

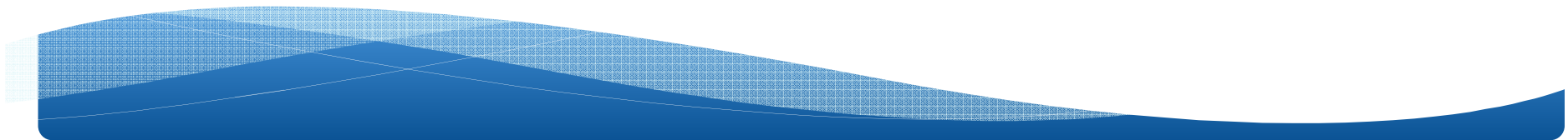
The BMS Code: An International Perspective

Andy Rigsby, Alive & Thrive



Why do we need the Code?

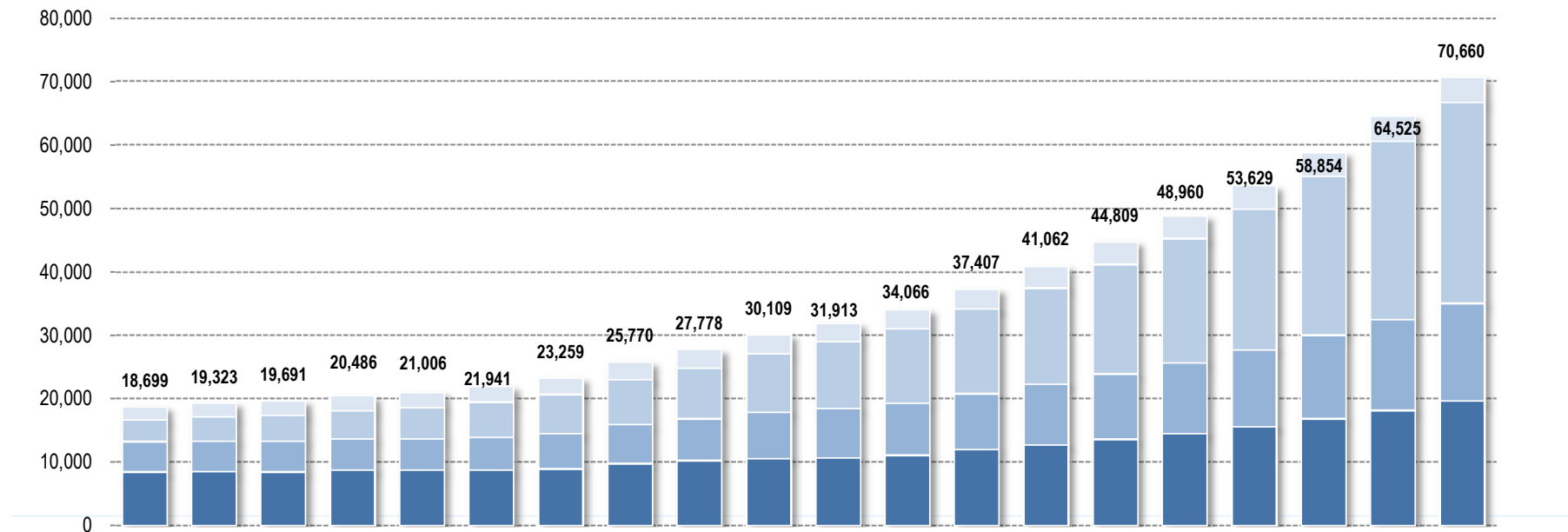
- * Aggressive and unethical marketing of BMS undermines breastfeeding
 - * Mothers need impartial information, free of commercial influence, to make informed choices
 - * Breastmilk substitutes poses risks:
 - Does not have breastmilk's protective properties
 - Is not a sterile product
 - Is costly, requires clean water and hygiene
-



