

Thailand's Miracle of The First 1,000 Days of Life

Expanding to 2,500 Days

Nurturing the Future of Child Nutrition and Development



Background

28.6% of infants (0-6 months) are exclusively breastfed

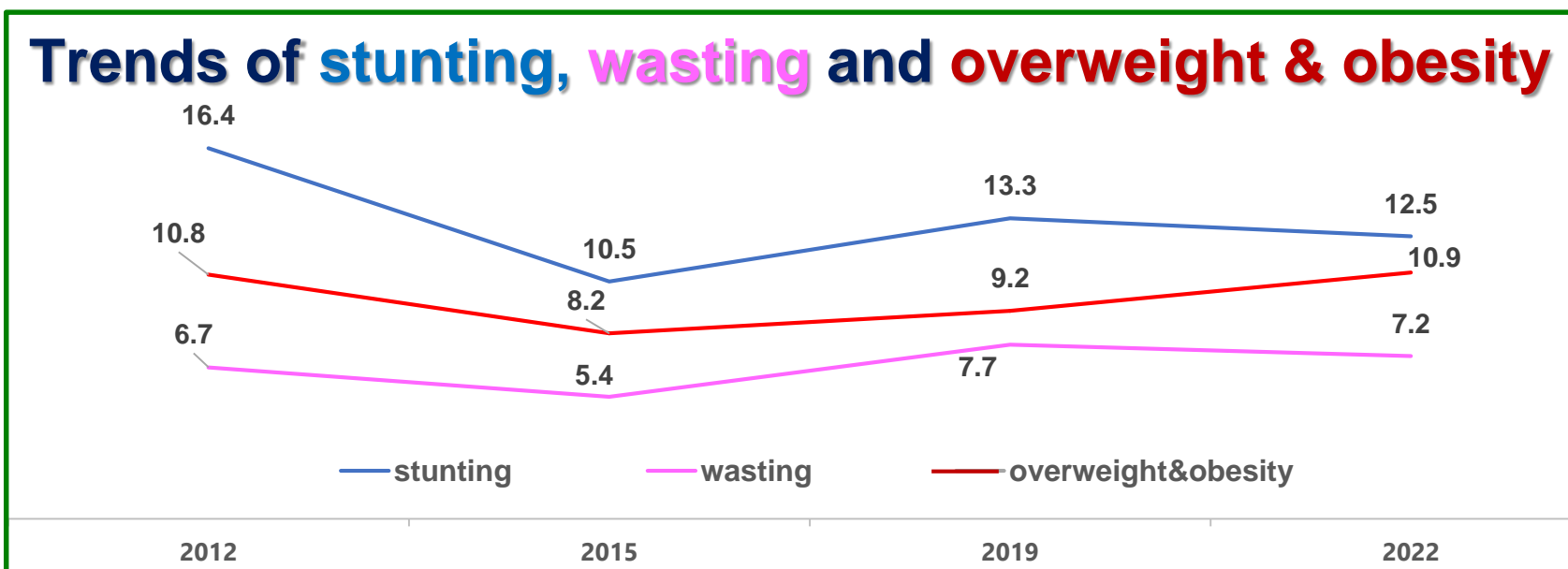
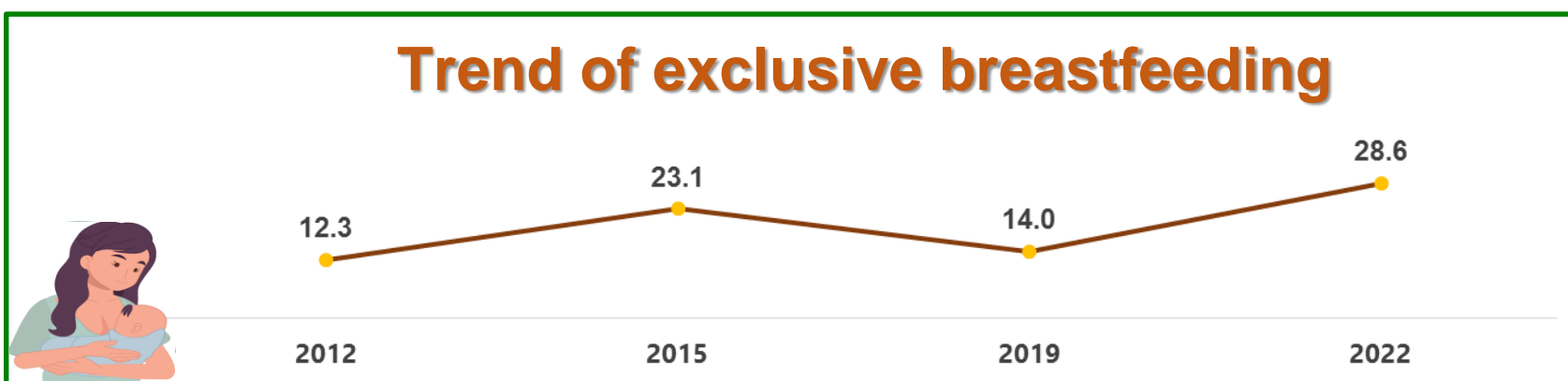
Children 6-23 months

