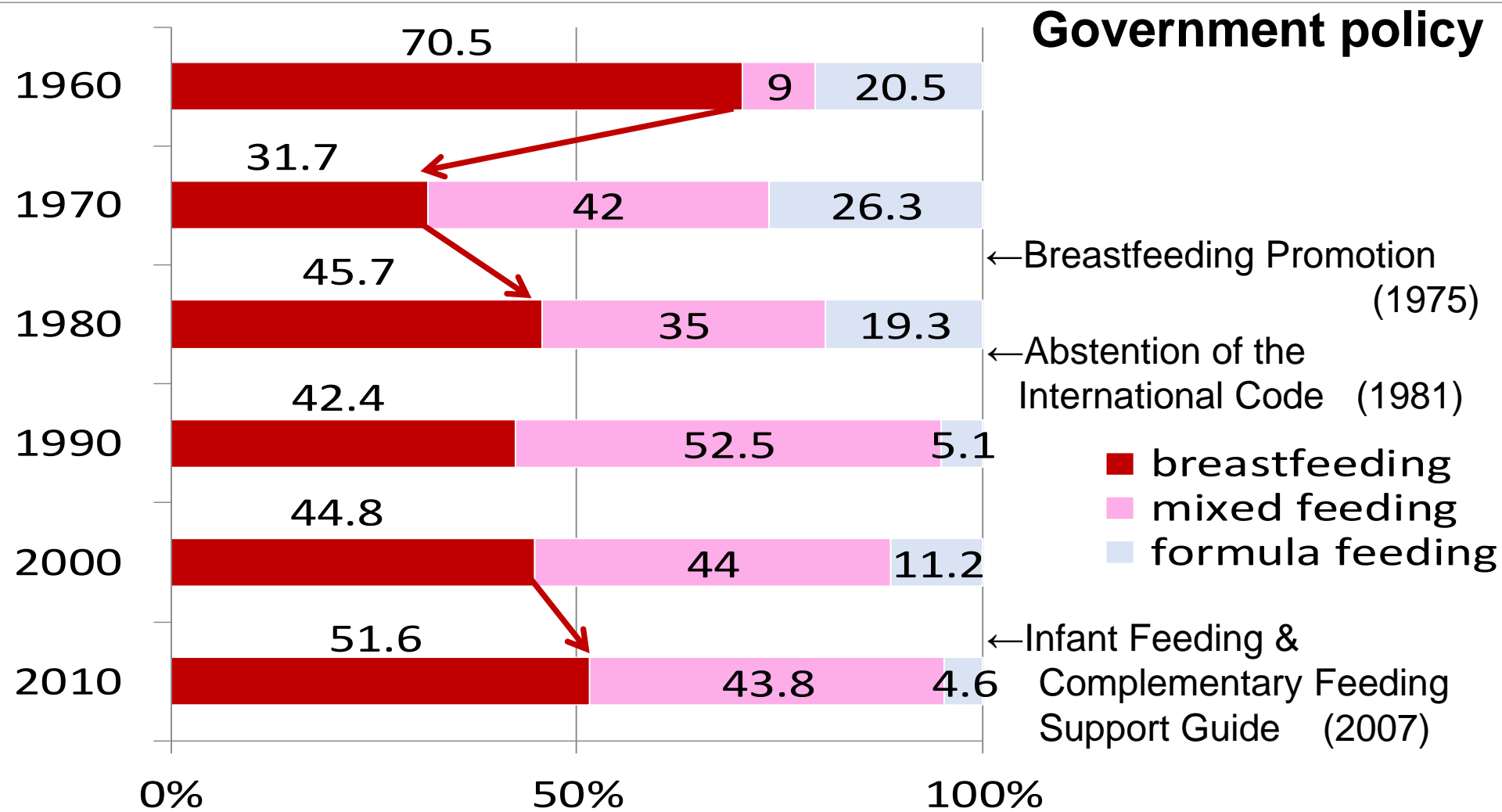
LLL (La Leche League Japan) lljapan.org

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)

