

Implementing the *International Code of Marketing of
Breast-milk Substitutes* in New Zealand:
The Code in New Zealand

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Overview of presentation

- International Code of Marketing of Breast-milk Substitutes (WHO 1981)
 - Implementation and monitoring of the International Code in NZ
 - Code of Practice for Health Workers
 - Infant Nutrition Council Code of Practice for the Marketing of Infant Formula
 - Complaints procedure
 - Issues
 - Survey on health workers' awareness of the Code in NZ
 - Resources and tools available
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Definition of Health Worker

Health Worker:

“A person working for a health care provider, including voluntary, unpaid workers and anyone providing information to pregnant women and mothers.”

Health care provider:

“Public, private and non-governmental institutions or organisations engaged, directly or indirectly, in health care for mothers, infants and pregnant women; and nurseries or child-care institutions. It also includes health workers in private practice. It does not include pharmacies or other established sales outlets.”

An infant's source of nutrition

- The Ministry of Health recommends exclusive breastfeeding until babies are around six months
 - Inappropriate marketing of infant formula and some complementary foods, which compete with breastfeeding, is an important factor that can negatively affect a mother's decision to breastfeed
 - Usual marketing practices are unsuitable for these products
 - Governments and health workers must provide objective and consistent information, free from commercial interests, on optimal infant and child feeding to mothers and their families
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19th Century

- Until the 19th century almost all babies were breastfed.
- Woman that could not breastfeed would hire a wet nurse, who was another mother who was lactating to feed their baby.



Formula marketing



No Doctor Can Recommend Any Better Evaporated Milk For Infant Feeding

WHEN YOUR DOCTOR prescribes your baby's formula, remember this fact: No doctor can recommend any better evaporated milk than White House Milk for infant feeding.

Doctors know that White House Milk supplies each essential nutrient of fresh milk, and that pure crystalline vitamin D₂ — the precious "sunshine" vitamin — has been generously added for the development of sound bones and teeth. Moreover, White House

Milk is homogenized to make it easy for babies to digest, and sterilized in its safe, sealed can. These statements are accepted by the Council on Foods and Nutrition of the American Medical Association.

Truly, there is no better evaporated milk than White House for infant feeding. And, no food authority can recommend any better evaporated milk for cooking, baking, coffee and other beverages, or for any milk need.



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There's None Better
 400 U.S.P. UNITS OF PURE CRYSTALLINE VITAMIN D₂ PER PINT



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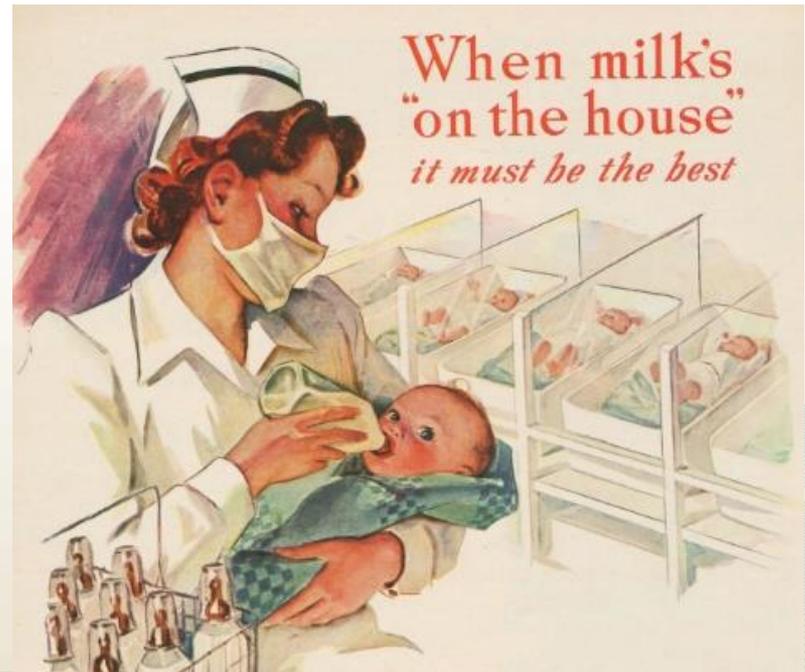
LACTOGEN

