

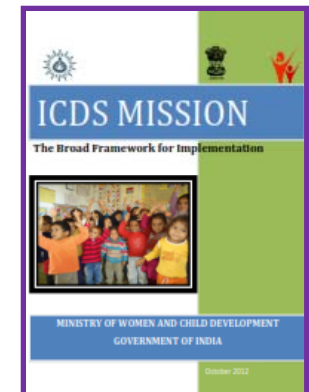
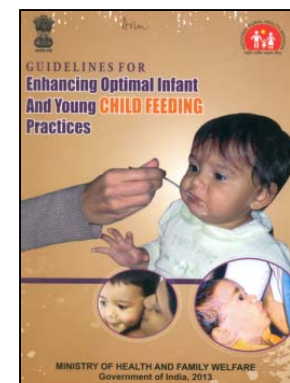
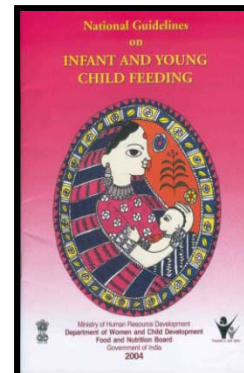
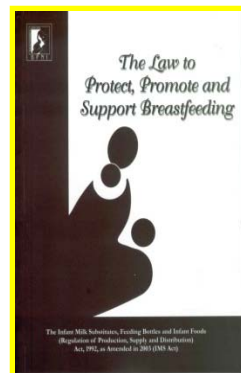
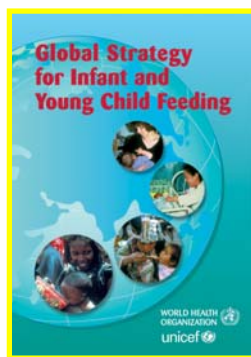
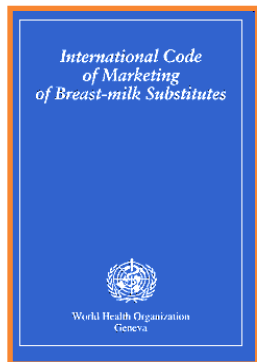
# Protecting Breastfeeding from Commercial Influence

## *Implementing IMS act*

Dr. JP Dadhich MD (Paediatrics), FNNF  
National Coordinator,  
Breastfeeding Promotion Network of India (BPNI)

# Breastfeeding .....

- Begin breastfeeding within an hour
- Exclusive breastfeeding for the first six months
- Complementary feeding after six months
- Continued breastfeeding for 2 years or beyond



# Why to protect breastfeeding?

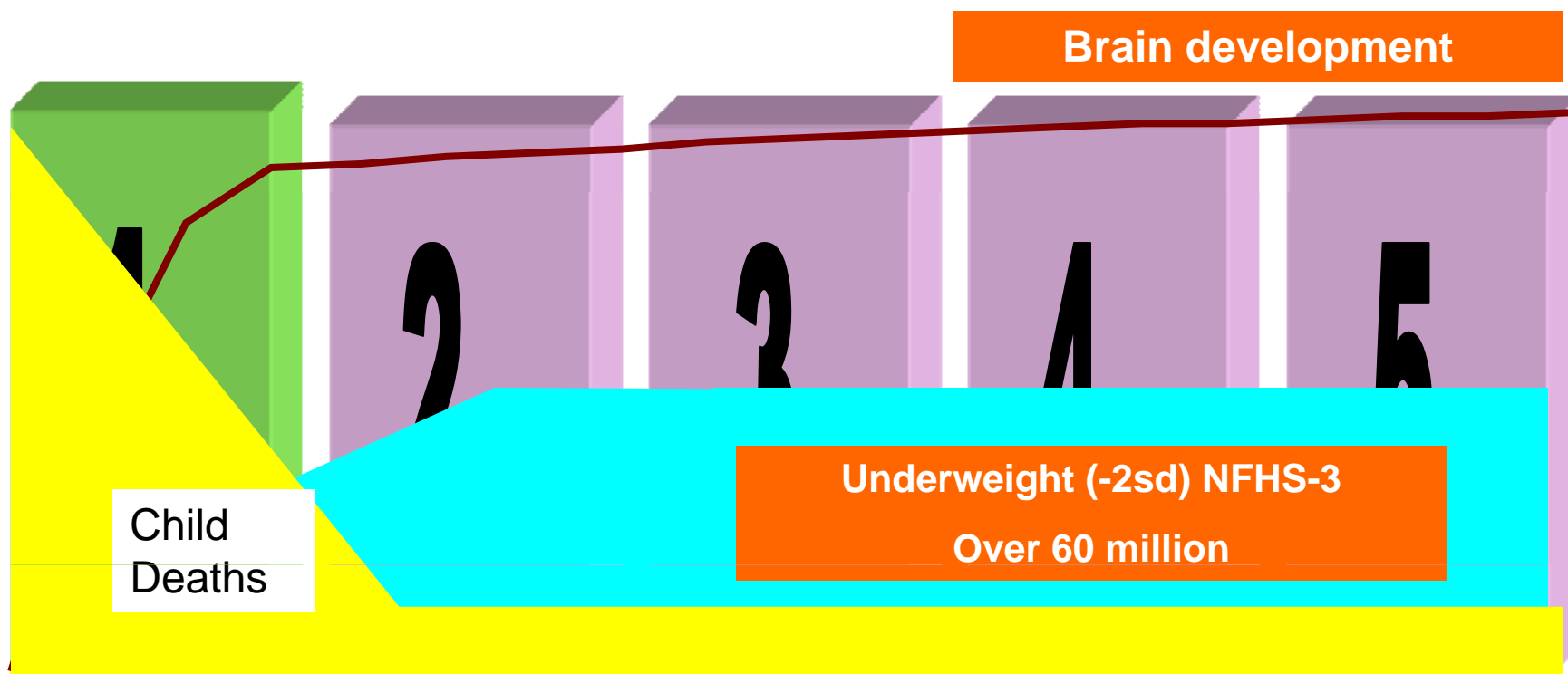
“The nature has designed the provision that infants be fed upon their mother’s milk. They find their food and mother at the same time. It’s a complete nourishment for them both for their body and soul”