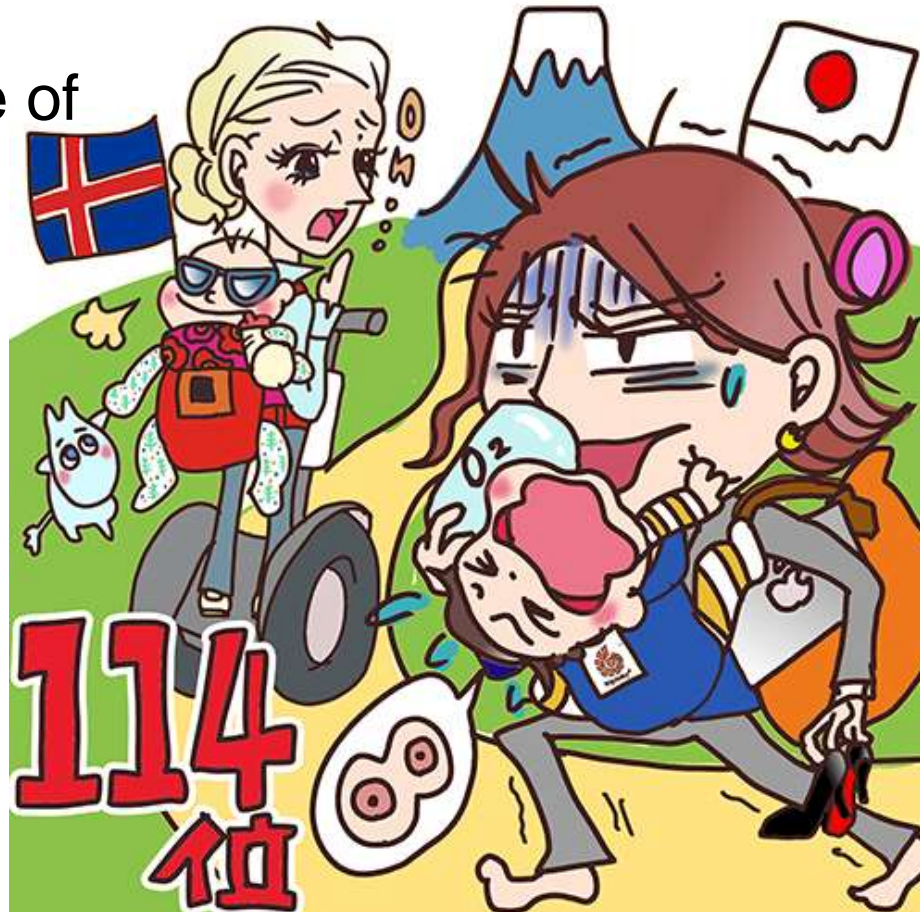
## Cultural Challenges to Convince Policy Makers

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



It was 114th out of 144 in 2017

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

<https://www.globalnote.jp/post-3877.html>

Perceived  
burden of  
being a “good”  
mother

<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*
- 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*** ← **Start advocacy**
- 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

## CONTACT

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

Posted at 15:17h in Ezaki Glico Co - Promotion to Public and in shops by ibfan penang 1 Like

Code Violations  
Promotion to the public  
and in shops

**Ezaki Glico Co.**

Ezaki Glico Co., Ltd.  
Head Office  
4-6-5 Utajima,  
Nishi-Yodogawa-ku,  
Osaka,  
Japan 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 the Code.
- Article 5.2 and 5.4 of the Code prohibit companies from giving samples (in gifts to pregnant women and mothers).
- Article 5.3 of the Code bans promotional devices at the retail level.
- Article 5.5 of the Code prohibits marketing personnel from seeking direct or indirect contact with pregnant women and mothers.

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-formula-released-japan/#.XPOjBYzblw>, accessed on 22 March, 2019) and the ICREO baby liquid milks are now available at speciality stores in Japan. Free tasting was provided at the time of the launch.



<https://niab.itmedia.co.jp/ni/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 via 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"

<http://www.glico.com/jp/enjoy/contents/ekitaimilk/>

Free tasting  
for promotion

Promoting co-parenting  
By using RUIF

## CONTACT

On the Glico Japan website, the newly launched liquid baby milk, known as ICREO is promoted via 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"

<http://www.glico.com/jp/enjoy/contents/ekitaimilk/>

### What are the benefits of liquid milk?



#### 1. Don't keep the crying baby waiting! Speed up to breastfeeding

Breastfeeding is the best nutrition for your baby, but there are times when milk production is not good, right? At that time, liquid milk can be used as a substitute for breast milk. It is a confusing thing for moms, dads, and families to hear their crying babies. Liquid milk can be used immediately if it is transferred to a feeding bottle, so you can feed your baby without waiting.