LACTOGEN
 NESTLÉ
 MILK FOOD FOR INFANT FEEDING
 MILKVEEDSEL VOOR BABY
 NETT 5 1/2 lbs. NET WT

IS THE VERY BEST MILK FOR YOUR BABY

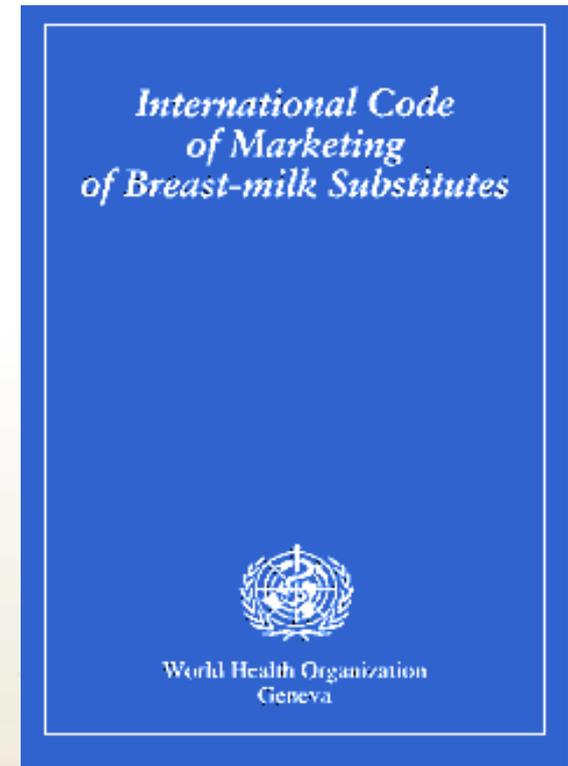
1950s – 1960s

- Industrial revolution promoted (in part) artificial feeding because women were entering the workforce.
- Regarded as a modern scientific process.
- 1960's less than 50% of women breastfed and it would **rarely** be **carried on after leaving the hospital.**



The International Code

- In 1981, the 34th World Health Assembly adopted the International Code of Marketing of Breast-milk Substitutes (Resolution WHA34.22)
- A set of recommendations as a basis for action to regulate the marketing of breast-milk substitutes, including infant formula, feeding bottles and teats
- Countries can enact their own legislation or regulation in accordance with the Code's principles



International Code of Marketing of Breast-milk Substitutes

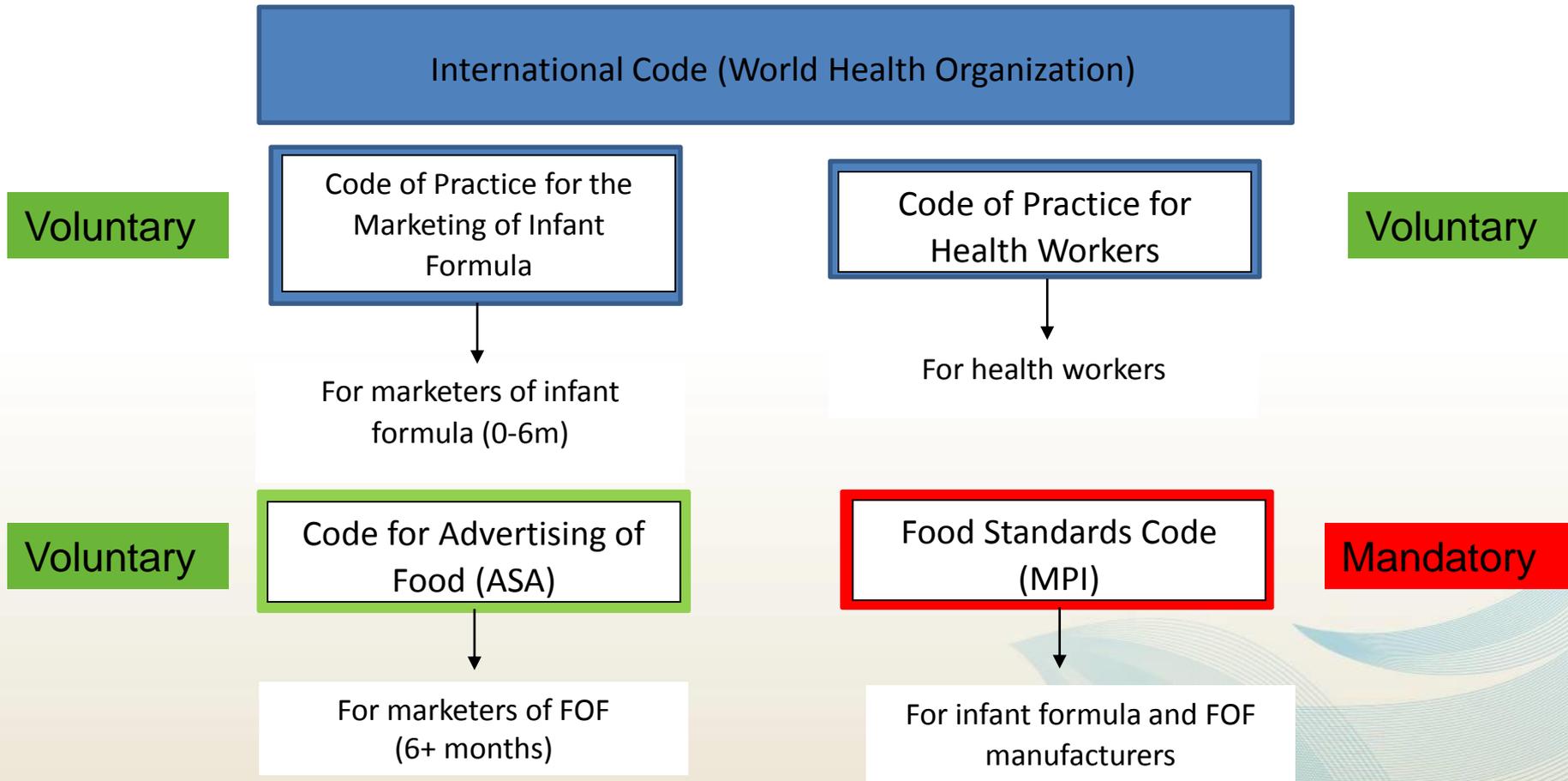
The aim of the International Code is to contribute to the provision of safe and adequate nutrition for infants by:

