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Subject: Re: Marketing of Breast-milk Substitutes

Posted by [SafelyFed Canada](#) on Fri, 15 Mar 2019 21:23:22 GMT

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SafelyFed Canada is a national Canadian not-for-profit organization with the aim of improving the preparedness and response to the nutrition needs of infants and young children in emergencies. SafelyFed Canada supports the addition of this indicator to measure the proportion of target populations who have been exposed to breastmilk substitute marketing. This indicator will help to measure effectiveness of regulatory controls to protect consumers from inappropriate marketing. In the emergency setting specifically, it will assist in the assessment of the information needs of populations affected by disaster, particularly where heavy BMS marketing counter-messages public health recommendations to parents.

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