Rabindranath Tagore



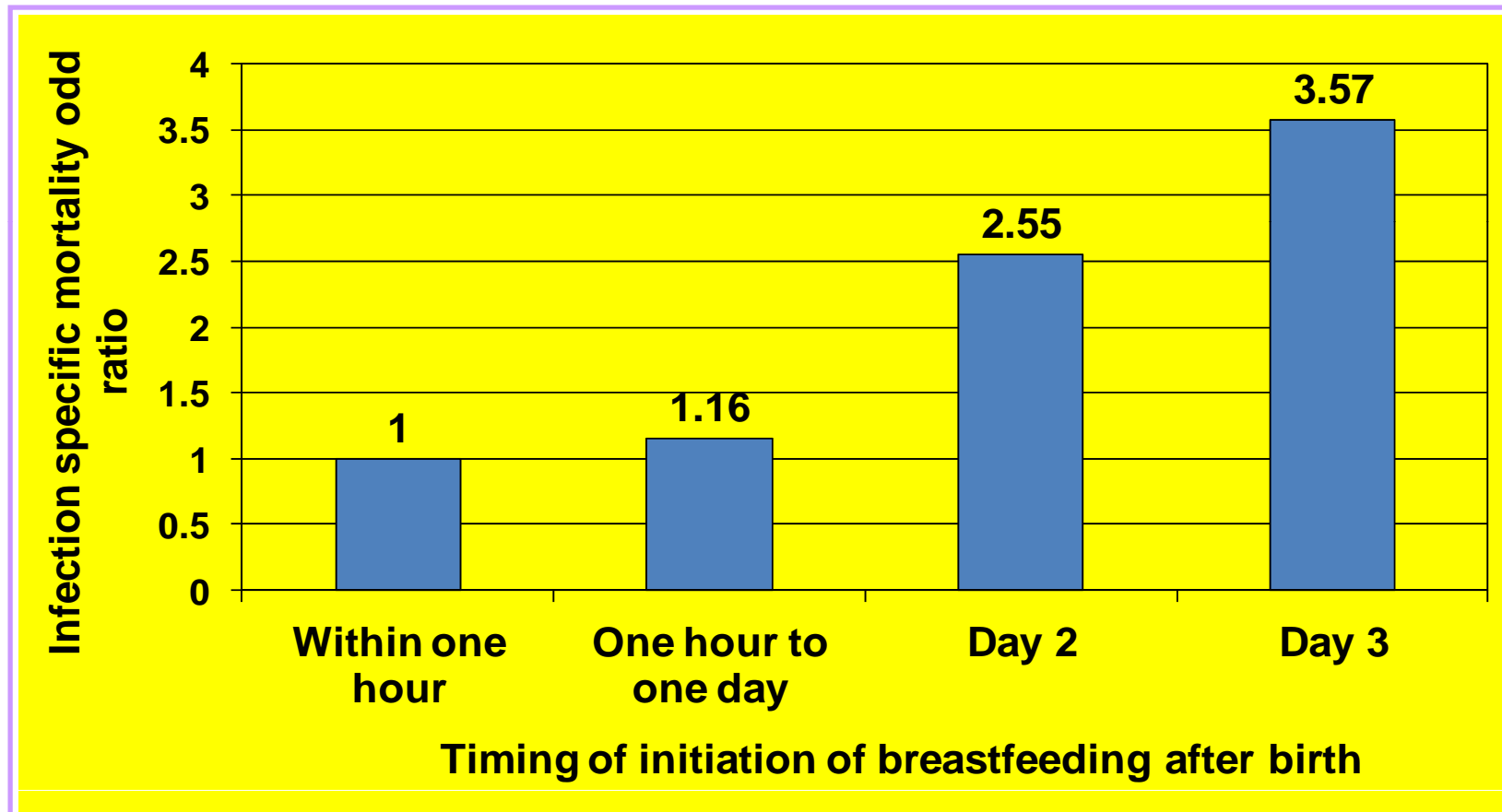
# Why to protect breastfeeding?

