

# INAPPROPRIATE PROMOTION

## WHAT ELSE ARE THEY'RE DOING!

In May 2016, the World Health Assembly in resolution WHA 69.9 [2016] welcomed the **Guidance on ending the inappropriate promotion of foods for infants and young children**. The Guidance applies to all commercially produced foods that are marketed as being suitable for infants and young children from the age of 6 months to 36 months – products that are commonly defined as complementary foods in national laws and policies.

We provide below links to different types of inappropriate promotion (yet unpublished anywhere else) that companies engage in so readers can see how companies market their products in ways that are detrimental to infant and young child health. Each entry is the result of voluntary monitoring conducted by our supporters from different parts of the world. The Guidance's recommendations relating to promotion of foods for infants and young children are reproduced in each section of this report.

## 4 months or 6?

### Recommendation 4 of the Guidance

Messages used to promote foods for infants and young children should always:

- include a statement on the importance of continued breastfeeding for up to two years or beyond and the importance of not introducing complementary feeding before 6 months of age;
- include the appropriate age of introduction of the food (this must not be less than 6 months).

Messages should not:

- include any image, text or other representation that
  - might suggest use for infants under the age of 6 months (including references to milestones and stages);
  - is likely to undermine or discourage breastfeeding, that makes a comparison to breastmilk, or suggests that the product is nearly equivalent or superior to breastmilk;
- recommend or promote bottle feeding.

## NESTLE

Despite its stated support for exclusive breastfeeding, Nestlé practises double standards in the labelling and promotion of complementary foods. In countries it considers to be developed or low-risk, complementary foods are still labelled as suitable for infants as of 4 months of age and promotion is geared towards early initiation of complementary feeding.

## AUSTRALIA



## CZECH REPUBLIC



## FRANCE



**NORWAY**



**SWEDEN**



**VIETNAM**



Even in a developing or high risk country, products labelled as suitable from 4 months are still found.

**OTHER COMPANIES**

The practice of labelling complementary products as suitable for infants from 4 months of age is not limited to Nestlé. Below are examples of labels from various countries by other companies.

**DANONE**



**HEINZ**





## HIPP



## MISCELLANEOUS COMPANIES



### No look-alike packaging design, labelling, etc

**Recommendation 5** of the Guidance states that there should be no cross-promotion to promote breastmilk substitutes indirectly via the promotion of foods for infants and young children. This means that the packaging design, labelling and materials used for the promotion of complementary foods must be different from those used for breastmilk substitutes so that they cannot be used in a way that also promotes breastmilk substitutes (for example, different colour schemes, designs, names, slogans and mascots other than company name and logo should be used.

Companies that market breastmilk substitutes should refrain from engaging in the direct or indirect promotion of their other food products for infants and young children by establishing relationships with parents and other caregivers (for example through baby clubs, social media groups, childcare classes and contests.

In this example, the back cover of a Modilac booklet for new parents combine the promotion of formula products with that of Modilac infant cereal. The packaging design and labelling for both range of products are very similar and facilitates cross promotion. The Modilac service for young parents that is announced on the back cover should no longer be allowed following Recommendation 5.

**Formules infantiles**

**Céréales infantiles** VIOLATION

Pour toute information, contactez notre Service Modilac jeunes Parents

[www.modilac.com](http://www.modilac.com) N° 0810 511 511

Des conseils pour le bébé, le maman et le papa et un ensemble de services

- Réponses personnalisées à vos questions
- Brochures d'information en ligne
- Recettes pour bébé.

**Important :** Le lait maternel est l'aliment idéal de l'enfant. Les formules 1<sup>er</sup> âge sont destinées à compléter ou remplacer le lait maternel si la maman ne peut ou ne souhaite pas allaiter. Une bonne alimentation de la maman est importante pour la préparation et la poursuite de l'allaitement au sein. L'allaitement maternel peut gêner l'allaitement maternel et il est difficile de revenir sur la décision de ne pas allaiter. Les implications socio-économiques doivent être prises en considération dans le choix de la méthode d'allaitement. Il importe de suivre l'avis du corps médical pour l'alimentation du nourrisson, et de respecter les indications de préparation et d'utilisation du lait infantile. Une utilisation abusive ou erronée pourrait présenter un risque pour la santé de l'enfant. Les formules 2<sup>ème</sup> âge s'intègrent naturellement à l'alimentation progressivement diversifiée des nourrissons à partir de 6 mois. Elles ne doivent pas être utilisées comme substitut du lait maternel avant 6 mois. Modilac Expert AR 2, Riz 2 et Riz AR 2 sont des aliments diététiques destinés à des fins médicales spéciales. Ils doivent être utilisés sous contrôle médical.

Bouger, jouer est indispensable au développement de votre enfant.

[www.mangerbouger.fr](http://www.mangerbouger.fr) FRANCE

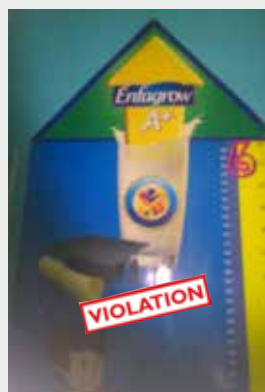
## Avoidance of conflicts of interest.

Recommendation 6 of the **WHO Guidance on ending the inappropriate promotion of foods for infants and young children** states health workers, health systems, health professional associations and nongovernmental organizations should avoid conflicts of interest. This means that health workers, health systems, health professional associations and nongovernmental organizations should not:

- accept free products, samples or reduced-price foods for infants or young children from companies, except as supplies distributed through officially sanctioned health programmes. Products distributed in such programmes should not display company brands;
- accept equipment or services from companies that market foods for infants and young children;
- accept gifts or incentives from such companies;
- allow health facilities to be used for commercial events, contests or campaigns;
- allow companies that market foods for infants and young children to distribute any gifts or coupons to parents, caregivers and families through health facilities;
- allow companies to directly or indirectly provide education in health facilities to parents and other caregivers;
- allow companies to sponsor meetings of health professionals and scientific meetings.

This recommendation basically prohibits companies that market foods for infants and young children to carry out any promotional activities for their products in healthcare facilities. Many of the marketing practices reported here date back from before the Guidance was issued but ICDC has received no indication that industry will pay any heed to the Guidance. Reports submitted to IBFAN-ICDC post Guidance will be indicated as such on this website.

## SRI LANKA



## RUSSIA





## SINGAPORE

In Singapore, blue bear mascot for Nestle Cerelac is on the rampage in health facilities - offering gifts to parents. His image can be found on cot cards and wall stickers, both found in abundance just in one hospital.



Even the hospital vehicle is not spared. "Big Nutrition for Small Tummies" by Nestle Cerelac is wheeled around for all to see. What an endorsement by a healthcare facility.