



CODE MONITORING KIT

Revised and updated 2015

This kit contains a manual and a set of 8 forms for government authorities and NGO's to monitor the International Code of Marketing of Breastmilk Substitutes and relevant WHA resolutions



INTERNATIONAL
CODE
DOCUMENTATION CENTRE

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ISBN

978-983-9075-27-4

Published by

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First published 2007

Reprinted 2013

This edition published 2015

Printer

Jutaprint, Penang

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Preface

The International Baby Food Action Network (IBFAN) began monitoring the marketing practices of baby feeding companies several years before the International Code of Marketing of Breastmilk Substitutes (Code) was adopted.

In fact, many provisions in the Code relied on evidence provided by IBFAN reports back in 1979 and 1980-81. Later, IBFAN Code monitoring led to the adoption of several WHA Resolutions (e.g. on supplies.) Over the years, IBFAN monitoring has brought about some changes to company practices, in particular on labeling. It has also initiated Code implementation in a number of countries. The monitoring system used by IBFAN groups has become a way even for national governments to monitor marketing practices.

While the monitoring capacity of IBFAN groups may never match the relentless ways in which companies undermine breastfeeding for the sake of profit, the fair amount of whistle-blowing resulting from monitoring means that companies have to pay attention. Experience shows that companies behave better when they know they are being watched.

Code monitoring is gradually drawing more interest from international agencies, donors and corporations and this testifies to the importance of this work. Since monitoring methods by other entities are different and not always compatible with the aim and objectives of the Code, it is necessary for IBFAN to keep its monitoring system **reliable, ongoing, sustainable and independent**.

To this end, the International Code Documentation Centre (ICDC) which has the responsibility of coordinating Code monitoring for the IBFAN network, has reviewed its monitoring protocols. This edition of the **Code Monitoring Kit** has been revised and updated to take into account all relevant subsequent World Health Assembly resolutions on infant and young child feeding. To highlight the relevancy of Code monitoring in infant and young child feeding, links are made to other frameworks such as human rights.

The tools in this **Code Monitoring Kit** are tried and tested over decades. They now incorporate features to capture new promotion tactics and strategies employing social media and public private partnerships which have led to more and more conflicts of interest.

A standard approach is advocated to obtain information that can be fed into a common collection point for processing. Vetted results are open and accessible to IBFAN groups everywhere. This approach allows evidence to be shared between national and international IBFAN offices and reports, big and small, can be built from this exercise for the common goal of protecting infant health.

Most importantly, ICDC has tried to keep this **Code Monitoring Kit** user friendly and we hope the Kit will help IBFAN groups and supporters to gather accurate information which can be used to hold companies to account.

IBFAN-ICDC
August 2015