## First year is critical for child survival, growth and development!

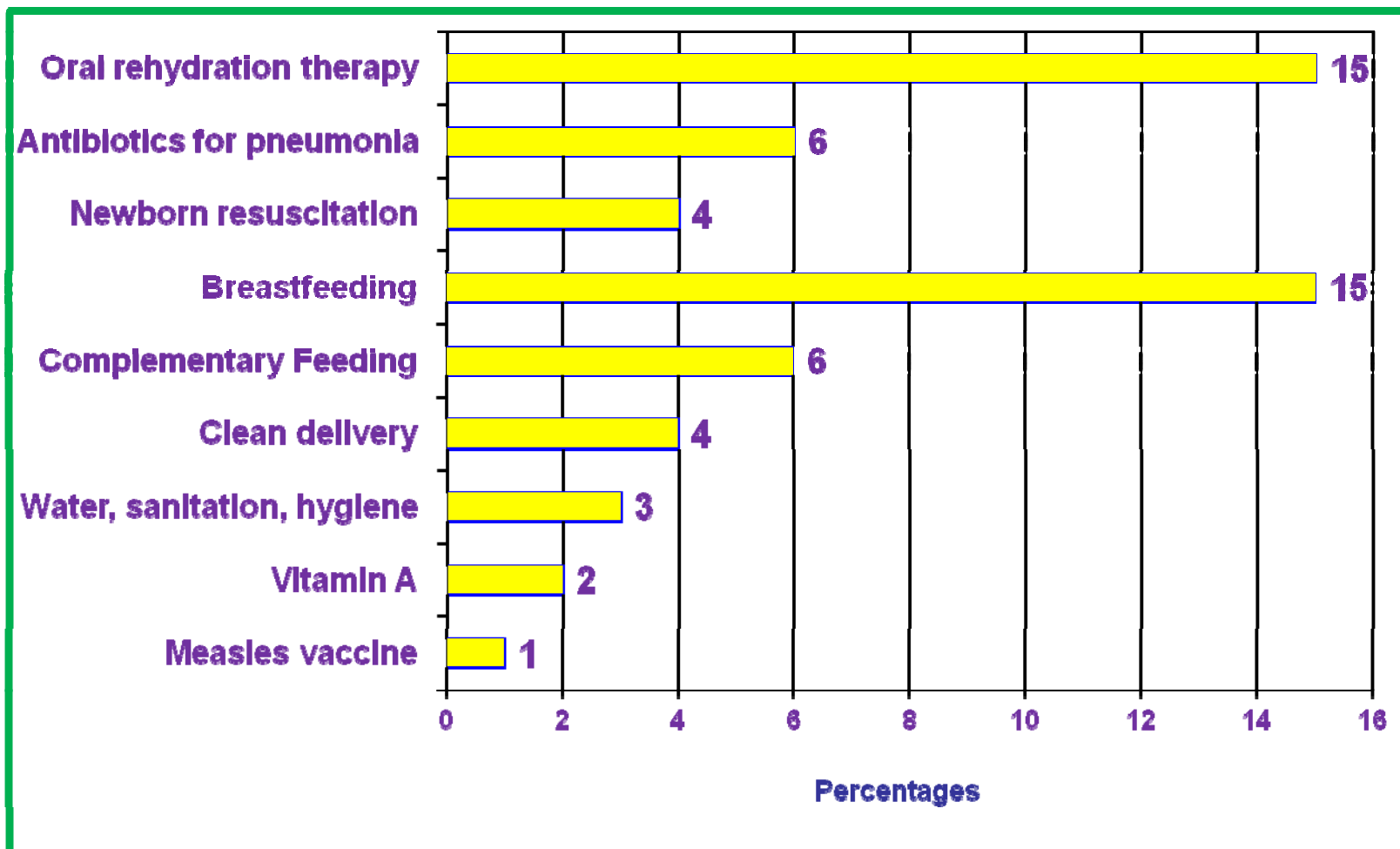


Years of life

# IYCF as a public health intervention for child survival



# IYCF as a public health intervention for child survival



Children who are  
**EXCLUSIVELY BREASTFED**

for the first 6 months of life  
are

**14 times** more likely  
**TO SURVIVE**

than  
**NON-BREASTFED  
CHILDREN.**

It's a **BABY'S  
FIRST**  
**IMMUNIZATION.**

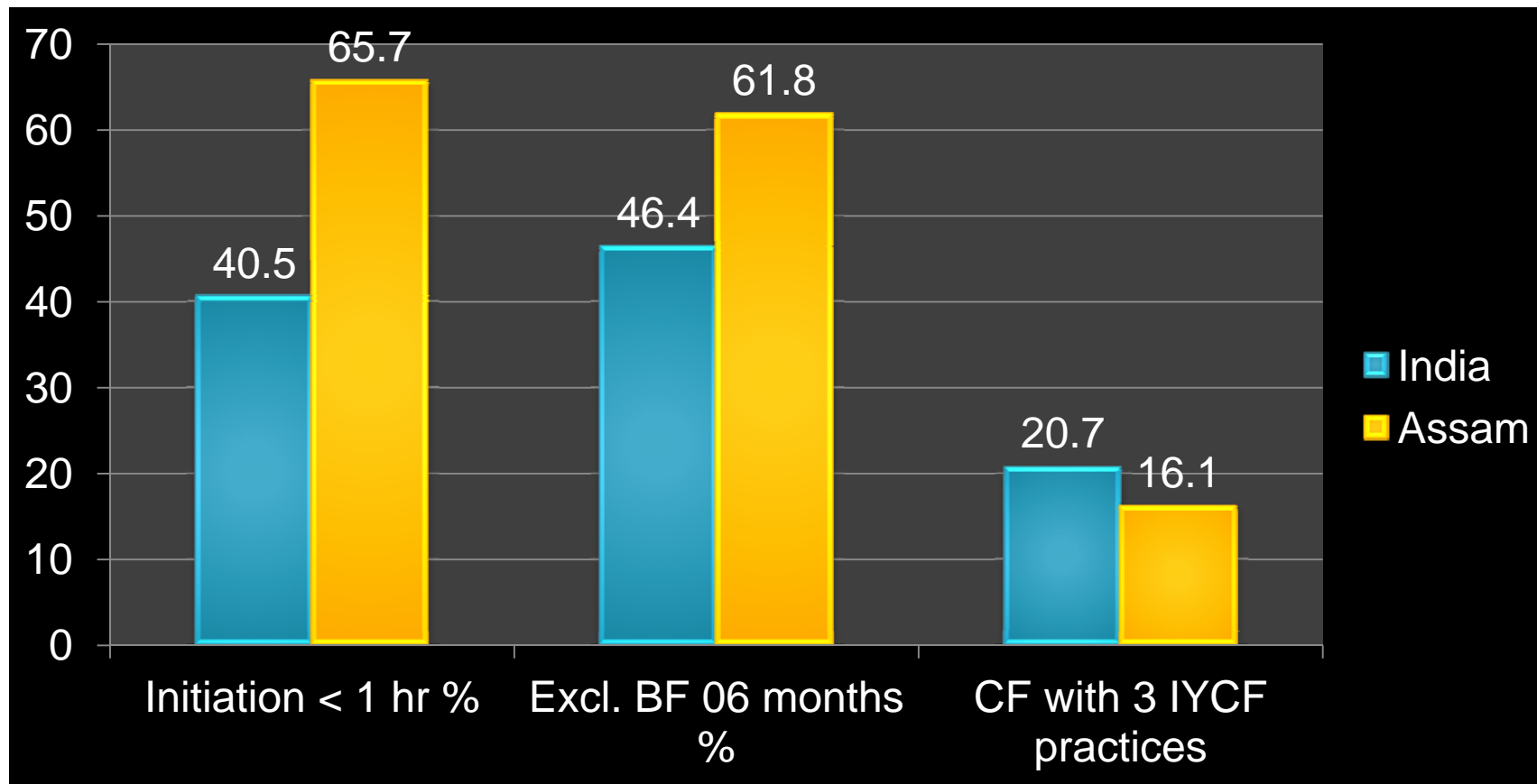


Source: A Promise Renewed, 2012. PHOTO: © UNICEF/INDA 2010-00270/Purushotham

**#BREASTFEEDING**

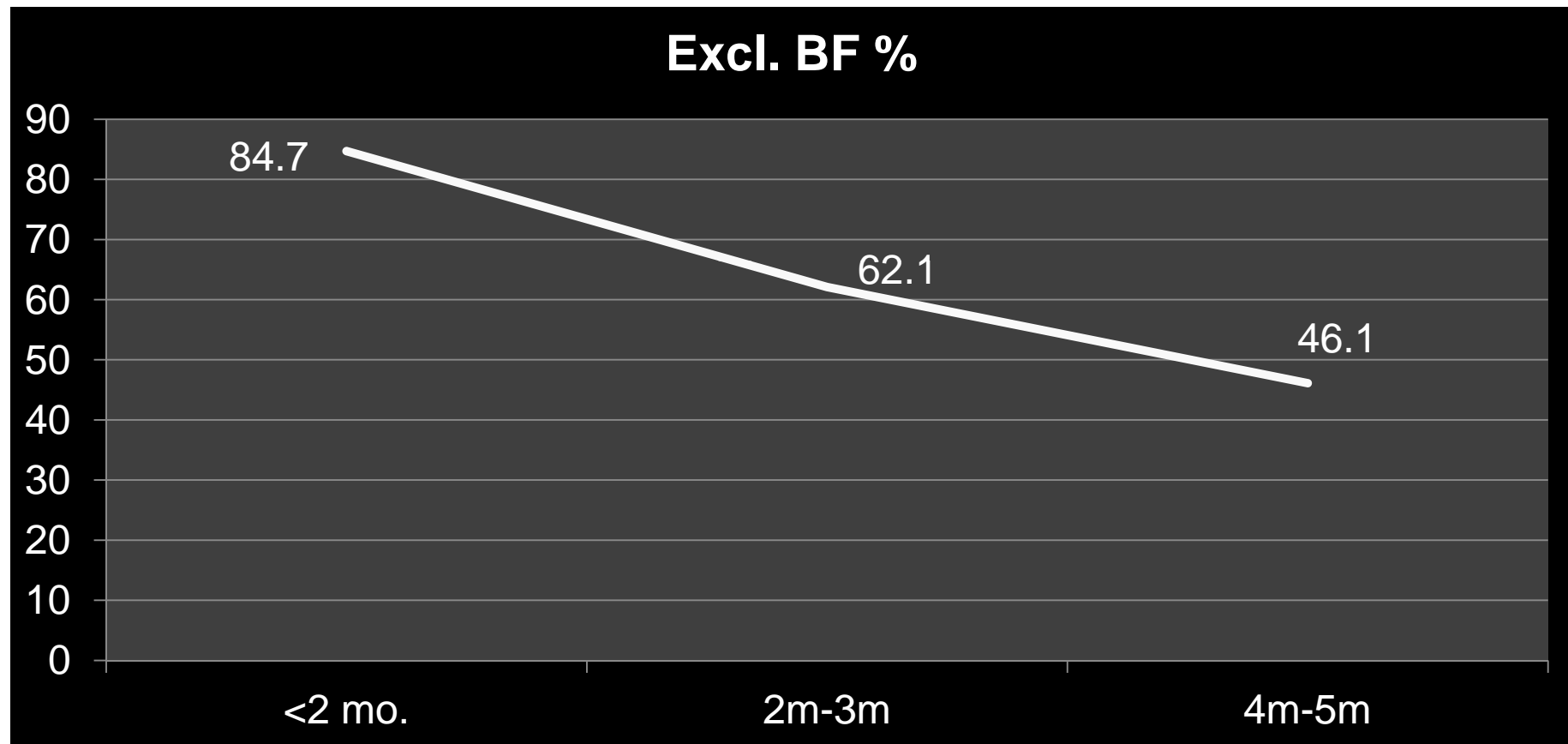


# IYCF Practices in Assam (DLHS 3, NFHS 3)

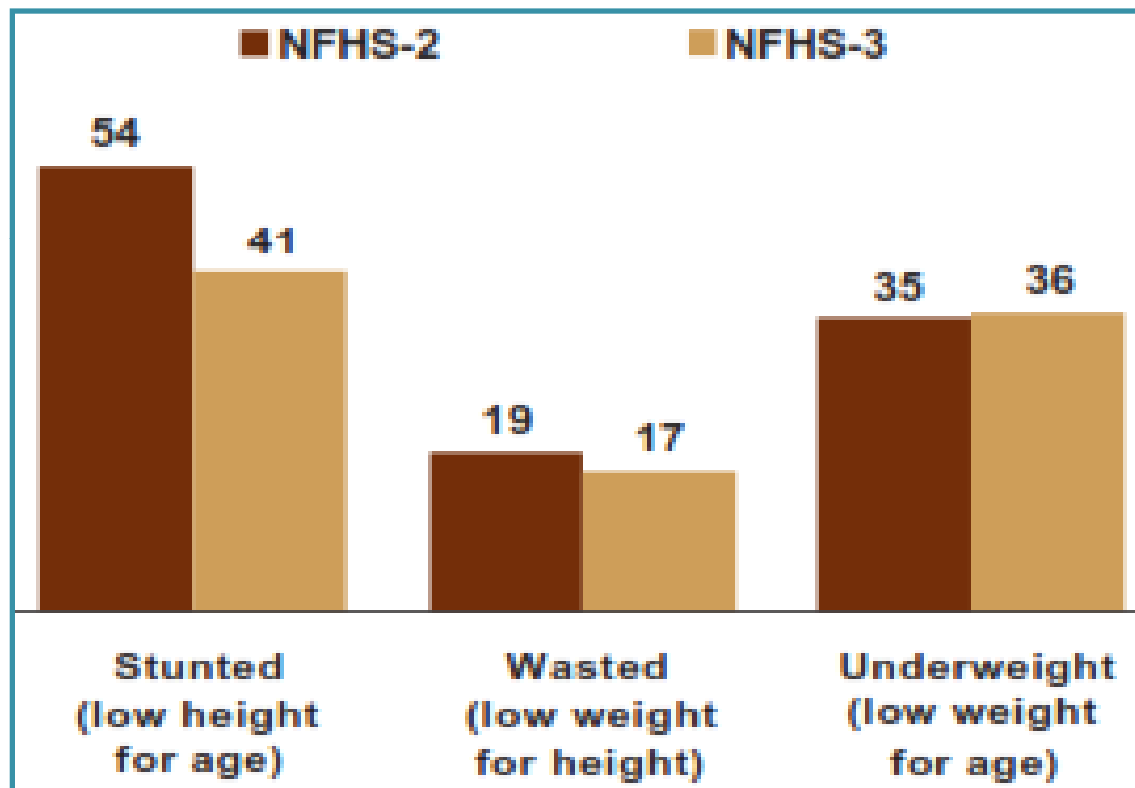