- protecting and promoting breastfeeding
 - ensuring the proper use of breast-milk substitutes (infant formula), when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.
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The International Code in Aotearoa New Zealand

- New Zealand adopted the International Code in 1983
 - A voluntary, self-regulatory implementation and monitoring process was set up in 1997
 - The Ministry of Health (MoH) is responsible for the implementing and monitoring the WHO Code in New Zealand
 - MoH administers a complaints process for dealing with Code breaches
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Implementing the International Code in Aotearoa New Zealand



Industry Code of practice for marketing infant formula



The Infant Nutrition Council Code of Practice for the Marketing of Infant Formula in New Zealand

Based on:

The World Health Organisation International Code of Marketing
of Breast-milk Substitutes (WHO 1981) (WHO Code)

Implementing and Monitoring the International
Code of Marketing of Breast-milk Substitutes in
New Zealand: The Code in New Zealand dated July 2007

November 2012

Article 4: *Information and education*

Article 5: *Marketing to the general public*

Article 6: *Contact with health care
system*

Article 7: *Contact with health workers*

www.infantnutritioncouncil.com

Article 4: Information and education

All information or educational material about infant formula provided by formula companies should:

Include information on:

- ✓ the benefits of breastfeeding
 - ✓ maternal nutrition
 - ✓ the negative effect on breastfeeding of introducing partial bottle-feeding
 - ✓ the difficulty of reversing the decision not to breastfeed
 - ✓ the proper use of infant formula
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Website disclaimer

Breast fed is best fed

Breastfeeding is best for babies. It provides all the nutritional health benefits as Mother Nature intended. In preparation for and during breastfeeding, it's important that mums eat a healthy, balanced diet.

Combined breast and bottle feeding in the first weeks of life may reduce the supply of your own breast milk, and reversing the decision not to breast feed is difficult. If you're thinking about bottle feeding your baby, always seek professional advice first - from your doctor, midwife or healthcare professional. When using infant formula, you should always follow the manufacturer's instructions for use carefully: unnecessary or improper use may make your baby ill. The social and financial implications, such as convenience and cost to a household over time, should also be considered.

This information about Karicare infant formulas and other products is provided to you for educational and informational purposes only. If you would like to proceed, please click "I accept".