- Percentage of children fed a minimally diverse diet: breastfed 52.9%, non-breastfed 71.7%.
- Percentage of children received a minimum meal frequency: breastfed 47.8%, non-breastfed 73.9%

Children under 5

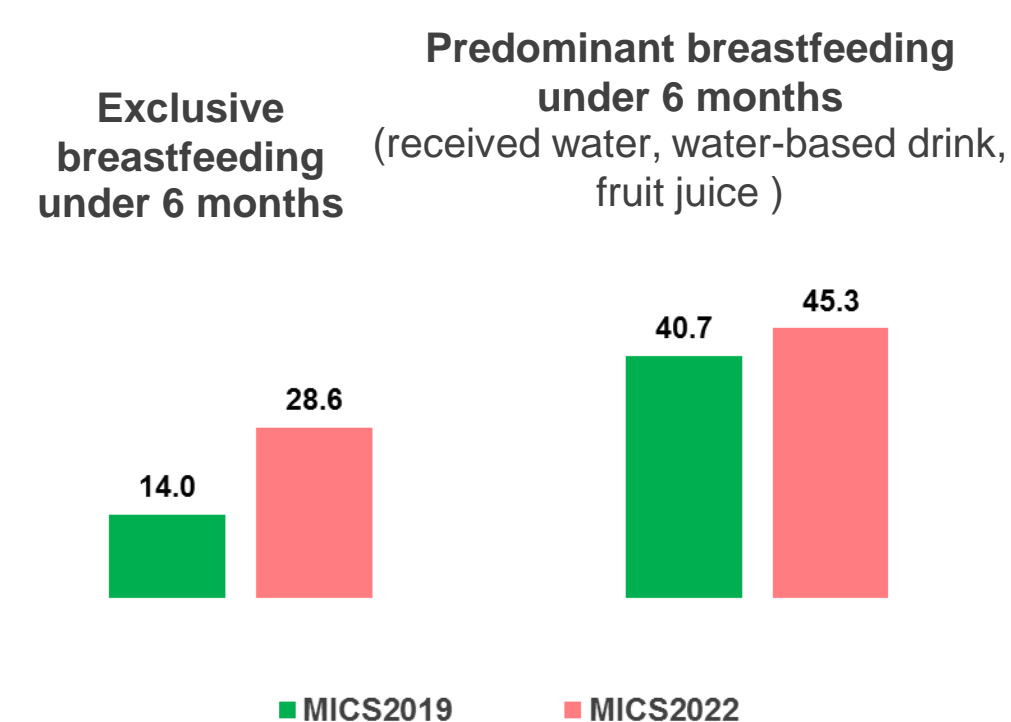
- 12.5% were stunted and 7.2% were wasted, trends indicate a slight decrease
- 10.9% were overweight & obese, the trend is upward

Source: MICS 2022



Sources: MICS 2012, 2015, 2019 and 2022

Complementary feeding



Sources: MICS 2019 and 2022

List of existing national policies / regulations / guidelines / standards on supporting young child feeding

Policies

- National Plan of Action on Nutrition (NPAN) 2023-2027
- Miracle of the first 1,000 days of life **plus+** expanding to 2,500 days

Regulations

- Nutrition Labelling B.E. 2541 (1998), Healthier Choice Logo B.E. 2559 (2016), Guideline Daily Amount B.E. 2561 (2018)
- Marketing of infant and young child food control act, B.E. 2560 (2017)
- Sugar sweetened non-alcoholic beverages excise act, B.E. 2560 (2017)
- (Draft) Regulation of marketing of food and beverages affecting children's health act