# Exclusive breastfeeding status by age in Assam (NFHS 3)



# Trends in Children's Nutritional Status in Assam (- 2sd)



# Reasons for sub-optimal IYCF practices

- Inadequate and Inappropriate
  - Information to mother and family
  - Skilled support to the mother
- Lack of adequate maternity benefits
- Aggressive marketing practices by the industry

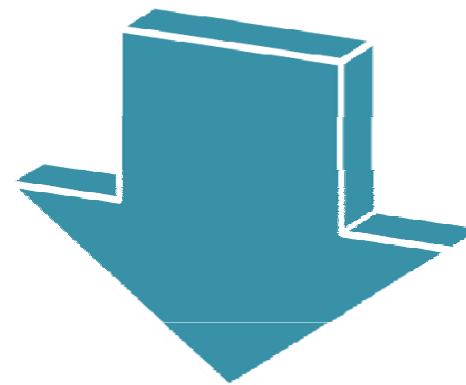
# Promotion of IMS and IF by Industry



Breastfeeding  
and home-  
made CF



Formula Milk  
and  
Commercial  
CF



# Industry\* Market Size & Shares April 2011

## Centre for Monitoring Indian Economy Pvt. Ltd.

	Units	2004-05	2009-10
Production	'000 tonnes	86	143.5
Domestic Consumption (Value)	Rs. Million	10,970	23,450

