Evidence of Inappropriate Promotion of Commercial Infant Foods

Promotion and Consumption of commercially produced *Foods for Infants and Young Children*

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OPTIMAL INFANT AND YOUNG CHILD FEEDING (IYCF)

Promoted
Protected

Adequate
Available
Affordable
HOW CAN THE MARKETING OF FOODS FOR IYC IMPACT ON OPTIMAL IYCF?

Adapted from F. Savage King and A. Burgess Nutrition for Developing Countries, 2nd ed., 1993 reprinted 1995, Oxford Medical Publications

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1. The International Code of Marketing of Breast-milk Substitutes (*the Code*)
   - Ensuring the appropriate marketing of breast-milk substitutes, teats and feeding bottles.

2. Subsequent relevant World Health Assembly (WHA) resolutions:
   - Same status as *the Code*.
   - Clarify or strengthen *the Code*.

   - NOW also provides guidance on the appropriate marketing of complementary foods.
The Code did not until 2016 address:

- **Follow-up Formulas (FUFs):** 6 - 12 months
- **Growing-up Milks (GUMS):** 12 - 36 months
- **Commercial complementary foods** unless promoted for use under 6 months.

1. Use of FUFs and GUMs became much more widespread AFTER the Code.
2. Manufacturers misleadingly argue that FUFs and GUMs are ‘complementary foods.’
Helen Keller International project funded by Bill and Melinda Gates Foundation.

Generate evidence on the **inappropriate promotion of foods for infants and young children** with focus on commercial complementary foods.

Cambodia, Nepal, Senegal and Tanzania with government and other partners.

- Health system study on exposure of 2,400 mothers to promotion.
- Labeling study of commercial complementary foods (n=200) and BMS (n=184).
- Point of sale study of retail outlets: 30 shops/country.
- Media monitoring study in Cambodia and Senegal.
NUMBER OF BREAST-MILK SUBSTITUTE AND COMPLEMENTARY FOODS AVAILABLE FOR SALE

Phnom Penh, Cambodia
Kathmandu, Nepal
Dakar, Senegal
Dar es Salaam, Tanzania

Number of products

- Breast-milk substitutes
- Complementary foods
THE EVIDENCE – CROSS PROMOTION

Follow-up formula & growing-up milk designed for children older than six months of age, are **frequently labeled like infant formula and often promoted**

**Infant formula**
(0-6 mo)

**Follow-up formula**
(6-12 mo)

**Growing-up milks**
(12-36 mo)
THE EVIDENCE – CROSS PROMOTION

Follow up formula

Complementary food

Pereira et al. 2016
THE EVIDENCE – INAPPROPRIATE LABELS
CONSUMPTION OF COMMERCIAL SNACK FOOD PRODUCTS BY YOUNG CHILDREN PRIOR DAY

6-11 mths
6-11 mths
6-11 mths
6-11 mths

Dakar
Dar es Salaam
Kathmandu
Phnom Penh

74.7
31.3
82.7
63.1

38.4

Pries et al. 2016
- Clarifies the inclusion of Follow-up formula and Growing-up milks under the International Code of Marketing of Breast-Milk Substitutes. Should NOT be promoted.

- Provides valuable guidance on ending the inappropriate promotion of other foods for IYC from 6-36 months.

Potential to provide a much needed and positive step forward for supporting optimal IYCF and improving the lives of millions of children.
• One piece of the puzzle.
• Levels of Code violations are similar in a country with (Burkina Faso) and without (Togo) legislation\(^1\).
• To ensure compliance, legislation must be accompanied by effective:
  – Information
  – Training
  – Monitoring systems.

Revision of the follow-up formula (FUF) standard: Divided into 2 categories:
1. FUF for older infants aged 6-12, and
2. FUF for young children aged 12-36 months.

- Breastmilk Substitutes = Any milks (or products that could be used to replace milk, such as fortified soy milk) in either liquid or powdered form, that are specifically marketed for feeding infants and young children up to the age of 3 years (including follow-up formula and growing-up milks).
• To take all necessary measures to end inappropriate promotion of foods for infants and young children, including implementation of the guidance.

• To engage on ongoing Codex work on the revision of the FUF standards, take part and speak up at the upcoming 39th Codex Committee on Nutrition and Foods for Special Dietary Uses.
THE WAY FORWARD FOR OTHERS

MANUFACTURERS
To end inappropriate promotion of foods for infants and young children set out in the guidance.

GOVERNMENTS/ HEALTH CARE PROFESSIONALS
Fulfill their role of - providing parents/caregivers with information / support of optimal IYCF / support of implementation of the guidance.

CIVIL SOCIETY
Support ending inappropriate promotion by advocating for the guidance and monitor Member States progress.

THE MEDIA AND CREATIVE INDUSTRIES
To carry out their activities in line with the guidance.

AFRICAN ORGANIZATION FOR STANDARDISATION
Raise awareness concerning the revision of the follow-up formula standard, support and coordinate views/position of ARSO members at Codex.
10 peer reviewed articles.

Key findings:
- Many breastmilk substitutes (BMS) found, especially follow-up formula (FUFs) and growing up milks (GUMs).
- Cross-promotion normal practice.
- Many inappropriate labeling practices observed.
- Promotion via multiple channels.
THANK YOU

“Alone we can do so little; together we can do so much.”
Helen Keller