

# **70th NESTLE PAEDIATRICS MEETING - FORTALEZA, CEARA, BRAZIL**

The world's largest food company aims at the paediatrician, hits the mother so as to reach the child.

We received information about a scientific meeting for paediatricians organised by Nestle, for doctors in Ceara (TN: One of the poorest states in Brazil.). And we found out that this has been happening since 1956. Probably paediatricians who participated in one or more of these meetings advised our mothers and grandmothers.

Looking at the program of this 70th meeting on the Internet page where it is being promoted, we may think that it is great that doctors have access to this kind of reflections. But isn't it even greater for whoever promotes this event?

Seen from the standpoint of children, media and consumption - that is our issues - what is wrong with this type of courses? Is it correct for a large food company to sponsor a course for professionals whose mission it is to take care of the health of our children? Is it the duty or mission of this company to educate doctors?

Actually, it is not so surprising to see a course for doctors being sponsored by Nestle. What's more surprising is to know that that same company sponsors the Brazilian Paediatrics Association.

For us, this is a strategy to link up with doctors who, as is well known, are the main influence on mothers' opinions. They are the main source of information on childhood. The paediatrician or family doctor is the person whom mothers trust most when making decisions on health and child development. That directly affects our sons and daughters.

This is not just support, not just a mere sponsorship. It is a course that is part of Nestle's calendar of events, part of its communications/PR strategy for doctors. What kind of return on investment does Nestle expect from promoting this kind of events? What?

Check out the page: <http://www.cnap2014.com.br/>

See what a pediatrician says about these relationships: <http://bitly1q8039v>

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