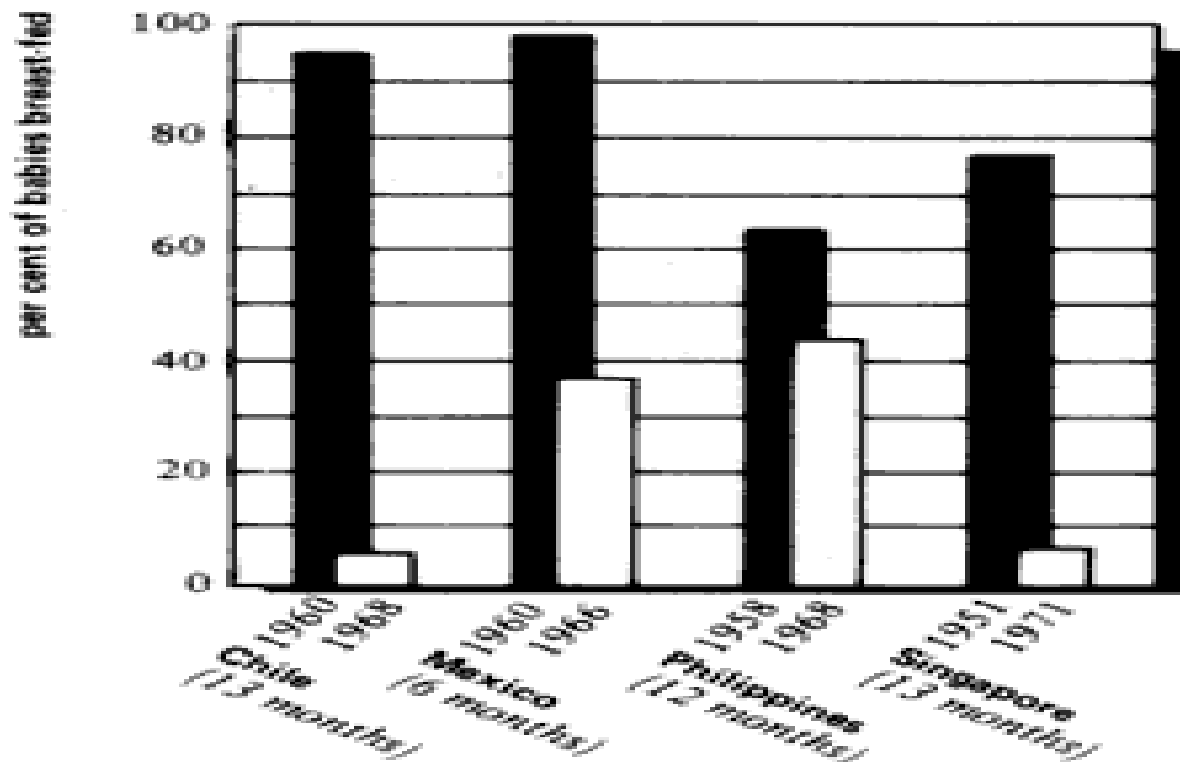


**25 million births every year – huge potential market**

\* Nestle India, Heinz India Pvt., Milkfood, Raptakos, Brett & Co., Pfizer, Mahaan Products included. Data of some companies not available.

# Consequences of aggressive marketing

**The decline in breast-feeding**  
*(selected countries and years)*



Source: *The nutrition factor* Brookings Institution, Washington

# Consequences of aggressive marketing !

Social Science & Medicine xxx (2011) 1–4

Contents lists available at SciVerse ScienceDirect

 **Social Science & Medicine** 

journal homepage: [www.elsevier.com/locate/socscimed](http://www.elsevier.com/locate/socscimed)

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Short report

Is unimpeded marketing for breast milk substitutes responsible for the decline in breastfeeding in the Philippines? An exploratory survey and focus group analysis

Howard L. Sobel<sup>a,\*</sup>, Alessandro Iellamo<sup>a</sup>, René R. Raya<sup>b</sup>, Alexander A. Padilla<sup>c</sup>, Jean-Marc Olivé<sup>a</sup>,  
Soe Nvunt-I<sup>a</sup>

1. Children were more likely to be given formula if their mother exposed to advertising messages or suggested by doctor
2. Those using formula were 6.4 times more likely to stop breastfeeding before 12 months

# Promotion of IMS,IF,FB

## Health Facility

**Display**

**Financial  
Inducement or Gift**

**Conference,  
Research,  
Fellowship funding**

## Direct to Public

**Advertisements**

**Free  
Samples**

**Inappropriate  
info on Labels**



# The Oxytocin reflex

Works before or during feed to make the milk flow

CONFIDENCE



Pain  
Worry  
Stress  
Doubt

# How IMS Act Protects Breastfeeding

## Key Provisions of the IMS Act, 1992 As Amended in 2003

# Prohibits All forms of Promotion of Baby Foods for Babies Under the Age of Two Years



**"Now I can tickle my baby's taste buds with some great nutrition."**

I am so happy. I have finally got something that her little taste buds and tummy will just love. **Inragare**, a delicious infant cereal, which is so easy to digest. **Inragare** is not only a balanced source of nourishment rich in proteins, carbohydrates, fats, vitamins and minerals, but also has extra iron and calcium.

**Why extra iron is essential:**  
**Iron-deficient iron:** My doctor told me that when my baby is around 4 to 6 months old, she needs substantial amount of iron to be active and energetic. In fact, in terms of percentage, a 4-month-old baby requires more iron than an adult because the maternal stores are depleted.

**Crucial Calcium:** After 4 months of age calcium requirements increase drastically. Calcium is vital for growing bones and erupting teeth.

Now I can always tempt my baby with some great nutrition, which is easily digestible.

**Delicious Nutrition. Easy to use.**

After 4 months: Rice, Wheat. After 6 months: Wheat and 2 fruits (Apple, banana and Orange), Wheat, dal and vegetables (Spinach (palak) and Carrot), Ragi (khesari or ragi) and like.

**IMPORTANT NOTICE: MOTHER'S MILK IS BEST FOR YOUR BABY. INFANT FOOD SHALL BE INTRODUCED ONLY AFTER 4 MONTHS OF AGE.**  
महत्वपूर्ण सूचना : माँ का दूध आपके बच्चे के लिए सर्वोत्तम है । ४ महीने के बाद ही उसे शिशु आहार देना शुरू करें ।

# Promotion through Advertisements

Registered with the Registrar of Newspapers for India Registration No. R.N. 8679/64

## LACTOGEN 2-step programme for infant feeding... in step with the latest paediatric thinking.

Breast milk is best for babies but there are occasions when it needs a supplement or alternative. To meet these specific needs, Nestlé offers two lactogen formulas that constitute one unique infant feeding programme.

**1 From birth to 6 months.**  
Lactogen infant formula with iron is specially formulated to meet the specific nutritional needs of infants in the first months of life. It contains a unique balanced blend of 80% milk fat and 20% vegetable fat (from palm). As a result, a linoleic level of 12.8% of total fat is achieved which is very close to the mean level of 8-16% in breast milk. This also conforms to the recommendations of the Indian Council of Medical Research.

**2 From the 6th month onwards.**  
**Lactogen Full Protein** Many weaning foods commonly used such as root vegetables and some unfortified cereals are relatively high in carbohydrates and poor sources of protein, some vitamins and minerals such as iron. Lactogen Full Protein is especially formulated to complement less nutritious weaning foods and contains essential nutrients in quantities not contained in unmodified cow's milk products.

**COMPOSITION**  
Lactogen Infant Formula For 100 ml of reconstituted formula (100 g of powder + 90 ml water)

Protein	5.0	11
Fat	10.2	11
Carbohydrate	13.5	14
Calcium	0.35	0.3
Iron	0.05	0.1
Energy	47	207

**COMPOSITION**  
Lactogen Full Protein For 100 ml of reconstituted formula (100 g of powder + 90 ml water)

Protein	9.0	11
Fat	10.2	11
Carbohydrate	13.5	14
Calcium	0.35	0.3
Iron	0.05	0.1
Energy	47	207

**Important notice:** The World Health Organization (WHO) has recommended that mothers should be given guidance on the importance of, and importance of good nutritional status and the benefits of weaning a decision not to wean or to discontinue breast feeding. Before using an infant formula, read the label and the instructions on the label and the importance for the health of the infant of using the formula correctly. Unintentional overdosage of supplements including breast feeding, should be avoided because of the potential negative effect on breast feeding.

