
STATUS REPORT 2020

Launch event
28 May 2020
International Code of Marketing of Breast-milk Substitutes

- Adopted by World Health Assembly in 1981
- Set of recommendations to regulate marketing of breast-milk substitutes, feeding bottles and teats
- Aims
  1. to protect and promote breastfeeding,
  2. ensure proper use of BMS through appropriate marketing and distribution
- Subsequent resolutions have reiterated the importance of the Code, clarified provisions, or added to it
Evaluation of national legal measures

- Obtained copies of national laws, regulations, decrees (translations where necessary)
- Developed detailed checklist of Code provisions, incl. subsequent resolutions
- Each law/regulation evaluated against the checklist
- Point values assigned to each provision by category
Scoring algorithm to categorize national legal Code measures

<table>
<thead>
<tr>
<th>Category</th>
<th>Total points possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
<td>20</td>
</tr>
<tr>
<td>Monitoring and enforcement</td>
<td>10</td>
</tr>
<tr>
<td>Informational/educational materials on IYCF</td>
<td>10</td>
</tr>
<tr>
<td>Promotion to general public</td>
<td>20</td>
</tr>
<tr>
<td>Promotion in health care facilities</td>
<td>10</td>
</tr>
<tr>
<td>Engagement with health workers and systems</td>
<td>15</td>
</tr>
<tr>
<td>Labelling</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

- ≥ 75 points: Substantially aligned with the Code
- 50-75 points: Moderately aligned with the Code
- <50 points: Some provisions of the Code included
Legal status of the Code as enacted in countries (n=194)

- Substantially aligned with the Code, 25
- Moderately aligned with the Code, 42
- Some provisions of the Code included, 69
- No provisions in law, 58
Legal status of the Code, by country

- **Substantially aligned with the Code**
- **Moderately aligned with the Code**
- **Some provisions of the Code included**
- **No legal measures**
Breast-milk substitute products covered in scope (n=135)

- Follow-up formula covered but age not specified
- Infant formula covered but age not specified
- BMS covered for less than 6 months
- BMS covered up to 6-11 months
- BMS covered up to 12-35 months
- BMS covered up to at least 36 months
Number of countries with key Code provisions enumerated in legal measures, by provision

- Covers milk products up to 36 months: 31
- Disallows pictures that may idealize the use of infant formula: 112
- Prohibits nutrition and health claims on label: 50
- Prohibits advertising: 114
- Bans promotional devices at point of sale: 105
- Prohibits informational/educational materials from industry: 24
- Identifies who is responsible for monitoring compliance: 73
- Defines sanctions for violations: 82
Number of countries prohibiting industry engagement with health workers and systems, by type of prohibition

- Promotion within health care facilities: 79
- All gifts or incentives for health workers: 30
- Donation of free or low-cost supplies in any part of the health care system: 51
- Donation of equipment or services: 5
- Donation of product samples: 59
- Product information other than what is scientific and factual: 61
- Sponsorship of meetings of health professionals or scientific meetings: 19
Key conclusions

- Provisions strengthened over the past 2 years in many countries
- No country has laws fully aligned with the Code
- Key provisions are missing in many countries
- Provisions are particularly weak for promotion through health care workers & in health systems
- Code monitoring and enforcement is weak in most countries
Recommendations

1. Legislators and policy-makers should recognize their obligations to promote and protect breastfeeding, and to eliminate inappropriate marketing practices.

2. Countries should analyse and address weaknesses or gaps in their existing legislation and act accordingly.

3. Legislation must be supported by adequate budgets and human resources.

4. Governments should establish robust and sustainable monitoring and enforcement mechanisms.

5. Governments should apply deterrent sanctions in the case of violations of national Code legislation.

6. Health care workers should be educated on their responsibilities under the Code to avoid conflicts of interest and fully protect, promote and support breastfeeding.
Resources to facilitate Code implementation

- Monitoring tools
- FAQs
- Implementation Guidance
- Information Notes
- Advocacy Brief
- Online Training
Thank you
Obrigado
Gracias
Merci