I accept

[No thanks, visit Danone Nutricia website](#)



Article 5: Marketing to the public

- Advertising of infant formula to the general public through mass media, including TV, magazines, radio, the electronic media or at point of purchase should be avoided.
 - INC Companies should not distribute samples of infant formula or gifts to pregnant women or parents of infants.
 - INC Companies should not seek contact with pregnant women or parents of infants. Parents should be referred to a health practitioner whenever health advice is required.
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Example of a breach of the INC Code of Practice



Example of a breach of the INC Code of Practice



"Nuenfant fulfills all of the checks that I am looking for in excellence and leadership, and it is for this reason that I trust and recommend Nuenfant as the premium baby formula made in New Zealand."

--- Robert Corish M.D.



Switching formula or just starting out? Here are some things to know

Just like an adult your baby is likely to notice a difference between the formulas due to slight differences in taste.

You can expect to see some difference in your baby's diaper for the first few days while your baby adjusts to the new formula.

Your baby may show some changes in their digestive habits as they adapt to the slightly different formulation. If you notice or are concerned about any of these then we recommend following Dr Bobi's steps below.

Dr Robert recommends the following for the easiest Transition?

Progressively move from the old to the new formula over a week by slowly replacing old formula with new formula each time you make up a bottle. Take it slowly for the easiest transition. E.g., on day 1 you would make a bottle using 1/4 new formula and 3/4 old formula, and then advance to 1/2 & 1/2 over the next day, and continue in this fashion until new formula completely replaces the old one.

nuenfant^{GOLD}
for happy healthy babies



www.nuenfant.co.nz

"The contents of the formula are a big selling point for me as pretty much everything in Nuenfant Gold is local - and that means a lot. They're also committed to supporting new parents which is awesome as you have a lot of questions when you've just become a new mum or dad."

--- Anna Harrison
NEW ZEALAND NETBALLER



Rest assured

Rest assured, Nuenfant is giving your baby all the nutrition it needs during those critical years when growth and development are so important.

Rest assured, you are buying a 100% New Zealand product from a 100% owned and operated New Zealand company whose ingredients are sourced here wherever possible and product is manufactured here.

Rest assured, a doctor recommends Nuenfant as the premium baby formula made in New Zealand.

Rest assured, everything we do is driven by the integrity and pride we have in our product's safety.

Rest assured, we will be with you all the way to help you with this wonderful and sometimes scary moment in life called parenthood.

Rest assured, when your baby grows up to enjoy life and all that it has to offer, you did everything you could to make sure they got the best possible start in life.



NUTRI DAIRY
Official Partner



Article 6: Contact with the health care system

- Infant formula companies should not use any facility of the health care system for the purpose of promoting infant formula.
 - Scientific and factual information regarding infant formula products may be supplied to the health care system
 - The distribution of bulk quantities of free product to the health care system should be avoided.
 - In situations of emergency relief or poverty, donated supplies of infant formula need to be managed by a designated health agency and the donations must be in accordance with national emergency preparedness plans.
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Article 7: Contact with health workers

- No gifts or financial inducement should be offered to health workers to promote their infant formula.
 - Samples of infant formula, or of equipment for the preparation and use of infant formula, may be provided at the request of a health worker for professional evaluation and research, or for the education of mothers and carers who have made the informed decision to provide infant formula to their baby.
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The Code of Practice for Health Workers in Aotearoa New Zealand

- Health workers must protect, promote and support breastfeeding, by giving clear, consistent and accurate information about the importance of breastfeeding and the health consequences of not breastfeeding
 - Encourage mothers and families before the birth of their infant to make an informed decision on the feeding method they will use
 - Help mothers and families to prevent and resolve the most common problems that cause mothers to stop breastfeeding
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The Code of Practice for Health Workers in Aotearoa New Zealand

- Ensure the appropriate and safe preparation, use and storage of formula, when necessary
 - Be aware of the key principles of the INC Code of Practice and Ministry of Health complaints procedure for use when confronted with potential breaches of the New Zealand codes
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Infant formula: What am I allowed to say?

Instructions on the use of infant formula should be undertaken one to one with the mother concerned and not in a group setting, and should cover the following:

- Type of formula – Stage 1 infant formula, based on cows' milk
 - No need for Follow on formula
 - Check the label for baby's age and the 'use-by' date
 - Do not give any other drinks to baby. From 12 months give (dark blue label) cows' milk instead of formula.
-

Infant formula: What am I allowed to say?