For all further information please write to:  
**FOOD SPECIALTIES LIMITED**  
14-33, Connaught Place, New Delhi-110001

Information for the needs of professionals only.

## संतुलित पोषकता + किफायती दाम

### अपने शिशु को दीजिए सोरेलॉक का अनूठा लाभ.

**अपना**

सोरेलॉक बोट - सोरा बोटों का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है। यह बोटों में सोरेलॉक का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है।

**सोरेलॉक बोट - सोरा बोटों का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है।**

**अपने शिशु को दीजिए सोरेलॉक का अनूठा लाभ.**

सोरेलॉक बोट - सोरा बोटों का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है। यह बोटों में सोरेलॉक का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है।

**अपने शिशु को दीजिए सोरेलॉक का अनूठा लाभ.**

सोरेलॉक बोट - सोरा बोटों का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है। यह बोटों में सोरेलॉक का एक सुखद और आसानी से पचने वाला खाद्य पदार्थ है जो शिशु को पोषकता प्रदान करता है।

**अपने शिशु को दीजिए सोरेलॉक का अनूठा लाभ.**

**Your baby is born with a 3-month gift of iron**



**After 3 months, milk alone cannot give him the iron he needs**

Give him **FAREX** enriched with iron

"The baby is born with a large store of iron from the mother, but these deposits gradually decrease after birth. Although milk is a good diet, it is not a complete food because it lacks iron. This is why he needs solids containing iron."

—Dr. Subhash C. Arya: "Infant & Childcare for the Indian Mother"

**Why do doctors recommend Farex?**  
Farex is a specially prepared weaning food, pre-cooked to suit your baby's tender digestion. It contains

proteins for rapid growth, carbohydrates and fats for energy; calcium, phosphorus and vitamins for sturdy bones and strong teeth. Farex is also rich in iron—so vital for your baby's blood, his general health and his growth and development.

**Free!** Write in for your copy of Baby's first year booklet: a simple guide on Baby Care for new mothers, enclosing 50 p. stamp for postage.

