

OCEANIA

CODE VIOLATIONS 2010

This pamphlet highlights marketing practices and Code violations in countries in the Oceania region using the International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions as bench mark standards.

This report highlights recent examples of how the baby food industry violates the International Code in our region.

The aim of the Code is to contribute to the provision of safe and adequate nutrition for infants by the protection and promotion of breastfeeding and by the proper use of breastmilk substitutes when these are necessary. The Code applies to all products marketed as partial or total replacement for breastmilk, such as infant formula, follow-up formula, special formula, baby food labelled as suitable for infants under six months, juices, and baby teas. It also applies to feeding bottles and teats. Complying with the Code means:

- No advertising and promotion of products to the general public
- No free samples to pregnant women, mothers and members of their families
- No promotion of products in the health care system
- No company representatives to seek direct or indirect contact of any kind with pregnant women or mothers of infants and young children
- No labels with pictures of infants, nor pictures or text which may idealise the use of infant formula
- No in-store special displays, discounts and other gimmicks
- No free or low-cost supplies of breastmilk substitutes
- No financial or material inducements to health workers or their families
- No nutrition or health claims of breastmilk substitutes

In Oceania the implementation of the Code by country is diverse. In Australia and New Zealand the national measures are mainly voluntary, limited in scope to infant formula and limited in application, e.g. retail outlets are not covered.

As donor countries, Australia and New Zealand have strong connections with Pacific nations in terms of: constitutional relationships, migration, travel and trade. If they implemented the Code and its resolutions, they could be real leaders in helping to ensure optimal infant and young child feeding in the region.

Compliance with the Code is a 'minimum requirement' by the World Health Assembly (WHA) resolution 34.22, [1981], and regardless of measures taken by countries, manufacturers and distributors of all products under the scope of this Code should regulate themselves to conform to it (Article 11.3).



In New Zealand even the industry voluntary Code of Practice (Article 7.3) that limits samples to professional evaluation, research or education purposes is being violated. A Medical Centre gave unsolicited a Wyeth bag containing promotional leaflets and samples of powdered and liquid infant formula to a breastfeeding mother of a six week old baby.



In countries where there are no national measures the minimum standard set by the Code applies. Article 5.3 makes it clear there should be no point-of-sale advertising including special sales, as seen here in a retail store in Samoa.

Marketing of bottles and teats are within the scope of the Code, even though the Australian and New Zealand Code Practice do not include bottles and teats. This allows uncontrolled promotion which undermines sustained breastfeed. Bottle feeding is associated with higher risks of infection, particularly in vulnerable populations.



Retail store - New Zealand

Labels should not discourage breastfeeding or have text that idealise the use of infant formula (Article 9). Tommee Tippee states 'Future All Black in Training' implying that using this bottle will produce a future All Black.



Papua New Guinea has a law which requires a prescription for feeding bottles. Over the years the enforcement of the law has declined and it has become easier to purchase bottles over the counter without a prescription. Here is an example of a display in a Papua New Guinea store.

allium interiors

new in store now:
eco baby bottles by lifeactory

100% bpa-free • made in France
5a Toad St, Newmarket 06 32
www.allium.co.nz

VIOLATION

There should be no advertising of products within the scope of the Code (Article 5.1). This advertisement was found in a New Zealand newspaper accompanied by an editorial titled, 'Baby bottles: Features and benefits'.

it's not just the best start in life.

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NUK
Reinventing Life

feeding special

The Pipette
Pumpable Nipple
Flowing Bottle,
from \$29.99
\$19.99 only,
meets
both halfway by
pumping milk
out in waves.
The bottles
are available
in 300ml and
240ml varieties.

Pregnant women are targeted in advertisements found in an Australian pregnancy magazine. These do not comply with Article 4.2, requiring clear information on the benefits and superiority of breastfeeding, maternal nutrition, negative effect of partial bottle feeding, difficulty of reversing the decision not to breastfeed and where needed, proper use of infant formula.

All MAM products are BPA Free

MAM

Dr. Brown's
It's a Natural
BPA FREE

The best both work

Without a doubt, breastfeeding provides the best nutrition for your baby. MAM offers a choice of ultra-soft teats and wide necks for babies from 0 to 18 months.

VIOLATIONS

Innovative Soothers

All MAM products are BPA Free

Advertisements found in a parenting magazine distributed free of charge to early childhood centres in New Zealand. Nurseries or childcare institutions are included in the health care system (Article 3) in the scope of the Code.

The Code in 1981, accepted the introduction of complementary/solid foods from 4 – 6 months. This was superseded in response to comprehensive scientific evidence in 2001 by WHA 54.2, which sets '6 months' exclusive breastfeeding, with safe and appropriate complementary/solid foods and continued breastfeeding for up to two years or beyond. Complementary foods labelled under 6 months are therefore breastmilk substitutes and violate the Code.



The World Health Assembly (resolution 49.15, 1996) calls on Member States to ensure financial support in child health does not create conflicts of interest. Here Plunket, the largest Well Child provider of support services for the development, health and wellbeing of children under the age of five in New Zealand, endorses complementary foods for under 6 months.



In Fiji an example of a special display at retail level, includes 4 – 6 months complementary foods, undermining 6 months exclusive breastfeeding.

Wattie's for baby

4-6 months

6-7 months

8-9 months

12 months

For Mum & Dad
Wattie's Products
Wattie's Baby Dancs
Recipes
Baby News
My Earthy Site
Links

Formula Feeding
Breastmilk is the recommended food for baby, but when breastfeeding isn't possible for whatever reason, then you need to use a suitable infant formula. The Ministry of Health in New Zealand recommends infant formula (including follow on formula from 6 months) as the only alternative to breast milk, where breast feeding is not possible.