- Powdered infant formula is not sterile
 - Always follow the manufacturers instructions on the formula can
 - How to sterilise feeding equipment
 - Must use safe water (previously boiled) to prepare formula until at least 3 months of age
 - Use formula within 2 hours
 - If preparing in advance, prepare in individual bottles and store in the fridge for no more than 4 hours
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Contact with infant formula companies

Health workers:

- may meet with formula company representatives to be informed about products, providing this is restricted to scientific and factual information.
 - should not accept or distribute samples of infant formula
 - should not accept gifts or financial support
 - should not display items provided by companies such as formula, bottles, posters, growth charts, calendars etc.
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Monitoring the Code in New Zealand

- The Ministry of Health is responsible for monitoring the implementation of the INC Code of Practice and the Health Workers' Code.
 - The Ministry does this by receiving complaints about potential breaches of either Code of Practice.
 - Any person or organisation can lodge a complaint with the Ministry of Health and will remain anonymous.
 - Complaint form is on the Ministry of Health website by searching 'WHO Code in NZ'
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Compliance Panel for the Code in Aotearoa New Zealand

- Established by the Ministry of Health in 2008
 - Makes decisions on unresolved complaints relating to either the Code of Practice for Health Workers or the Infant Nutrition Council Code of Practice for the Marketing of Infant Formula
 - Provides advice on appropriate action to remedy a breach of either code in New Zealand.
 - There is an appeal process, presided over by an adjudicator.
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Other New Zealand Codes

- The Food Standards Code Australia New Zealand draws on the International Code to cover labelling, composition and quality matters.
 - Complaints about the labelling, composition or quality of formula can be made to the Ministry for Primary Industries under the Australia New Zealand Food Standards Code.
 - The Advertising Standards Complaints Board is responsible for monitoring compliance with the ‘Code for Advertising of Food’. They consider complaints about the marketing of follow-on formula.
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The Code in NZ – Important points

- Scope:
 - Currently excludes Follow-on formula (suitable for infants aged 6 – 12 months)
 - Excludes feeding bottles and teats
 - Voluntary – doesn't include all infant formula companies
 - Excludes advertising of Toddler milk drinks and Growing up milks (suitable from 12 months) as these are not breast milk substitutes.
 - Lack of sanctions
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Survey on the Code of Practice for Health Workers

- We undertook a survey of health workers to explore:
 - their knowledge of the *International Code*
 - their responsibilities under the *Health Workers' Code*, and
 - their awareness of the Ministry's online tool.
 - The survey results will be used to support further promotion of the Code in New Zealand.
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Survey respondents

- We received a total of 385 responses to the survey across a range of health workers, particularly Plunket nurses and midwives
 - Responses came from all District Health Boards (largest number of responses from Waitemata and Counties Manukau)
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Key survey findings

- The International Code is well known by respondents, and the Code of Practice for Health Workers is less well known
 - Staff are aware that most employers have organisational policies on infant feeding
 - Over half of self-employed health workers (many who are midwives) are not sure of how they promote the Code or do not promote the Code
 - The Ministry's Learn Online course is not well-known by respondents
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Resources and tools

e-learning tool on the Code of Practice for Health Workers

<http://learnonline.health.nz>

WHO Code in NZ

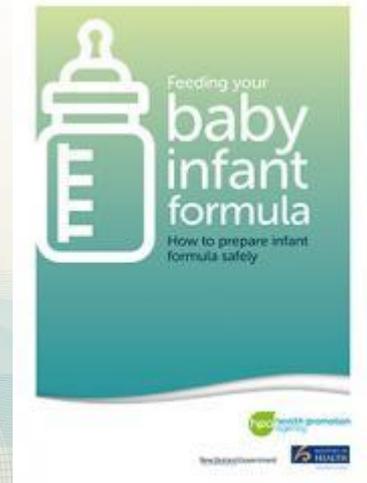
<https://www.health.govt.nz/our-work/who-code-nz>

Infant feeding in an emergency

<https://www.health.govt.nz/publication/infant-feeding-emergency>

Feeding your baby infant formula resource

Order free copies from www.healthed.govt.nz



Questions?

Email: Sophie_Bishop@moh.govt.nz or
sbishop@allenandclarke.co.nz