**P.O.Box.No.19119 (FAR 11) Bombay 400 025.**

**Doctors recommend Farex**  
**Baby's ideal solid food for rapid all-round growth**

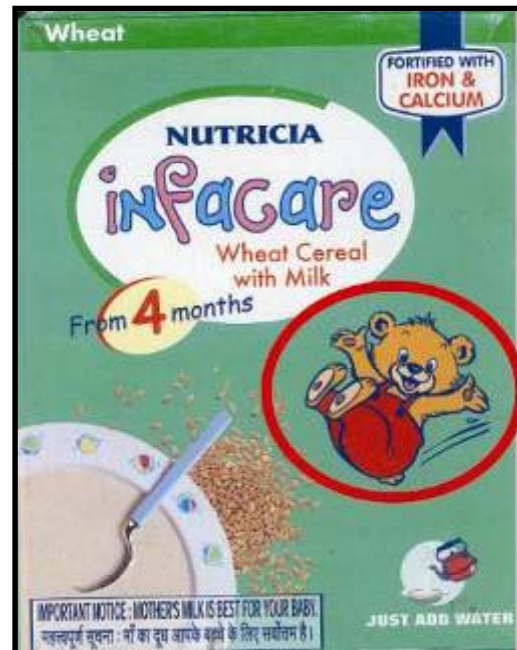
CASGLF-12-152 97



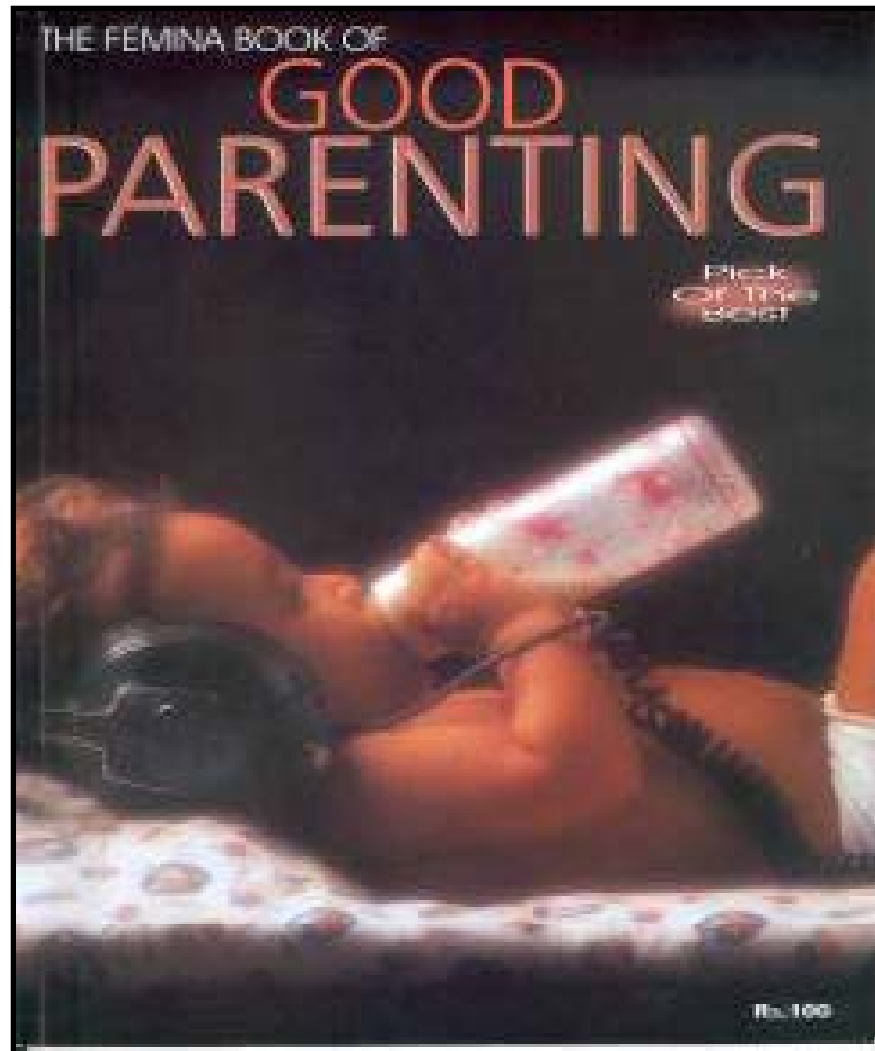
# No Gifts and Free Samples



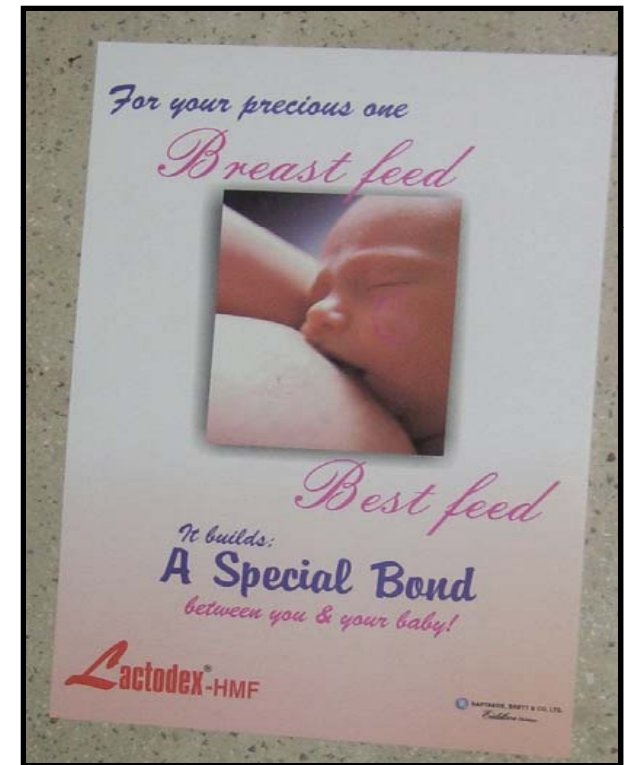
# No Picture of Mother, Baby, Cartoons on Cartons, Labels and Tins



# Use of Educational Materials or Advertisements for Giving Incorrect or Incomplete Information Prohibited



# Display of Posters, Calendars or Other Promotional Materials in Hospital, Chemist Shop Banned





# No Sponsoring and giving payments to Healthcare Workers and their Associations



# Prohibits Providing Commission to Company Staff to Increase Sales



**BUT  
VIOLATIONS CONTINUE !**

# Advertisement of Infant Food in Indian Journal of Pediatrics, July 2013

**100% Organic**

**100% Pure**

Introducing India's first organic baby cereal  
With essential vitamins and minerals

**RICE & MOONGDAL**

**RAGI & MOONGDAL**

**APPLE & WHEAT**

**mum's care**

**mum's care**

**mum's care**

The beginning of healthy eating

- ✓ Highly nutritious
- ✓ No hormone
- ✓ No pesticides
- ✓ No additives and preservative
- ✓ Enhances immunity

6 Months Onwards

To build on that strong nutritional foundation, your child needs a balanced nutritious diet fortified with all essential vitamins and minerals. Mum's Care baby cereal is made from organically grown ingredients free from toxic chemicals and residues of pesticides. Mum's Care is so tasty that don't be surprised if your child starts asking for more.

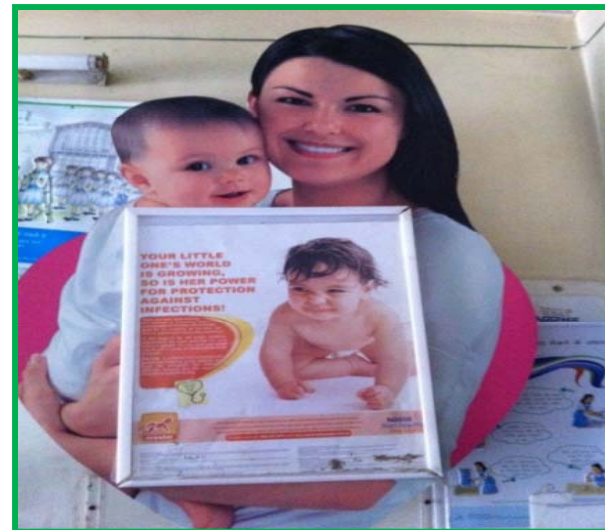
Exclusive breastfeeding is recommended up to six months of age, with continued breastfeeding along with appropriate complementary foods from six months up to two years of age or beyond.

Choose the Organic Advantage for the Babies

To know more about infant nutrition, speak to your doctor today  
Toll free on all major broadband providers in (IN) Call 1188-420-8181 (Toll Free for Free Services) Download from experts.

Mother's milk is best for your baby. Exclusive breast feeding for 6 months is advised. Please consult your healthcare professional before starting complementary feeds.

