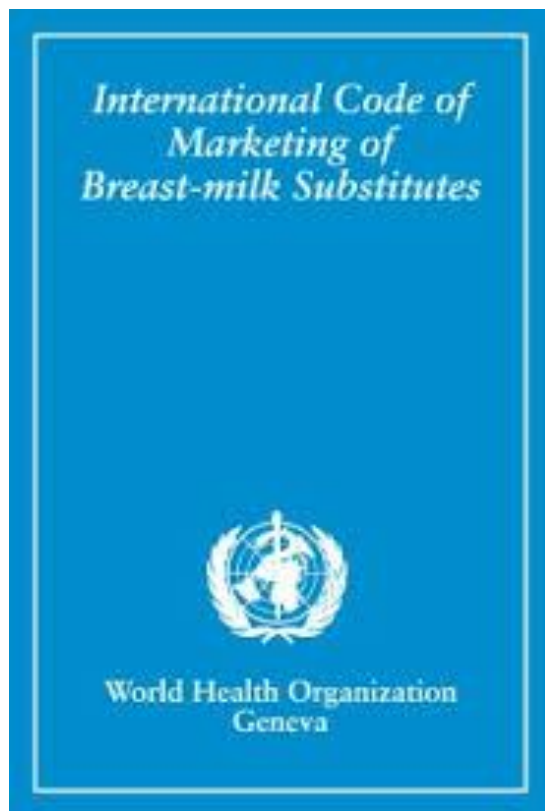




INTERNATIONAL CODE OF MARKETING OF BMS

By the end of this session, you will :

- Understand the key concepts of the International Code of Marketing of Breastmilk Substitutes
- Know which other international and national guidance and policy documents are available
- Understand how to minimise the risk of artificial feeding
- Know how to report BMS Code Violations in Yemen



“THE CODE”

International Health Policy Framework adopted by the World Health Assembly of the WHO in 1981

Aim:

To protect and promote breastfeeding by regulating marketing practices of BMS producers.

Breast Milk Substitute (BMS): Any food being marketed or otherwise presented as a partial or total replacement for breast milk, whether or not suitable for that purpose.

Infant Formula

Other milk products

Follow-on milks

Vegetable Mixes

Baby Teas & Juices

Infant Cereals

The code also applies to **feeding bottles** and **teats**.

Artificial Feeding: where an infant or young child is fed with a BMS
(*partial or exclusive*)

The Code (Summary)



HOW TO BE A GIRL
[Continued from Page 37]

The older you get the more you will achieve. You have achieved a lot already. As a person, in your mind and in the minds of others, you have a certain standing, a certain worth. Dignity protects that worth. You've made a record which it preserves for you. You are a girl who has never cheated on an exam. (That's good!) Your own dignity keeps you from doing it now. You have never, in a row with someone, resorted to scratching or hair-pulling—anyway not since your fourth birthday. You wouldn't stoop to doing it now. You believe that families should stick up for each other and you wouldn't complain about yours to outsiders. Your own feeling that you've made friends easily and gotten along well with most of them gives you a certain dignity; you aren't going around banging on the doors of snobby little socials begging to be let in.

Pride, as it is most commonly called upon in despair, is a last straw to grasp. But an appeal to the nice kind of girl you've brought up and trained yourself to be—a sturdy rock-bottom foundation—leaves you free from small, petty, and imagined attacks.

Don't need vainglory. You've got strength that speaks for itself with so from you!

MS to us the radio boys have overlooked a great point in their favor in their competition with television. You can't do anything to television. You just have to look at it. But to radio—you can polish on your nails, decrease the volume in your hall-knitted evening dress, write a long, long, lovely letter to your boy. Hard things that take your mind off music in the background—your own music.

A statement no one will do. One of the things that parents come up screaming about is the vagueness peculiar to the teen-ager's speech. Teen-agers have an impediment in their speech. They can't say yes or no. According to parents, their dialogues run something like this:

Mother: Dear, would you take down your curtains so I can put them in the wash this week?

Teen-ager: Do I have to do it now?

Father: You'll have to step on it, toots, if you want me to drop you off at the doctor's because I have to get to work early this morning and I need the car. Will you be ready at 7:45?

Teen-ager: Got a couple items to do.

Mother: Will you need your white formal shortened for this Saturday or is that

**No Doctor Can Recommend
Any Better Evaporated Milk
For Infant Feeding**

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EVAPORATED MILK

A&P
1859-1949
80+ YEARS OF SERVICE

400 U.S.P. UNITS OF PURE CRYSTALLINE VITAMIN D₃ PER PINT
Satisfaction Guaranteed by A&P, or Your Money Back.
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WOMAN'S DAY