Guidelines / Standards

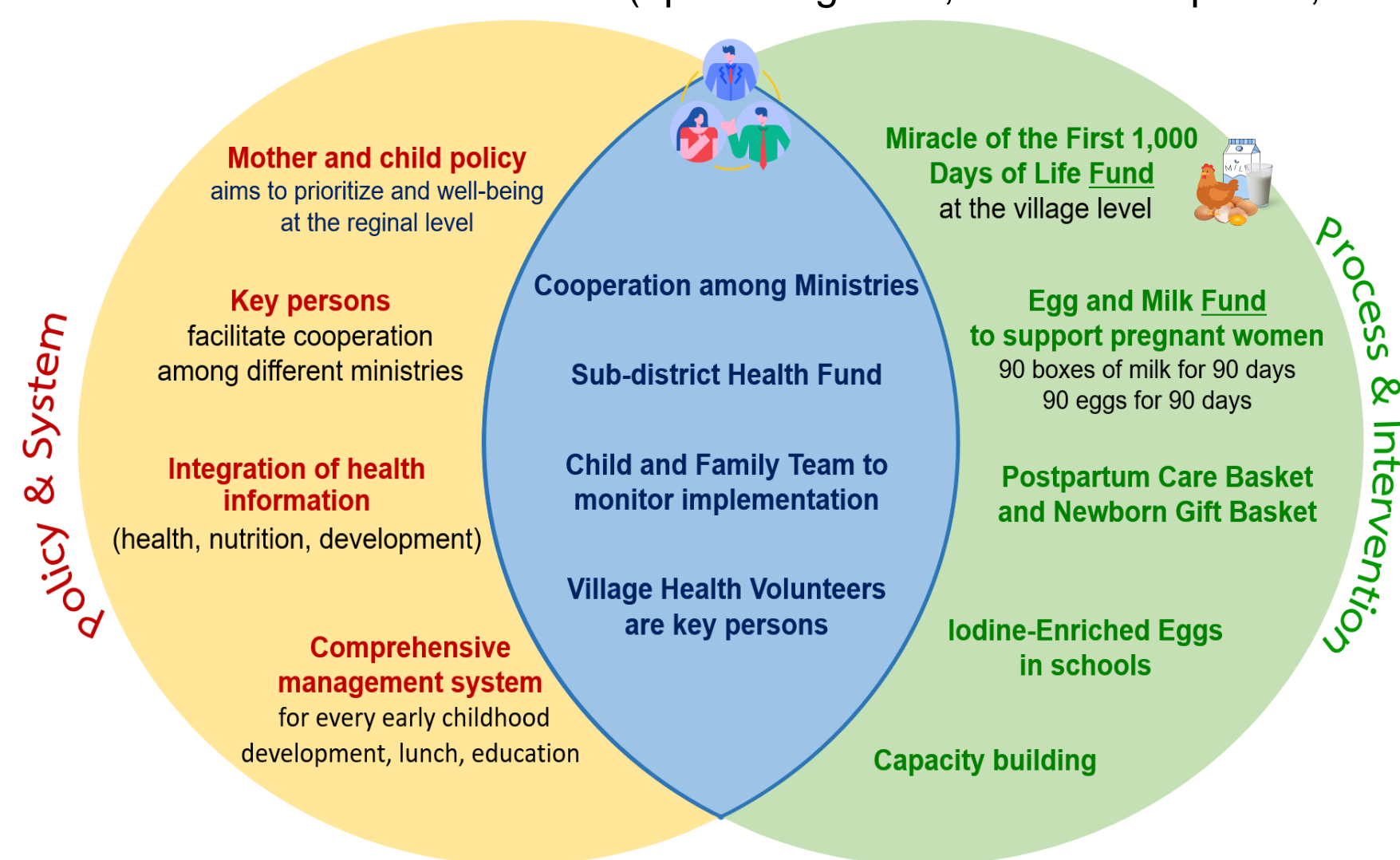
- Nutrition Flag and Food-Based Dietary Guidelines (FBDGs)
- National Early Childhood Development Centers Standards
- Nutrition and Hygiene for Early Childhood Development Services