(Retrieved from <https://www.glico.com/jp/enjoy/contents/ekitaimilk/> [accessed on 22 March, 2019])

Instant gratification – baby is not kept waiting! Bottle feeding is the faster option. Really?  
The campaign on the website also promotes other formula products belonging

<https://www.ibfan-icdc.org/japan-promotion-of-the-countrys-first-liquid-milk/> (2019)

<https://www.glico.com/jp/enjoy/coparenting/>



# RUIF Promotion by Tokyo government



<https://youtu.be/OqDZ2jy1n5w>



200 thousand US\$ for promotion in 2019

“Liquid milk is useful in emergencies”

Bureau of Social Welfare and Public Health, Tokyo Metropolitan Government

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





# Supporting Breastfeeding Mothers Helps Formula Feeding Mothers in Emergencies

Support continue to breastfeed



**Breastfeeding  
Moms**

No blanket distribution of formula

Total need of formula decreases;  
Prevent infectious illness

- Secure place
- Information
- Support

Lack of resources

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



**Formula-feeding  
Moms**

# Supporting Breastfeeding Mothers Helps Formula Feeding Mothers in Emergencies

Support continue to breastfeed



**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



**Formula-feeding Moms**



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

- Insecure place
- Lack of information
- Lack of support

**More Damages**

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



# Educational Comic for General Public

enonline.net/comicbasedontheogife

ENN home

Field Exchange

Nutrition Exchange

en-net

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\\_simplified\\_Chinese.pdf](#) (PDF, 2.0mb)

 [Comic\\_Feeding\\_babies\\_during\\_emergencies\\_traditional\\_Chinese.pdf](#) (PDF, 2.5mb)

 [Comic\\_Feeding\\_babies\\_during\\_emergencies\\_English.pdf](#) (PDF, 820kb)



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### About this page

- Updated on 9 March 2020
- 1,509 views

※caution: take care of personal private information

Current evacuation situation	<input type="checkbox"/> In this shelter <input type="checkbox"/> At home (Miyagi) <input type="checkbox"/> In the car <input type="checkbox"/> Others ( ) Address : _____ Contact (phone) : _____
Mother's name	_____
Infant's name	_____
Language (Disabilities - Japanese competency)	Disabilities : See · Listen · Speak · Read Language( ) translator: app/ writing /others
Family	Husband (partner) ,( )Children, Others( )