Advertising

Samples

Health Care Facilities

Health Workers

Supplies

Information

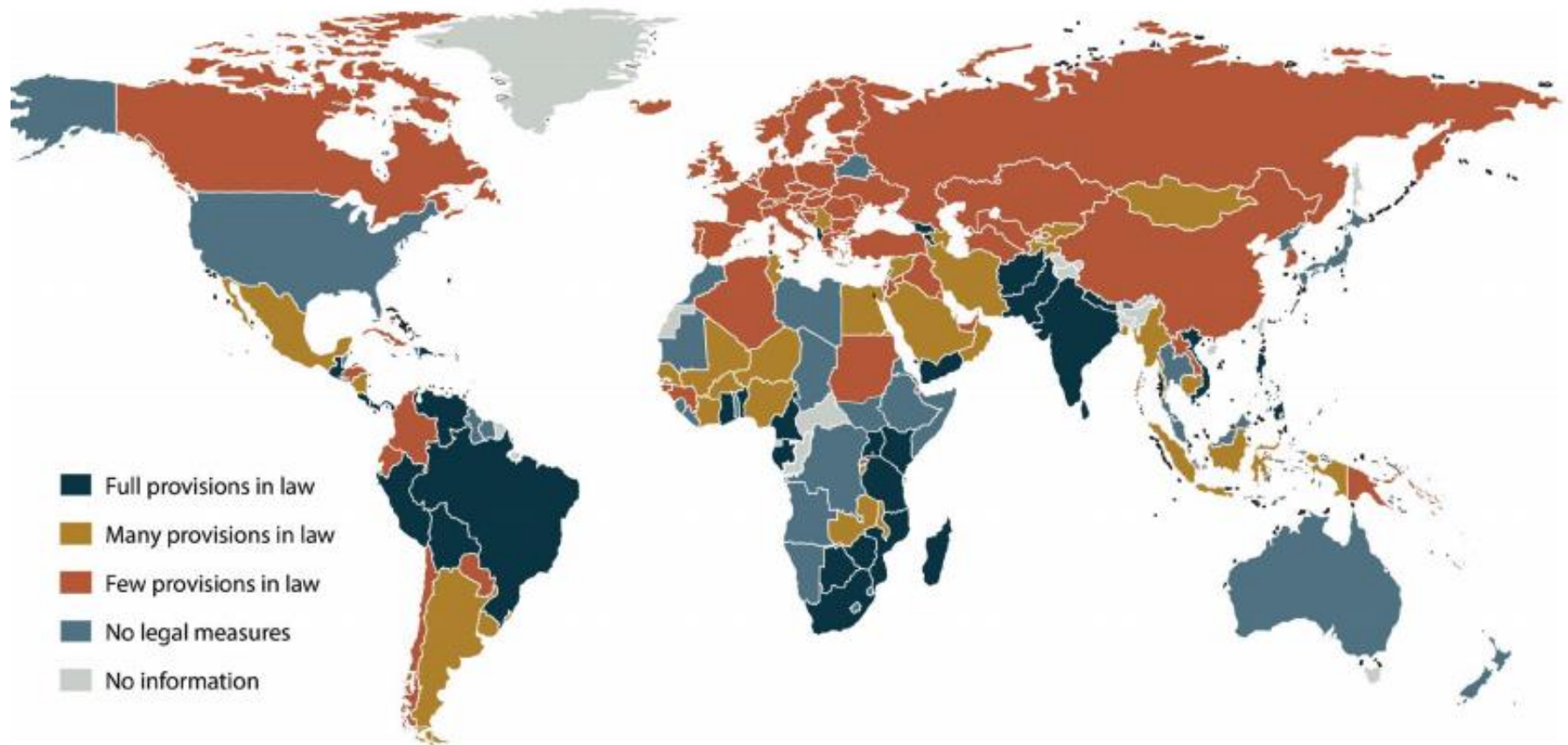
Labels

Products

National Implementation of the Code Status Report 2016

More countries have enacted Code legislation since 2011

An estimated 135 countries have some form of Code-related legal measures in place, an increase from 103 in 2011. However, only 39 countries have legislation incorporating all or most Code provisions.

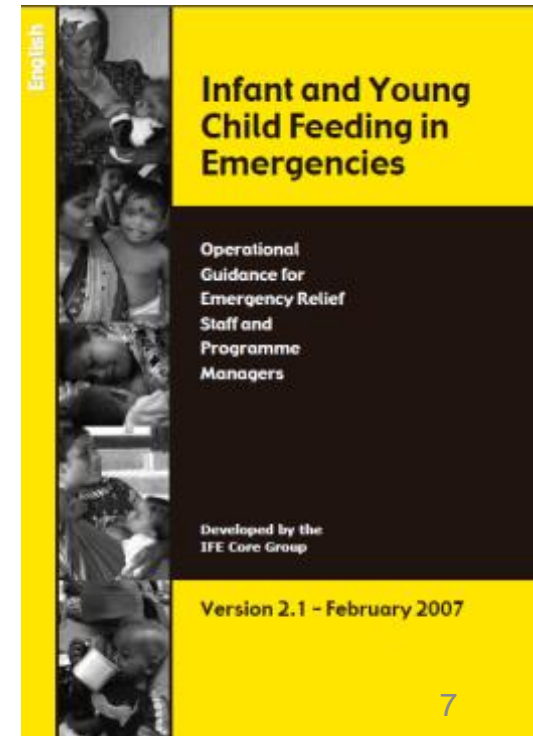




Section 6: Minimise the Risks of Artificial Feeding

In emergencies, targeting and use, procurement, management and distribution of BMS, milk products, bottles and teats should be strictly controlled based on technical advice, and comply with the International Code and all relevant WHA Resolutions.

