Food fortification and Code of marketing Breastmilk Substitutes:

Engagement with NSAs: Process and Outcomes

Nigeria Experience

Informal Technical Member State consultation
Risk assessment and management tools for safeguarding against potential conflicts of interest in nutrition

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4th February, 2019
Why engage with the Private Sector?

• Fundraising – requesting, accepting or channelling corporate donations in cash or in kind;

• Negotiations for lower product prices (for example, Complementary food);

• Research collaborations;

• Negotiations, consultations and discussions with corporations and their business associations about public health matters (for instance, salt manufacturers iodizing salt);

• Co-regulatory arrangements to agree and implement ‘voluntary’ (that is, legally non-binding) codes of conduct;

• Corporate social responsibility projects, etc
Country Profile: Nigeria

- Population: ~203.4 million (Est. 2018)
- U5MR: 120 per 1,000 live births (MICS 2017)
- IMR: 70 per 1,000 live births (MICS, 2017)
- MMR: 576/100,000 live births (DHS 2013)
- Exclusive Breastfeeding Rate: 27.2%
Child Nutritional Status in Nigeria 2003-2018

Micronutrient deficiencies widely spread

Iron Deficiency Anaemia

- Preschool Children: 76.1%
- Pregnant Women: 66.7%
- WCBA: 62%

Total Goitre Prevalence (TGP)

- 1990: 30.3%
- 1993: 20%
- 1998: 26.1%
- 2006: 27%

Vitamin A status of < 5s by region

- North Central
- North West
- North East
- South South
- South West
- South East

Zinc Deficiency among various groups

- Children under 5 years: 20%
- Mothers: 28%
- Pregnant women: 44%

The Response

• As part of its effort to eliminate Micronutrient Deficiency, Nigeria adopted the USI strategy of partnership with private sector, intensive mass communication, high-level advocacy and technical interventions in 1993.

• In 2002, Nigeria mandated the fortification of selected food staples – wheat flour, maize flour, sugar and vegetable oil. This led to the establishment of the National Fortification Alliance in 2007.
The Process of Engagement

• A consensus-building workshop was organized with all stakeholders including participants from Standards Organization of Nigeria (SON) and Federal Ministry of Health (FMOH) as well as the private sector where agreements were reached.

• A Multisectoral Coordinating body was established: IDD Taskforce for Salt Iodization and National Fortification Alliance (NFA) for Food fortification. This provides the platform for communication between the regulator and the regulated and other key stakeholders.

• Standards were set with a consensus reached at the platform. The standards were based on evidence acceptable by all.

• A robust multilevel monitoring process was established with the private sector encouraged to self-monitor.
• Nigeria achieved Universal Salt Iodization certification in 2005 thus becoming the first country in Africa to be so certified. The national campaign to universally iodize salt resulted in 100% salt iodisation at factory/port level, and about 98% at both the retail and house levels.

• Although there was a decline to about 53%, some efforts have pushed this up again to about 91% coverage. By 2005, Goiter rate was 6%, down from 20% in 1993.

• In 2002, fortification of wheat flour, semolina flour, maize flour, with multiple micronutrients and sugar and edible oil with vitamin A was made mandatory by law.
How did we manage Conflict of Interest in engagement with NSAs

- Objectives of the partnership were clear cut
- Strong Government leadership and oversight
- Mutual respect and trust
- Shared benefit
- Regular communication between parties
- Set standards
- Code of Conduct for government participants
- Transparency and openness
- Allocation of roles and responsibilities
- Sustained coordination of multiple sectors to maintain ownership and commitment
Engagement with BMS Manufacturers

- Engagement with BMS Manufacturers has not been as successful as is the case with Food Fortification
- The engagement is characterised with challenges.
- Stakeholders have strong and diverse convictions and interpretations about the Code
- Strong Animosity towards BMS Manufacturers by some stakeholders
THANK YOU