

---

Subject: Re: Infant and Young Child Feeding  
Posted by [fbegin](#) on Fri, 04 Apr 2014 18:46:03 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

UNICEF NYHQ Nutrition and Data & Analytics sections support the proposal made by WHO/PAHO and HKI to (1) better capture intake of sugar-sweetened beverages and poor nutrient quality snacks in the context of rapid transition in diet in the developing world; and (2) include a question specific to the violation of the International Code of Marketing of Breast-milk Substitutes.

More specifically, we propose a small modification to the beverages question to include the word "sweet". The question could read as follows:

" Any sweet beverages such as soft drinks, soda/fizzy/carbonated drinks, juice drinks, tea/coffee with sugar"?

For the Code-related question, we would agree with prof Escamilla-Perez to capture the distribution of free or reduced price samples of infant formula. While more general forms of promotion of infant formula and other breastmilk substitutes targeted to infants and young children can be monitored through other means besides household surveys, the distribution of free samples and/or vouchers through the health system or retail outlets is more subtle. Including such a question in the DHS questionnaire would therefore provide valuable information on Code violations that are otherwise not systematically documented.

France Begin, David Clark, Julia Krasevec

---