- 6.1 Handling BMS donations and supplies
- 6.2 Establish and implement criteria for targeting and use
- 6.3 Control of procurement
- 6.4 Control of management and distribution



Cup Feeding Guide for Health Workers

IMPORTANT NOTE: Breastfeeding nourishes, protects and saves infants lives, especially in emergencies. Breastfeeding is the safest way to feed your baby. Mothers can increase their milk supply and relactate (start breastfeeding again) by lots of skin to skin contact and breastfeeding more frequently

If the baby cannot be breastfed at any time:

DO NOT use a feeding bottle or teat.

They can cause ILLNESS, MALNUTRITION AND THE DEATH OF THE INFANT because they cannot be cleaned properly.

DO USE AN OPEN CUP (NOT with a spout)

How to cup feed

IFE2/27



**You are setting up BMS services in a refugee camp.
Place your order with your procurement officer:**

- 1) What BMS specifications do you need?
- 2) What additional supplies do you need besides BMS?

Discuss in pairs for 5 minutes

6.4 Control of management and distribution

CAMP (Prescription)



COMMUNITY (Door to Door)



IYCF Standard 1: Policy guidance and coordination: Safe and appropriate infant and young child feeding for the population is protected through implementation of key policy guidance and strong coordination.

IYCF Standard 2: Basic and Skilled Support: Mothers and caregivers of infants have access to timely and appropriate feeding support that minimises risks and optimises nutrition, health, and survival outcomes.

Key Actions

Enable access for mothers and caregivers whose infants require artificial feeding to an adequate amount of an appropriate BMS and associated support.

Key Indicators

There is access to Code-compliant supplies of appropriate BMS and associated support for infants who require artificial feeding.





- **Breastfeeding Legislation 2002** (Prime Minister Decree NI8 on Breastfeeding Promotion and Protection)
- **Manual for Health Workers** to Implement the National Legislations for Encouraging and Protecting Breastfeeding
- National **Reporting Format Code Violations** (updated version)

**Reporting Form – BMS Code Violations
YEMEN**

The form should be submitted to bms.codeviolations.yemen@gmail.com

The International Code of Marketing of Breastmilk Substitutes (BMS Code) and relevant World Health Assembly resolutions are operational in all situations. The Yemen Breastfeeding Legislation is in line with the aforementioned documents. Usual marketing activities may take on different dimensions as companies try to position themselves in the market. Sometimes, it is non-governmental organisations or others that are directly violating the International Code rather than companies. Reports of Code Violations will enable the right responses to be taken by the government and partner organisations.

Name: _____ Organisation/Dept. Department: _____
Phone Number: _____ Email: _____

The above information is necessary to enable the focal points from MoPH and UNICEF to double-check the information you have given, if necessary. Your identity will be kept confidential.

1. Date of Code Violation (dd/mm/yyyy): _____
2. Location of Code Violation (governorate/district): _____
3. When observed at health facility (facility name / phone): _____
4. What type of violation (complete table below):

| Company Name | Product Name | Product Type * | ** Violation Type |
|--------------|--------------|----------------|-------------------|
| | | | |

* Product Type:
A. Infant milk/formula
B. Follow-up milk/formula
C. Complementary Foods
D. Bottle/Tot/Pacifier
E. Other (specify under 'Product Type')

** Violation Type:
A. Distribution of unsolicited BMS/bottles/totks from companies, agencies, donors etc.
B. Donation of BMS/bottles/totks from companies to health facility
C. Free distribution of BMS samples
D. Marketing in health facility/shop/pharmacy
E. Gifts to healthcare providers
F. Sponsoring of conferences or workshops
G. Company contacting mothers
H. Gifts to mothers
I. Other (specify under 'Violation Type')

5. Observations/Description (if possible attach a photo of the Code violation): _____

Who can report Code Violations?

- **EVERYONE!!!** (health workers, INGO/NGO staff, government staff etc.)

Email Code Violations to:

bms.codeviolations.yemen@gmail.com

Example Code Violation



Annemarie Kueter, Nigeria
2016

- Why is this a violation of the code?

- Awareness raising on existing Legislation, Guidance, and Reporting Form (the more people are aware and know how to report the better!)
- Roll-out training on Guidelines to Health Facility staff (all levels of staff)
- **Report BMS Code Violations**
- Take appropriate actions
- *Revise and update Breastfeeding Legislation → increase fines (when possible/post-conflict)*
- *Increase human resources to monitor and action code violations.*

- IFE Operational Guidance on Infant Feeding in Emergencies
<http://www.ennonline.net/ourwork/guidance/opguidanceiycfe>
- International Baby Food Action Network (IBFAN)
www.ibfan.org
- Baby Milk Action (IBFAN UK)
www.babymilkaction.org
- IYCF-E Toolkit (BMS Calculation Tool)
<https://sites.google.com/site/stcehn/documents/iycf-e-toolkit>

Please feel free to contact me if you have any questions.

Anne Marie Kueter

IYCF-E Adviser TRRT

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Phone: 736 800 478