

Marketing of Breast-milk Substitutes: National Implementation of the International Code

— STATUS REPORT **2020** —

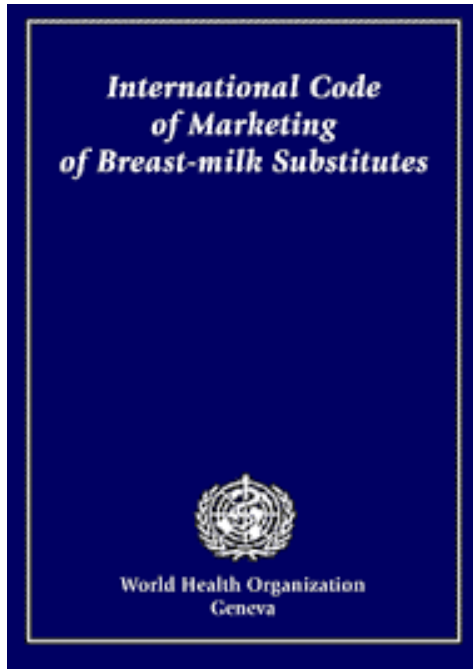
Launch event
28 May 2020



World Health
Organization



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

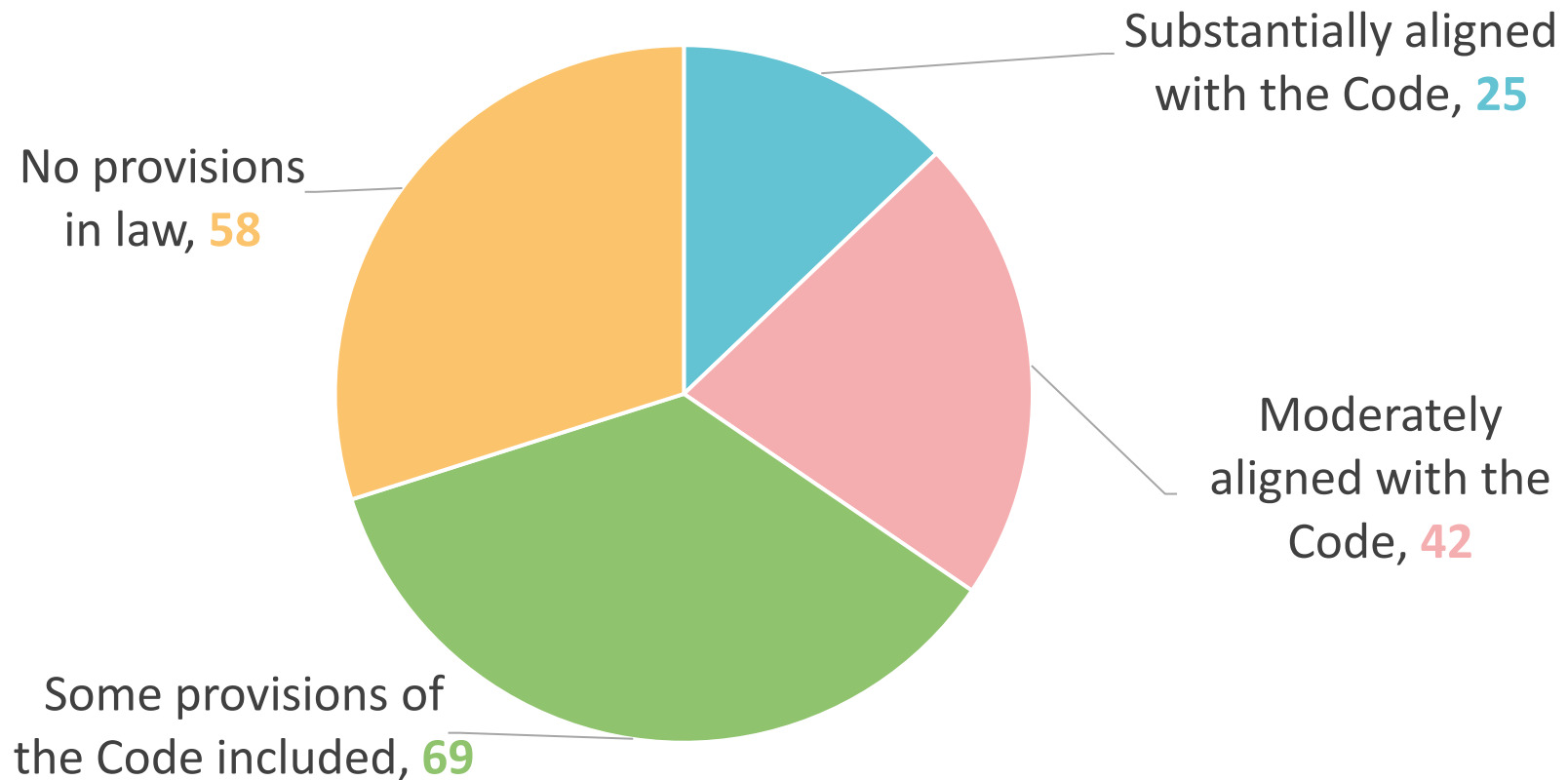