# Display in Health System

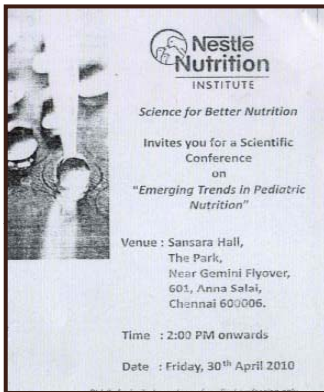


# Prominent Display in Chemist Shop

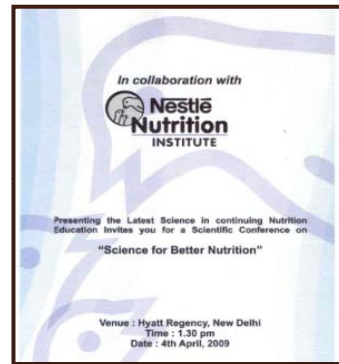


# Symposiums - Nestle Nutrition Institute

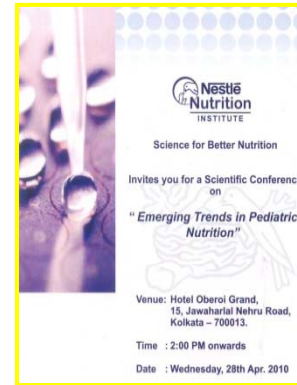
Chennai



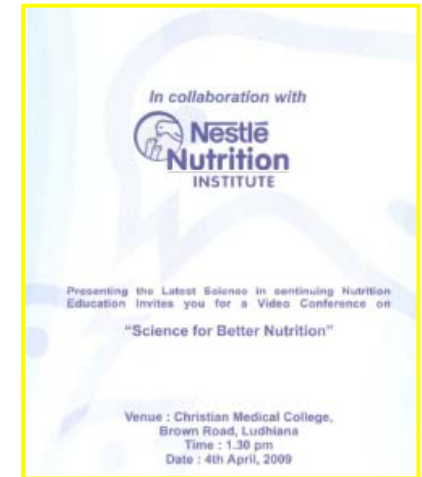
New Delhi



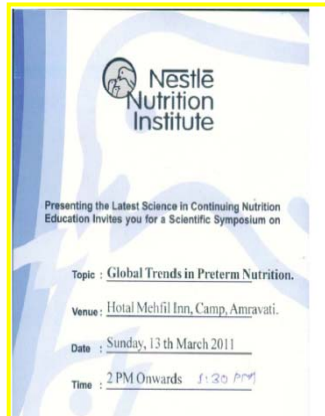
Kolkata



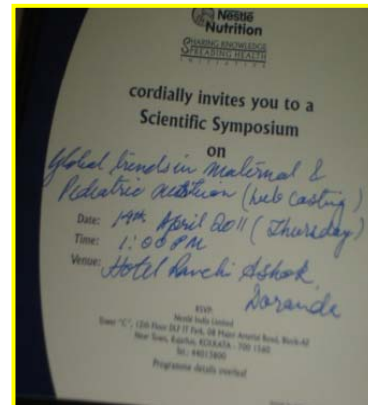
Ludhiana



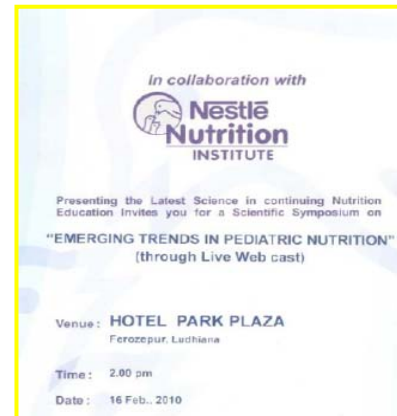
Amravati



Ranchi



Ferozepur



putting child nutrition at the forefront of social change



defending breastfeeding

# Mead Johnson distributes gifts to doctors





[Home](#) > [Feeding & Nursing](#) > [Formula and Supplements](#) > [Heinz - Baby Breakfast - Creamy Oat Porridge](#)



Roll Over Image To Magnify

## Heinz - Baby Breakfast - Creamy Oat Porridge

4-6 Months+, 125 gm, Oat breakfast with milk protein, Vitamins & minerals,

Contains milk - just add water [View Details](#)

**Rs. 330**

Earn Loyalty Cash: Rs.3

Product ID: 999 | [Return Policy](#)

This product is dispatched in 24 hours.



**Heinz - Baby Breakfast - Creamy Oat Porridge** : 4-6 Months+, 125 gm, Oat breakfast with milk protein, Vitamins & minerals, Contains milk - just add water

**Rs. 330**

1

[CHECK OTHER OPTIONS](#)

**BUY NOW**

**Total Price : Rs.330**

[Add to Wishlist](#)

**INTERNET VIOLATION  
Advertisement and wrong  
information**

# Inducement on web based purchasing

Home > Combo Packs > Baby Food Combo with Baby on Board (Pack of 4)



## Baby Food Combo with Baby on Board (Pack of 4)

**Rs. 1111**

Rs: 1195

7% OFF

Combo ID: 1077 | [Return Policy](#)  
This product is dispatched in 24 hours.

### COMBO PACK CONTAINS :

Heinz - Baby Dinners - Cheesy Vegetable Pasta - 7 Months+ 100 gm, Tomato, carrot & cheese with pasta & milk protein, Vitamins & Minerals, Just add water

[\(View Details\)](#)

Heinz - Baby Breakfast - Fruit with Yogurt - 4 - 6 Months+ 125 gm, Yogurt, cereal & red fruit breakfast with prebiotic, vitamins & minerals, Contains milk- just add water

[\(View Details\)](#)

Heinz Baby Breakfast - Summer Fruit Cereal - 7 Months+, Ideal for your baby to give them the best start to the day

[\(View Details\)](#)

Baby on Board - Blue - BABY ON BOARD

[\(View Details\)](#)

#### CATEGORIES

Diapering  
Feeding & Nursing  
Bath, Skin & Health Care

#### COMPANY INFO

About Us  
Contact Us  
Brands

#### SHIPPING & POLICIES

Payments  
Shipping Policy  
Return Policy

#### A HAPPY CUSTOMER SAYS

Superb Site Excellent Service Fast Shipping It Was My 3rd Time N I am Very Satisfied With Firstcry Product Will Come back Again For Shopping  
Turk Mahamad Harif  
Mar 2 2013

What needs to be done for its' effective implementation?

# Thirty years after endorsement of the Code, out of 199 countries:



passed laws reflecting all of the recommendations of the Code	37 (19%)
fully prohibit advertising of breast-milk substitutes	69 (35%)
completely prohibit free samples / low-cost supplies	62 (31%)
completely prohibit gifts of any kind from relevant manufacturers to HW	64 (32%)
require a message about the superiority of breastfeeding on BMS labels	83 (42%)
having a functioning implementation and monitoring system.	45 (23%)

# 1. Administrative Action

## Authorising a Class one officer at state/districts

[ Extract from Haryana Government Gazette, dated the 4th April, 2006 ]

हरियाणा सरकार

महिला तथा बाल विकास विभाग

अधिसूचना

दिनांक 20 मार्च, 2006

संख्या 2981-एस०डब्ल्यू०(3)/2005.—शिशु दुग्ध अनुकल्प पोषण बोटल और शिशु खाद्य (उत्पादन प्रदाय और वितरण विनियमन) अधिनियम, 1992 (1992 का अधिनियम 41) की धारा 12 की उपधारा (1) में अन्तर्विष्ट उपबन्धों के अनुसरण में, हरियाणा के राज्यपाल, इसके द्वारा, निम्नलिखित अधिकारियों को उनकी अपनी-अपनी अधिकारिता में उक्त धारा के प्रयोजन के लिए प्राधिकृत करते हैं, अर्थात् :—

1. राज्य के सभी सिविल सर्जन।
2. राज्य के सभी जिला स्वास्थ्य अधिकारी।
3. राज्य के जिला हस्पतालों के सभी चिकित्सा अधीक्षक।
4. राज्य में प्राथमिक स्वास्थ्य केन्द्र, सामुदायिक स्वास्थ्य केन्द्र के सभी प्रभारी।

दलीप सिंह,

आयुक्त एवं सचिव, हरियाणा सरकार,  
महिला एवं बाल विकास विभाग।

40722—C.S.—H.G.P., Chd.

## 2. Capacity Building of Stakeholders



## 3. Coordination, Monitoring and Reporting

- National/State Coordination – designated person
- District/block level
  - Detection of violation and legal action
  - Informing public through advertisements
  - Civil Surgeons to give clearance for conferences
  - Regular checks on chemists shops to stop promotional practices like special displays of baby foods.

# 4. Awareness Generation



- \* Adulteration
- \* Counterfeiting
- \* Spurious Goods
- \* Overpricing
- \* Use of faulty Weights
- \* Expired Products

**All this and more unless you are an alert consumer**

Let us pledge to understand and insist on our rights as consumers.

Complain at the Consumer Forum in your area if your rights are violated.  
Log on to [www.ncdrc.nic.in](http://www.ncdrc.nic.in) to locate the nearest Consumer Forum

 Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs, Government of India,  
Krishi Bhawan, New Delhi-110 001 website: [www.fcamin.nic.in](http://www.fcamin.nic.in)



AN INITIATIVE BY **trina4jani**  
Creating Awareness about Disability

**जनगणना के दौरान अपनों की विकलांगता न छुपायें**

सच्चाई को अपनायें और परिवार के विकलांग सदस्यों की भी गिनती करवायें।

7 2 2011



# Conclusions

- Protecting Breastfeeding is crucial in improving breastfeeding practices
- A very strong tool is available to protect breastfeeding
- Requires a coordinated and concerted effort

**Thanks !!!**

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