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Subject: Re: Marketing of Breast-milk Substitutes  
Posted by [Rolf Klemm](#) on Fri, 15 Mar 2019 11:38:44 GMT  
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HKI wishes to endorse the Marketing of breast-milk substitutes recommendations for inclusion in DHS-8 (2018-2023). These recommendations were coordinated by DataDENT, authored by Larry Grummer-Strawn (WHO), and endorsed by TEAM, Countdown to 2020, Alive & Thrive, GAIN, the nutrition team at the Bill & Melinda Gates Foundation and Johns Hopkins Bloomberg School of Public Health.

A new question is needed because the International Code of Marketing of Breast-milk Substitutes, adopted by nearly all DHS countries, prohibits the promotion of infant formula and other breast-milk substitutes. Such promotion is well documented to reduce breastfeeding.

Nonetheless, data show that exposure to promotion is widespread. Recent studies conducted by HKI in Cambodia, Nepal, Tanzania, Senegal and Indonesia document mothers' reported exposure to commercial promotions for breastmilk substitutes and show rates vary considerably in different countries (Feeley et al., 2016; Helen Keller International & Ministry of Health, 2018a, 2018b; Alissa M Pries, Huffman, Adhikary, et al., 2016; Alissa M Pries, Huffman, Mengkheang, et al., 2016a, 2016b; Vitta et al., 2016).

Adding the proposed marketing of breastmilk substitutes questions will provide information relevant to efforts to increase exclusive breastfeeding, one of the global nutrition targets endorsed by the World Health Assembly. The data from the new questions will be used to provide evidence for the need to strengthen countries' Code legislation and monitoring/enforcement of their national laws that protect breastfeeding. It will also be used by programs to tailor breastfeeding messages to counteract inappropriate marketing of infant formula and other breast-milk substitutes.

#### References:

Feeley, A. B., Ndeye Coly, A., Sy Gueye, N. Y., Diop, E. I., Pries, A. M., Champeny, M., ... Huffman, S. L. (2016). Promotion and consumption of commercially produced foods among children: situation analysis in an urban setting in Senegal. *Maternal & Child Nutrition*, 12 Suppl 2, 6476. <https://doi.org/10.1111/mcn.12304>

Helen Keller International, & Ministry of Health. (2018). Breastfeeding practices and consumption of breastmilk substitutes among children under 36 months in Bandung City. Jakarta, Indonesia: Helen Keller International.

Pries, A. M., Huffman, S. L., Adhikary, I., Upreti, S. R., Dhungel, S., Champeny, M., & Zehner, E. (2016). High consumption of commercial food products among children less than 24 months of age and product promotion in Kathmandu Valley, Nepal. *Maternal and Child Nutrition*, 12. <https://doi.org/10.1111/mcn.12267>

Pries, A. M., Huffman, S. L., Mengkheang, K., Kroeun, H., Champeny, M., Roberts, M., & Zehner, E. (2016). Pervasive promotion of breastmilk substitutes in Phnom Penh, Cambodia, and high usage by mothers for infant and young child feeding. *Maternal & Child Nutrition*, 12 Suppl 2, 3851. <https://doi.org/10.1111/mcn.12271>

Vitta, B. S., Benjamin, M., Pries, A. M., Champeny, M., Zehner, E., & Huffman, S. L. (2016). Infant

exposure to infant and young child feeding messages and promotions in Dar es Salaam, Tanzania. Maternal & Child Nutrition, 12 Suppl 2, 7790. <https://doi.org/10.1111/mcn.12292>

### File Attachments

1) [Breastmilk Substitute Response.docx](#), downloaded 810 times

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