Scoring algorithm to categorize national legal Code measures

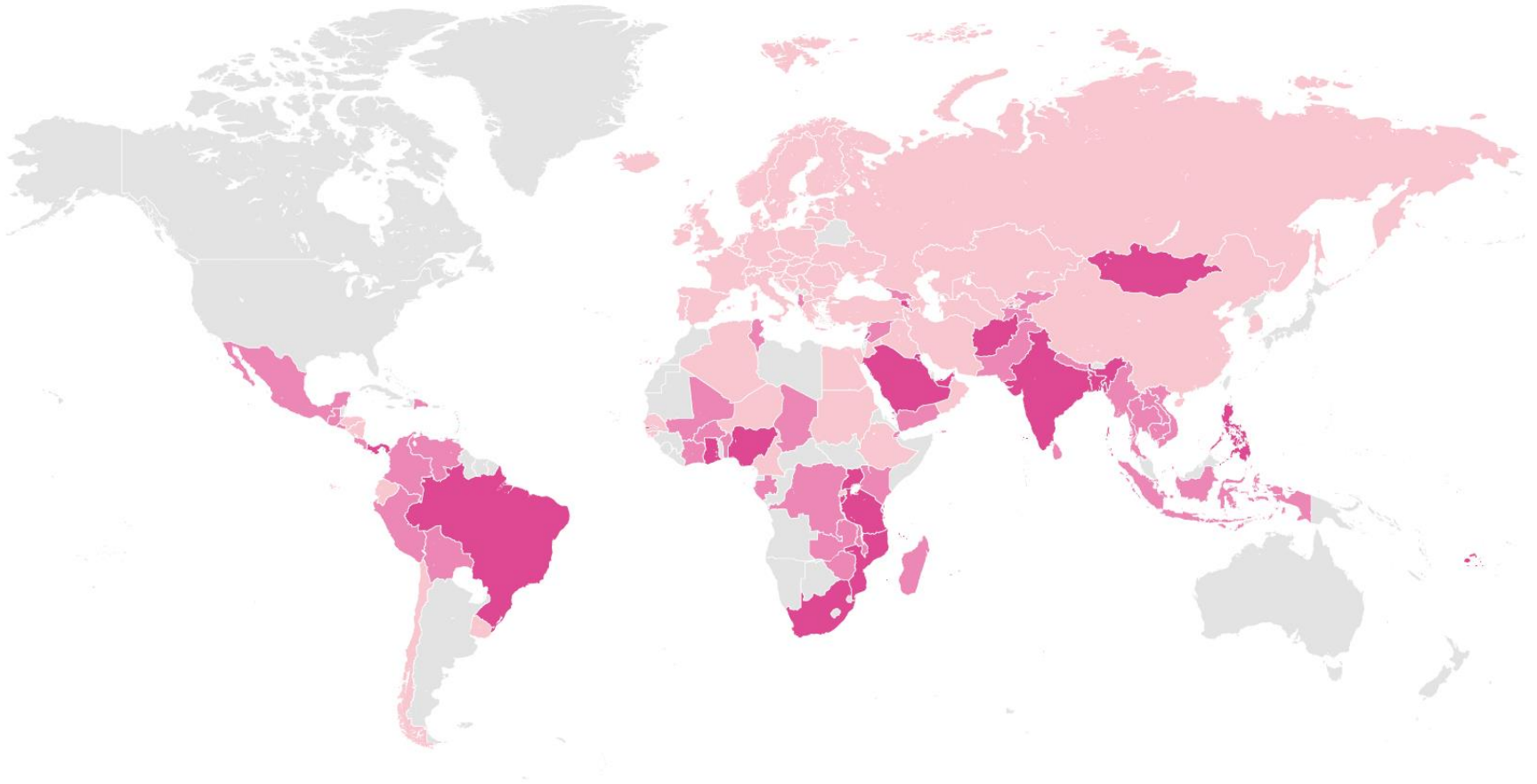
Category	Total points possible
Scope	20
Monitoring and enforcement	10
Informational/educational materials on IYCF	10
Promotion to general public	20
Promotion in health care facilities	10
Engagement with health workers and systems	15
Labelling	15
Total	100

