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Subject: Marketing of Breast-milk Substitutes  
Posted by [DataDENT](#) on Fri, 01 Mar 2019 18:55:35 GMT  
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We propose one indicator that would allow countries to quantify the extent to which mothers are exposed to BMS marketing, which can discourage breastfeeding.

1. Exposure to breast-milk substitute (BMS) promotion

Definition: Proportion of mothers exposed to any promotion or advertising for infant formula or other milk targeted for babies

Attached to this post is a completed submission form with full justification for the recommendation.

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This recommendation originated in the September 2018 Technical Consultation on Measuring Nutrition in Population-Based Household Surveys and Associated Facility Assessments--a 2-day working meeting convened by the Bill & Melinda Gates Foundation and United States Agency for International Development in collaboration with the World Health Organization (WHO) and United Nations Children's Fund (UNICEF), and coordinated by Data for Decisions to Expand Nutrition Transformation (DataDENT). The consultation included more than 60 technical experts, survey program representatives from DHS, MICS, LSMS and SMART, country data stakeholders, and donors from the nutrition measurement community.

This recommendation was authored by Larry Grummer-Strawn (WHO) and reviewed by Marcus Stahlhofer (WHO), David Clark (WHO), Purnima Menon (Institute for Food Policy Research Institute (IFPRI)), Sunny Kim (IFPRI), Chessa Lutter (RTI), and Monica Kothari (PATH).

This recommendation is endorsed by the WHO-UNICEF Technical Expert Advisory Group on Nutrition Monitoring (TEAM). Out of the 10 sets of recommendations endorsed by TEAM, this recommendation was prioritized as Tier 2 of 3 (high priority data need).

This recommendation is also endorsed by Countdown to 2030, Alive & Thrive, Global Alliance for Improved Nutrition (GAIN), the nutrition team at the Bill & Melinda Gates Foundation, and the Department of International Health at the Johns Hopkins Bloomberg School of Public Health.

### File Attachments

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1) [3. BMS\\_25 Feb.docx](#), downloaded 551 times

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