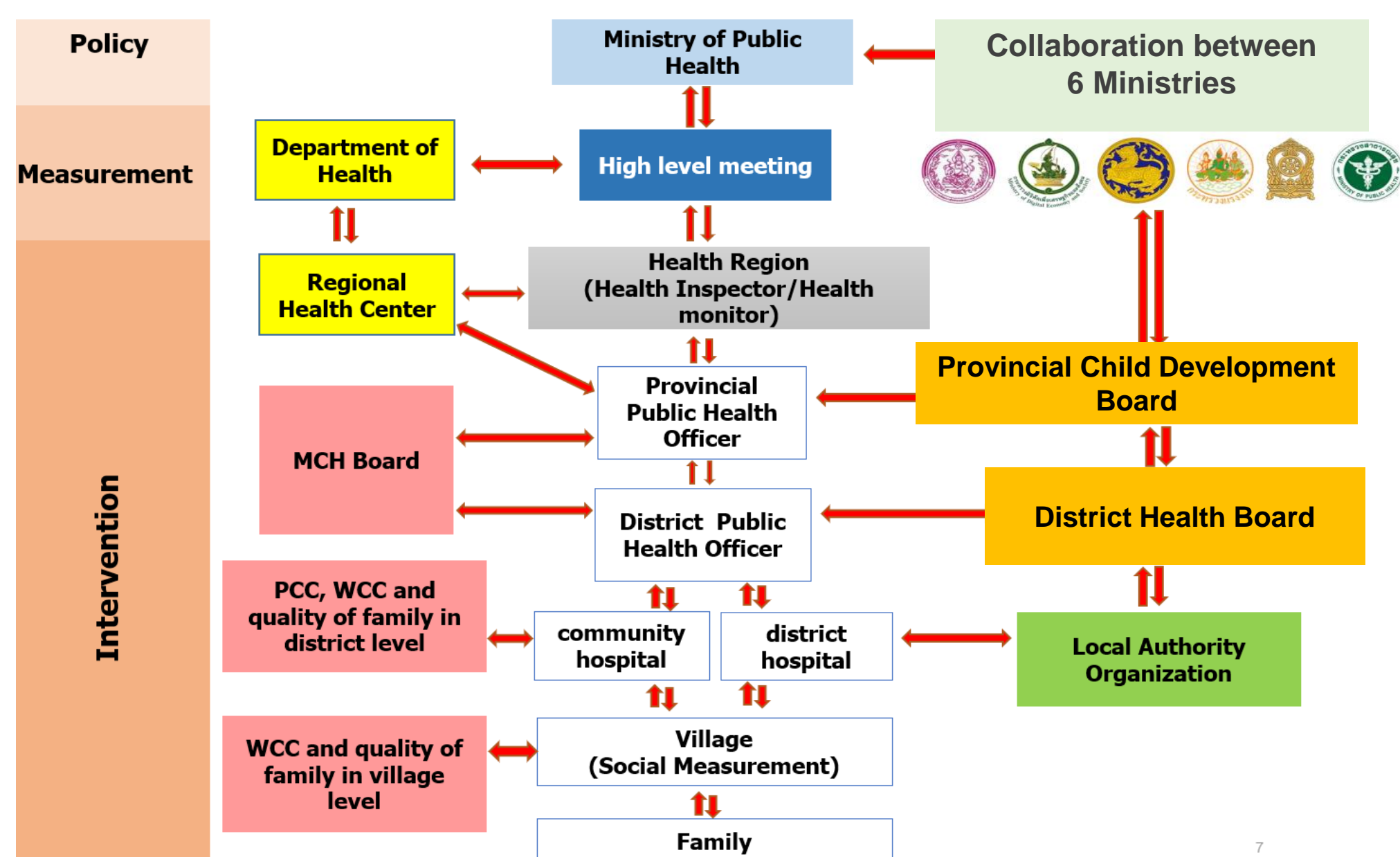
Key Success Factors

Best Practices in 9 Provinces

Implemented in 4,263 sub-districts, with 39 sub-districts passing a level of excellence (optimum growth, child development, no cavity)



Growth monitoring and promotion system



Key Indicator

"Promotes optimal growth and development"
Optimum growth for children under 5 years of age
(No stunting, wasting and overweight)

Vision

Young children during early childhood period experience
holistic development, with a focus on quality, equality and essential needs

MoU Between 6 Ministries

Human development across all age groups, especially children in early childhood (0-5 years old), 2022-2026

- Ministry of Interior**
Sub-district health fund
- Ministry of Education**
Development of child centers and preschools according to National Early Childhood Development Centers Standards
- Ministry of Social Development and Human Security**
Child grant support for newborns up to the age of 6
- Ministry of Labor**
Provide breastfeeding corners in the workplaces
- Ministry of Digital Economy and Society**
Support the development of an early childhood database
- Ministry of Public Health**
Increase the quality of health facilities & services ANC/WCC

Next Steps

- Test and examine new FBDGs**, particularly for pregnant women, breastfeeding mothers, and children under 5
- Build capacity** for healthcare workers, village health volunteers, parents, and caregivers
- Develop and disseminate more nutrition education information through various channels:** Guidelines, Facebook, AR App
- Milk Code Act** - in the process of evaluating the impact
- (Draft) Regulation of marketing of food and beverages affecting children's health act** - consolidated feedback based on public consultations



More information from Bureau of Nutrition