≥ 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)



Legal status of the Code, by country



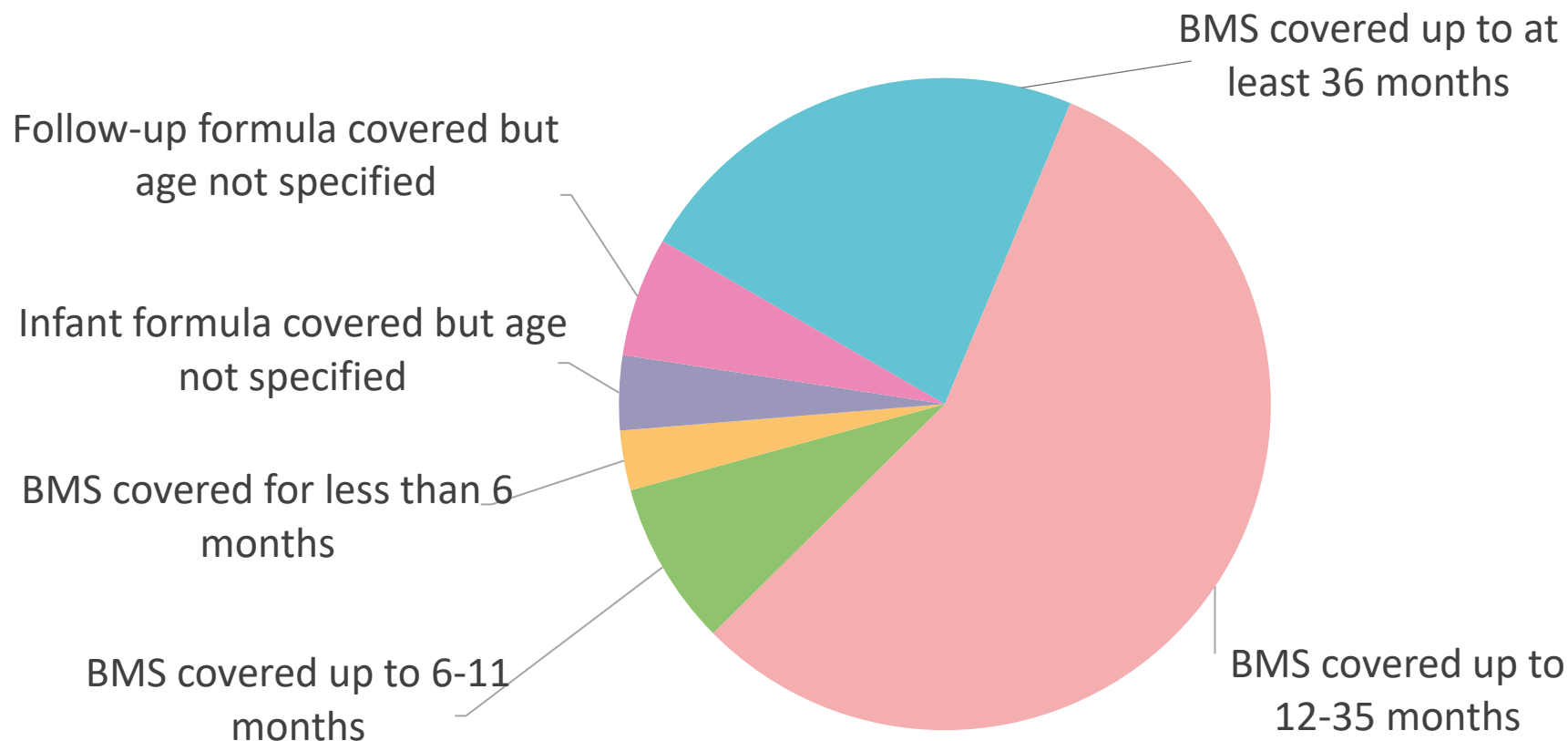
