

## **Briefing on Code Monitoring of the International Code of Marketing of Breastmilk Substitutes in Port Dickson, Malaysia**

Working with the Ministry of Health Malaysia to Strengthen Code Monitoring Efforts With the support from the Ministry of Health of Malaysia (Kementerian Kesihatan Malaysia), ICDC had the pleasure to conduct a 'Briefing on Code Monitoring of the International Code of Marketing of Breastmilk Substitutes' at Port Dickson, Negeri Sembilan from 10 to 12 November 2014. The briefing was well-attended by Ministry officials, state nutritionists, doctors, and representatives from consumers' rights group. Amongst them, some even have dual roles of being the community organizer for local breastfeeding promotion initiatives and Baby Friendly Hospital Initiative (BFHI) assessors. The briefing covered a wide range of topics including the history of the International Code, marketing trends, importance of monitoring, and the scope of the Code and its major provisions.

A very valuable aspect of this briefing was the extent of focus on integrating the Malaysian 'Code of Ethics for the Marketing of Infant Foods and Related Products' into our sessions. A representative from the Ministry of Health facilitated a presentation on the Malaysian Code of Ethics, and the cross-referencing between the International Code and the Malaysian Code of Ethics allowed trainers and participants to identify the strengths and limitations of both sets of Codes. A mock trial was conducted to deepen participants' understanding on legal application of the International Code. A lively discussion emerged organically on the last day as participants of different roles and from different states voiced out their opinions and questions in various aspects of Code monitoring. The discussion was facilitated by our trainers in such a way that it served as an open dialogue that strengthened communications and brought clarity on Code monitoring work amongst various sectors and levels in Malaysia. All participants expressed that the briefing has been very useful to them – especially in further honing their knowledge in Code monitoring as it applies to their work, and in everyday life as a consumer and citizen.

The 'Briefing on Code Monitoring of the International Code of Marketing of Breastmilk Substitutes' was made possible with the support from the Ministry of Health of Malaysia (Kementerian Kesihatan Malaysia).

November 2014



It was a very helpful briefing session to all who were involved, as well all hoped to strenghten the effort to bring the Code forward into our work that influences the health of infants and young children in different ways.



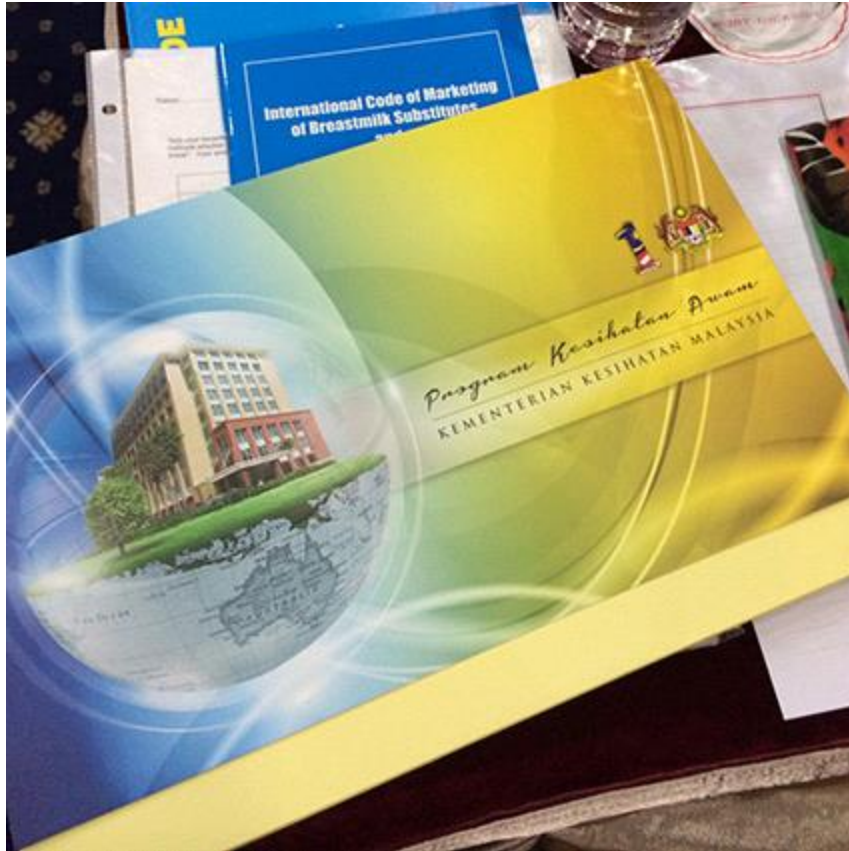
Ministry of Health Representative, Siti Adibah Ab. Halim presenting on the "Code of Ethics for the Marketing of Infant Foods and Related Products".



Legal Advisor of ICDC Yeong Joo Kean presenting a session on Code monitoring.



An impromptu "happy baby" moment signifying the commitment towards safeguarding the health of infants.



The 'Briefing on Code Monitoring of Breastmilk Substitutes' was made possible with the support from the 'Ministry of Health of Malaysia' (Kementerian Kesihatan Malaysia)



Director of ICDC, Annelies Allain, presenting a souvenir "Breaking the Rules, Stretching the Rules 2014" to MoH.



Participants of the Mock Trial court case where one team represented the manufacturer and the other represented the government.