Healthy Feeding
Mistakes
General Information

Standard cow's milk cannot be



Complementary foods labelled for use for under 6 months is prevalent at the retail level in these examples from Australia.

Old Packs

Take a look NOW

CAREline

Your Pregnancy

Your Baby

Your Toddler

Your Products

\$26

\$26

Support a FREE sample

Apple Custard

\$21.00 per carton of 12

ADD TO CART

SAVE TO WISH LIST

Ingredients
Apple (95%), Whole Ground Rice*, Whole Milk Powder*
* Certified Organic Ingredients

4+

It is governments who should have the responsibility to provide objective and consistent information on infant and young child feeding (Article 4) and control the planning, provision, design and dissemination of information. New Zealand company websites demonstrate poor application to the Code in the following examples, Wattie's idealises bottle feeding and Wyeth promotes directly to pregnant women.

On a New Zealand website complementary food is advertised as suitable from 4 months. Of note, this is not only a breastmilk substitute but it also contains the ingredient: whole milk powder.

OCEANIA REGIONAL PROFILE



Oceania is made up of thousands of islands with 3670,588 people speaking one third of the world's languages.

Country	Pop	IMR	MMR
American Samoa	65,896	11.3	no data
Australia	22,155,400	5	6
Cook Islands	15,708	11.6	no data
Federated States of Micronesia	111,364	37.5	140
French Polynesia	268,767	5.8	23
Fiji Islands	847,793	17	35
Guam	187,140	11.7	no data
Kiribati	100,835	52	156
Marshall Islands	54,439	21	73.8
Nauru	9,976	45.8	no data
New Caledonia	254,525	6.1	48
New Zealand	4,382,000	5	7.8
Niue	1,479	7.8	no data
Northern Mariana Islands	63,072	4.9	no data
Palau	20,518	20.1	no data
Papua New Guinea	6,744,955	56.7	733
Pitcairn Islands	53	-	no data
Samoa	183,123	20.4	27
Solomon Islands	549,574	24.3	175
Tokelau	1,165	31.3	no data
Tonga	103,365	19	136
Tuvalu	11,149	17.3	no data
Vanuatu	245,038	25	148
Wallis & Futuna	13,256	5.2	96

Key: Pop = population
IMR = Infant Mortality Rate per 1000 live births
MMR = Maternal Mortality Rate per 100,000 live births

Main Ref: www.spc.int

The Code does not compel women to breastfeed or prevent the sale of breastmilk substitutes, rather it aims to protect breastfeeding from inappropriate marketing practices. When it was first adopted by the World Health Assembly in 1981 (resolution 34.22) infant formula (suitable for 0-6 months) was the only kind of breastmilk substitute manufactured, other than complementary/solid foods. Manufacturers invented follow-up formulas, toddler milks and more recently, junior milks to increase their market share. The packaging of all of the additional formulas is the same as infant formula, entrenching brand awareness. In response to the new product range the World Health Assembly resolution 39.28 (1986) spelt out that the practice of providing follow-up milks was 'not necessary'. Fiji in their recent 'Marketing Controls of Breast Milk Substitutes Regulation' (May 2010) has fully embraced and strengthened the Code by legislation covering all such products.



The practice of having a give away as a promotional device to induce sales with infant formula is against the Code (Article 5.3). Here free baby lotion is attached to S-26 toddler milk in a retail store in Fiji, prior to the legislation. This is now no longer permitted under the newlaw.

New Formulation* and New Look coming soon

Nurture Gold Follow-On* 900g and Nurture Gold Toddler* 900g



This New Zealand example, from a retail store 'baby care sale' advertiser, was sent to the home address of a store card holder. It advertises follow-on, from 6 months which is recognized as a breastmilk substitute by WHA resolution 39.28 (1986) and induces sales through a prize draw offer against the Code (Article 5.3) yet allowed under the New Zealand voluntary Code of Practice.

The International Code was adopted by the World Health Assembly (WHA) in 1981. It continues to be updated by resolutions in response to scientific developments and the challenge of new marketing practices. WHA 63.23, May 2010, urged Member States to develop and/or strengthen legislative, regulatory and/or other effective measures to control the marketing of breastmilk substitutes.

The Frame Work for Action on Food Security in the Pacific, Theme 4, Strategy 2, states to "Promote exclusive breastfeeding and the appropriate introduction of nutrient-rich complementary foods to all infants." The full implementation of the International Code and its resolutions will help optimal infant and young child feeding practices.

IBFAN is working towards progressing Millennium Development Goals 4 and 5 which aim to reduce child and maternal mortality through the global Breastfeeding Initiative for Child Survival (gBICS). IFANZ and IBFAN Oceania thank the New Zealand Lotteries Grant Board and the Norwegian Agency for Development Cooperation (NORAD) for financial support of this project. We invite Oceania groups or individuals to gain more information on Code implementation and monitoring by contacting us info@ifanz-ibfan.org.nz.



Karicare 1 "from birth" and Nan 1 "suitable from birth", in retail store advertisers in Australia, allowed as the Marketing in Australia of Infant Formulas agreement does not include advertising at store level as a violation.



In New Zealand store advertisers end up in home letter boxes, here Novalac from "birth to 12 months" is advertised. Under the International Code it is a violation but in Australia and New Zealand's industry voluntary Code of Practice it is allowed.

Monitoring is an integral part of the International Code. The need for independent monitoring free of commercial influences was emphasized by WHA 49.15. The Infant Feeding Association of New Zealand Trust (IFANZ) acting as the IBFAN Oceania Regional Office, wishes to thank Friends of IFANZ and breastfeeding advocates in the region who submitted violations for this Look What They're Doing!

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