

IMS Act

The Infant Milk Substitutes (IMS), Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Amendment Act, 2003

THE IMS ACT PROHIBITS

- Advertising and promotion of infant milk substitutes, feeding bottles, or infant foods.
- Unauthorized labelling of products, including complementary foods, such as the use of images of mothers and children or words that imply superiority to breastmilk.
- Supply and distribution of infant milk substitutes, feeding bottles, or infant foods.
- Educational materials, including advertisements, that promote infant milk substitutes, feeding bottles, and infant foods.
- Sponsorships, gifts, fellowships, and financial benefits to health care providers and their associations.



BREASTFEEDING SAVES LIVES AND IMPROVES HEALTH OF INDIVIDUALS, FAMILIES, AND NATIONS!

Initiating breastfeeding within one hour of birth can **prevent about 20%** of new-born deaths

Exclusive breastfeeding can save lives annually of **820,000** < 5 children

Infants exclusively breastfed for six months are **11X** less likely to die from diarrhoea and **15X** less likely to die from pneumonia

YET in India, each year thousands of children's lives are put at risk from poor breastfeeding and infant feeding practices. National data shows that only:

 **42%** of mothers initiate breastfeeding within the first hour of birth

1/2 children are exclusively breastfed for the first six months

MEDIA FRIENDS!



Let's make breastfeeding a new normal

- 1 Ensure mothers and families receive accurate information to help them choose the safest, healthiest, and most nourishing infant and child feeding practices.
- 2 Promote and encourage optimal breastfeeding practices through in-depth reporting on the importance of early initiation of breastfeeding within one hour of birth, exclusive breastfeeding up to six months and continued breastfeeding up to 2 years of age.
- 3 Serve as a watchdog by investigating and reporting on unethical and in violation of IMS Act advertising by formula companies.
- 4 Don't accept advertising by companies on breastmilk substitute and infant foods such as "growing up milks" for children below 2 years of age.
- 5 Encourage more frequent and impactful reporting on early child nutrition issues, IMS Act violations, and the release of new data related to malnutrition and the IMS Act.
- 6 Donate airtime and other media resources to publish educational content on the benefits of breastfeeding and optimal young child feeding and the harms of breastmilk substitute products.

Citations

1. Begum, K., & Dewey, K., Alive & Thrive Insight, "Impact of early initiation of exclusive breastfeeding on newborn deaths," 2010.
2. Barros, A., et al., The Lancet, Vol. 379, "Countdown to 2015: a retrospective review of survey data from 54 countries: equity in maternal, newborn, and child health interventions," 2012.
3. The Lancet Breastfeeding Series, 2016.
4. National Family Health Survey (NFHS-4), 2015-16
5. The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 as Amended in 2003 (IMS Act).
6. UNICEF and World Health Organization (2009). Acceptable medical reasons for use of breast-milk. substitutes. Available from: https://www.who.int/nutrition/publications/infantfeeding/WHO_NMH_NHD_09.01/en/