



World Breastfeeding Trends Initiative (WBTi)

Assessment Tool



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WBTi UK Working Group

<http://www.lcgb.org/wbti/>

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Indicator 3: Implementation of the International Code of Marketing of Breastmilk Substitutes

Key question: *Is the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolution are in effect and implemented? Has any new action been taken to give effect to the provisions of the Code? (See Annex 3.1, 3.2)*

Background:

The “*Innocenti Declaration*” calls for all governments to take action to implement all the articles of the *International Code of Marketing of Breastmilk Substitutes* and the subsequent World Health Assembly resolutions. The aim of the Code is to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of breastmilk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution. The “State of the Code by Country” by the ICDC on countries’ progress in implementing the Code provides sufficient information on the action taken.

Nations are supposed to enact legislations as a follow-up to the International Code. Several relevant subsequent World Health Assembly resolutions, which strengthen the *International Code* have been adopted since then and have the same status as the Code and should also be considered. The Global Strategy for infant and young child feeding calls for heightened action on this target. According to WHO 162 out of 191 Member States have taken action to give effect to it but the ICDC’s report brings out the fact that only 32 countries have so far brought national legislations that fully covers the Code.

A report by WHO (2013) “Country implementation of the international code of marketing of breast-milk substitutes: status report 2011’ has also highlighted dismal status of the global implementation of the International Code. http://apps.who.int/iris/bitstream/10665/85621/1/9789241505987_eng.pdf

The Code has been reaffirmed by the World Health Assembly several times while undertaking resolutions regarding various issues related with infant and young child nutrition.

Possible Sources of Information:

- Key informants may include officials of Ministry of Health, WHO and UNICEF.
- Current data on Code implementation by country can be obtained from:
 - the International Code Documentation Centre (ICDC) of the International Baby Food Action Network (IBFAN), which publishes the “State of the Code by Country” report periodically
 - the local Breastfeeding groups /IBFAN Focal Points’ office
 - other groups that have conducted national surveys on Code compliance.

| <i>Guidelines for scoring</i> | |
|---|----------------|
| Criteria (<i>Legal Measures that are in Place in the Country</i>) | Scoring |
| 3a: Status of the International Code of Marketing | |
| √ (<i>Check that apply. If more than one is applicable, record the highest score.</i>) | |
| 3.1 No action taken | 0 |
| 3.2 The best approach is being considered | 0.5 |
| 3.3 National Measures awaiting approval (for not more than three years) | 1 |
| 3.4 Few Code provisions as voluntary measure | 1.5 |
| 3.5 All Code provisions as a voluntary measure | 2 |
| 3.6 Administrative directive/circular implementing the code in full or in part in health facilities with administrative sanctions | 3 |
| 3.7 Some articles of the Code as law | 4 |
| 3.8 All articles of the Code as law | 5 |
| 3.9 Relevant provisions of World Health Assembly (WHA) resolutions subsequent to the Code are included in the national legislation ⁶ | |
| a. Provisions based on at least 2 of the WHA resolutions as listed below are included | 5.5 |
| b. Provisions based on all 4 of the WHA resolutions as listed below are included | 6 |
| 3b: Implementation of the Code/National legislation | |
| 3.10 The measure/law provides for a monitoring system | 1 |
| 3.11 The measure provides for penalties and fines to be imposed to violators | 1 |
| 3.12 The compliance with the measure is monitored and violations reported to concerned agencies | 1 |
| 3.13 Violators of the law have been sanctioned during the last three years | 1 |
| Total Score (3a + 3b) | __/10 |

⁶ Following WHA resolutions should be included in the national legislation/enforced through legal orders to tick this score.

1. Donation of free or subsidized supplies of breastmilk substitutes are not allowed (WHA 47.5)
2. Labeling of complementary foods recommended, marketed or represented for use from 6 months onward (WHA 49.15)
3. Health and nutrition claims for products for infants and young children are prohibited (WHA 58.32) are prohibited
4. Labels of covered products have warnings on the risks of intrinsic contamination and reflect the FAO/WHO recommendations for safe preparation of powder infant formula (WHA 58.32, 61.20)

Information Sources Used (please list):

1. _____
2. _____
3. _____
4. _____

Conclusions: *(Summarize which aspects of Code implementation have been achieved, and which aspects need improvement and why. Identify areas needing further analysis)*

Gaps: *(List gaps identified in the implementation of this indicator) :*

1. _____
2. _____
3. _____
4. _____

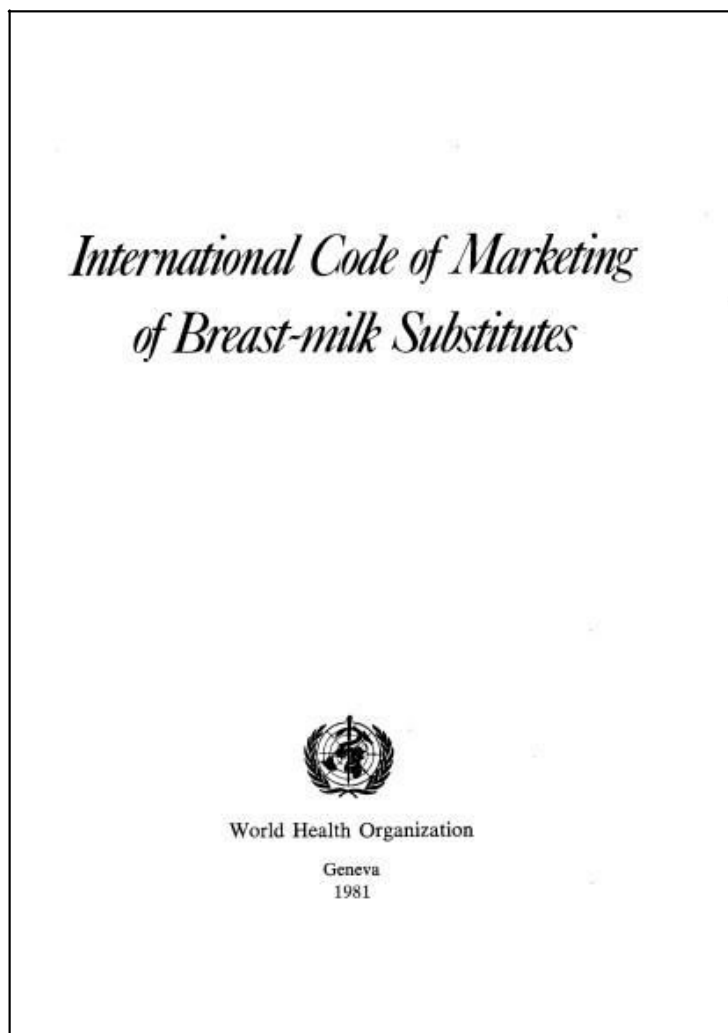
Recommendations: *(List action recommended to bridge the gaps):*

1. _____
2. _____
3. _____
4. _____

International Code

See complete document at:

<http://whqlibdoc.who.int/publications/9241541601.pdf>



ICDC – IBFAN State of the Code by Country report

Complete document may be procured from:

<http://www.ibfan-icdc.org/index.php/publications/publications-for-sale>

2014 report