● Substantially aligned with the Code

● Some provisions of the Code included

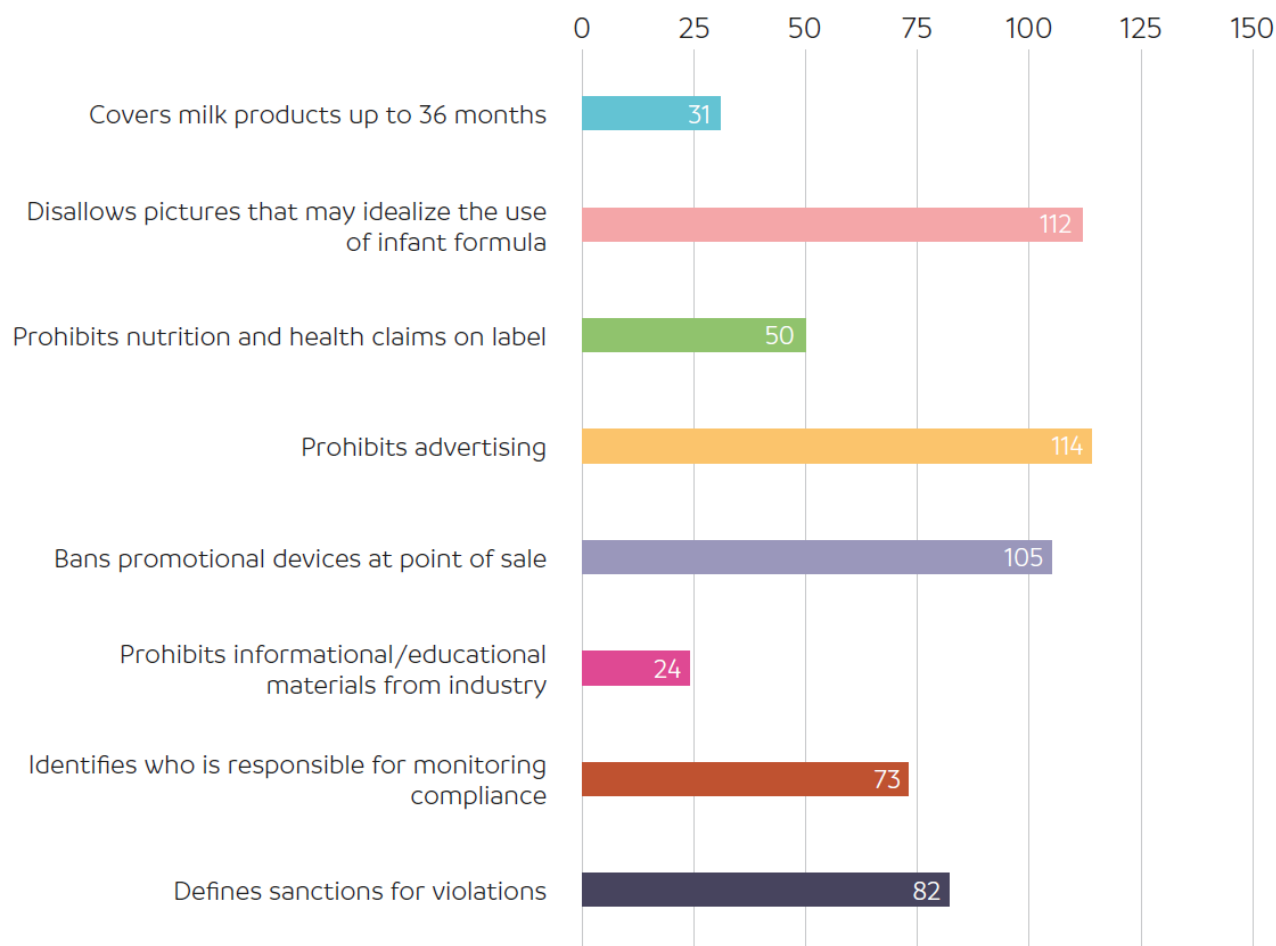
● Moderately aligned with the Code