○ Infant feeding situations

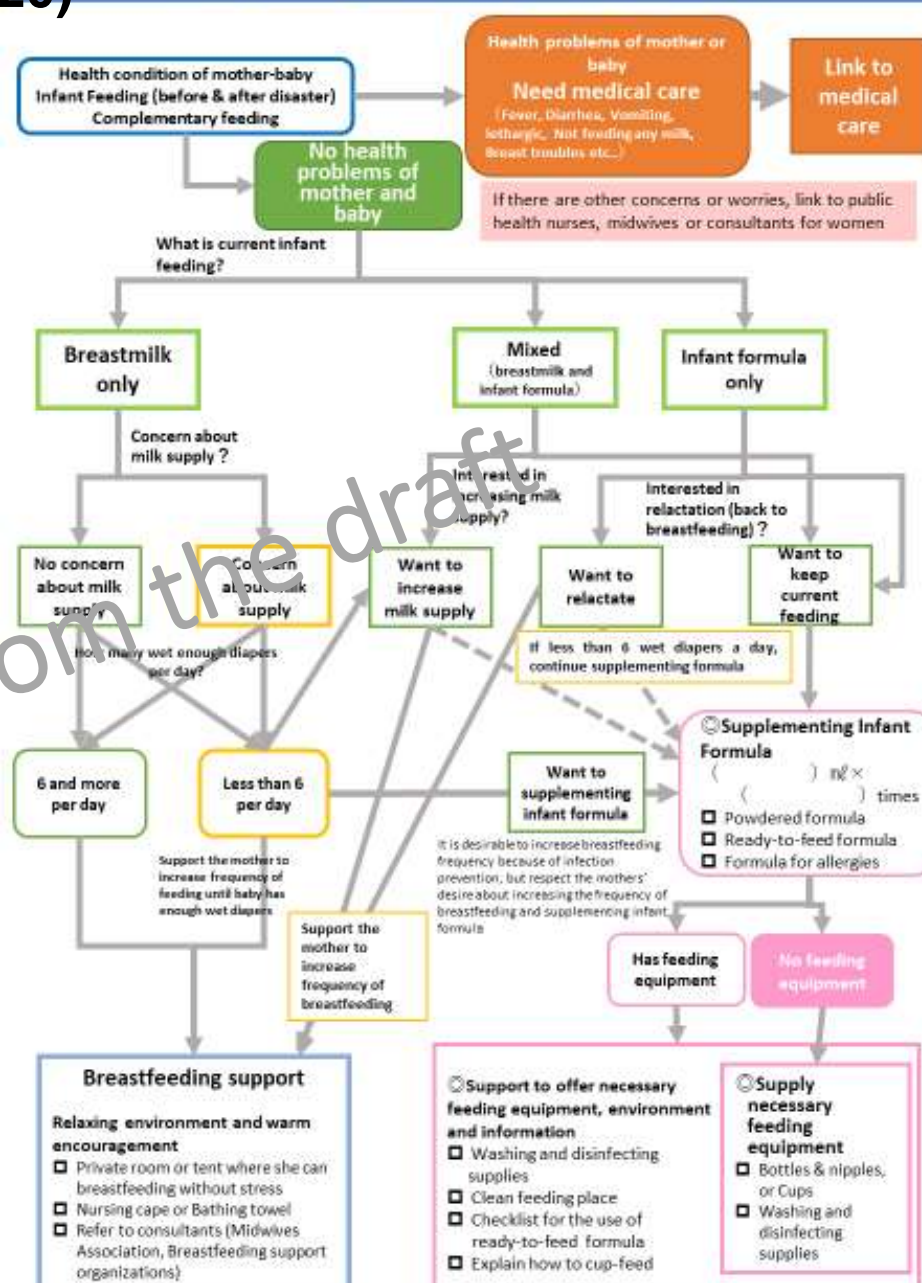
①How old is your nursing child?	_____ months old
②Is he/she well? How is pee and poop ?	Healthy <input type="checkbox"/> Yes <input type="checkbox"/> Different from usual ( ) Pee (Wet diapers) <input type="checkbox"/> 6 and more per day <input type="checkbox"/> Less than 6 per day Poop <input type="checkbox"/> Same as usual <input type="checkbox"/> Different from usual ( )
③Baby's illness/ allergies/ Disabilities	None Yes (Currently stable):( ) Yes (Current symptoms) : ( )
④Mothers illness/ unwellness/ disabilities	None Yes (Currently stable):( ) Yes (Current symptoms):( )
⑤Infant feeding before disasters	a. Breastfeeding only b. Breast and formula c. Formula only
⑥Current infant feeding	a. Breastfeeding only b. Breast and formula c. Formula only d. None
⑦ If supplementing any beside direct breastfeeding (such as formula) , amount frequency, methods	Expressed milk ( <input type="checkbox"/> by hand · <input type="checkbox"/> pump ) · Formula · Other ( ) ml x ( ) times a day Bottles · Cups · Others ( )
⑧Milk supply concerns	Concerned about milk supply? <input type="checkbox"/> Yes <input type="checkbox"/> No Interested in and willing to increase milk supply, and relactate? <input type="checkbox"/> Yes <input type="checkbox"/> No
⑨Complementary feeding	<input type="checkbox"/> Has started <input type="checkbox"/> Not start yet [ _____ times / day Texture : Yogurt/Tofu/Banana/Meatball]

○What you bring

	Yes	No	Lack
MC handbook			
Bottles			#
Nipples			#
Powdered formula	g can/pack		#
Powdered formula for allergies	g can/pack		#
Ready-to-feed formula	ml		#
Water for making formula	ml		#
Washing and disinfecting supplies		For # days	
Diapers	size :		#
Wipes			#

Worries, concerns:

Infant feeding assessment sheet (Flowchart)



**Better to light a candle than  
to curse the darkness**

2011/09/25

# Acknowledgment:

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Save the Children, Nurture Project International, IBFAN,  
World Alliance for Breastfeeding Action,  
La Leche League International Leaders worldwide

2011/09/25