

# Policy Advocacy

## FOR BREASTFEEDING POLICIES

### VIET NAM

In recent years, Viet Nam has achieved significant policy change related to maternity protection and implementation of the Code. The National Assembly extended paid maternity leave from four to six months, effective from 2013. Working mothers in Vietnam are also entitled to paid nursing breaks (up to 60 minutes) by law, for up to 12 months. The funding is from the social security fund. In 2012, the National Assembly voted in favor of implementing a total ban on the promotion of BMS for children up to two years of age. This study aims to examine the potential impact of the new and updated policies and bottlenecks for successful implementation based on available documentation and perspectives of stakeholders.

#### RESEARCH DESIGN

Mixed methods (desk review, trend data analysis, quantitative and qualitative data)

#### RESEARCH QUESTIONS

- What does an analysis of policy participation and the perceptions of pregnant and lactating women who have been affected by the policies tell about the areas for improvement?
- How do we improve future policy design and advocacy efforts for breastfeeding promotion, protection and support?

#### OUTCOMES

Learning on:

- National maternity protection and policies related to the Code
- Implementation, coverage, monitoring, and enforcement of policies
- Impact of the Code policies on the exposure to BMS marketing; and impact of maternity protection policies on work force participation of women
- Perceptions of stakeholders and beneficiaries about policies—perceived benefit, limitations, difficulties, areas for improvement, and recommendations

#### TIMELINE

December 2019 – April 2021

#### METHODS

- In-depth interviews with policy makers or authorities at the national and provincial level and stakeholders from the UN, NGOs, research organizations, the media, and employers or health workers
- Survey of pregnant women or mothers of children aged 0-11 months; in-depth interviews with a sub-set and their partners
- Collection and review of policies relating to maternity protection and the Code and data sources on implementation, coverage, monitoring, and enforcement through government
- Use of other secondary data from national surveys and trends