● No legal measures

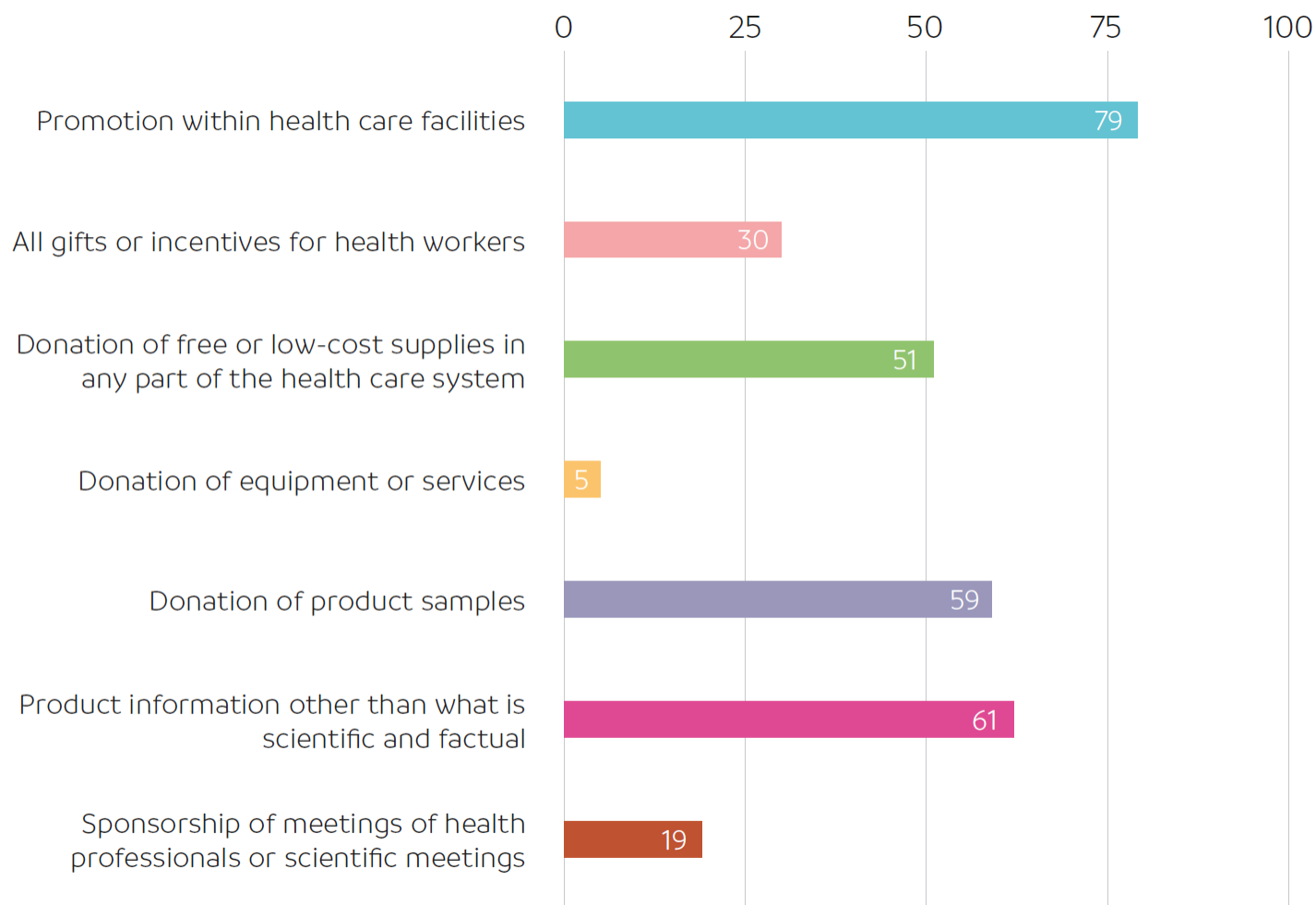
Breast-milk substitute products covered in scope (n=135)



Number of countries with key Code provisions enumerated in legal measures, by provision



Number of countries prohibiting industry engagement with health workers and systems, by type of prohibition



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

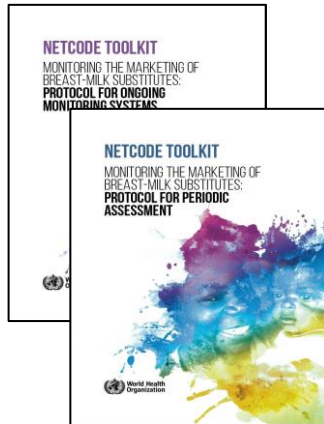


Recommendations

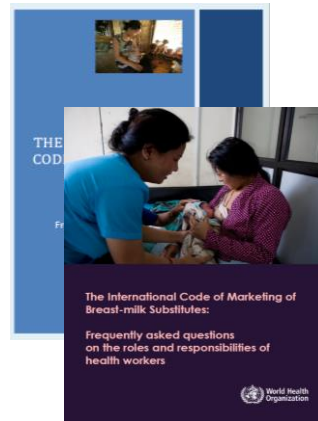
1. Legislators and policy-makers should recognize their obligations to promote and protect breastfeeding, and to eliminate inappropriate marketing practices.
2. Countries should analyse and address weaknesses or gaps in their existing legislation and act accordingly.
3. Legislation must be supported 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

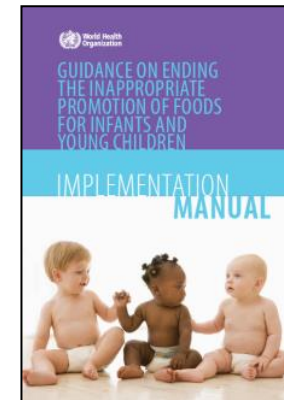
Monitoring tools



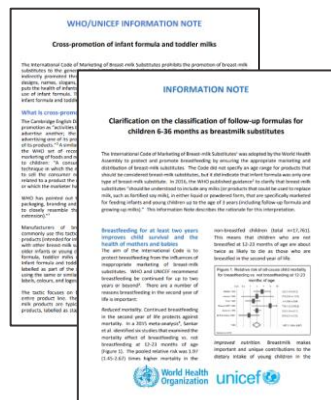
FAQs



Implementation Guidance



Information Notes




Advocacy Brief



Online Training



A close-up, warm-toned photograph of a woman with dark hair, seen in profile, looking down at a baby. The baby is lying on the woman's chest, wrapped in a light-colored, patterned cloth. The woman's hand is gently resting on the baby. The background is softly blurred, showing another person's arm. The overall mood is tender and intimate.

Thank you
Obrigado
Gracias
Merci