The BMS Industry: Large and Growing

- *In 2014, global sales of all baby milk formula were about US\$ 44.8 billion*
- *By 2019, the market value is projected to reach US\$ 70.6 billion.*

Total Retail Sales of Milk Formula



The Code: 4 Pillars

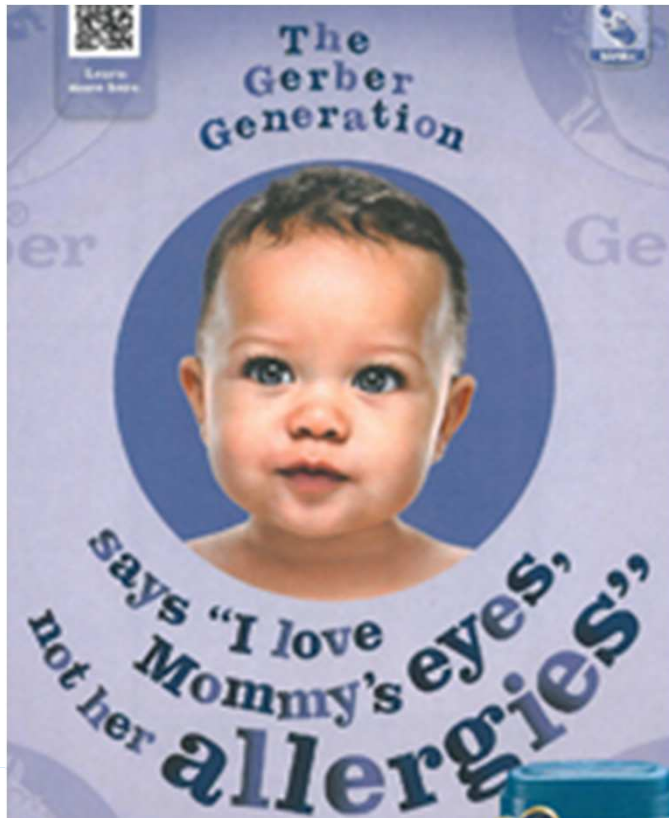
Marketing
and
advertising,
including
sampling

Promotion in
healthcare
settings and
with health
workers

Product
labeling

Industry
sponsorships
and
promotions

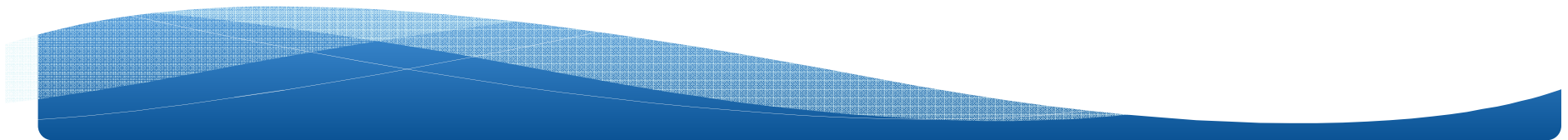
Companies mislead and manipulate parents



The Federal Trade Commission charged formula company with **deceptively advertising** that feeding its formula to infants with a family history of allergies prevents or reduces the risk that they will develop allergies.

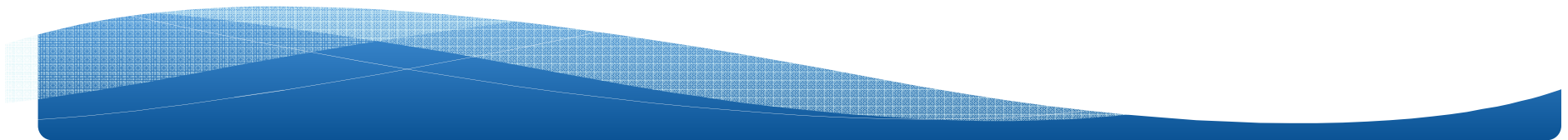
October 30, 2014

Falsely equating formula feeding with breastfeeding

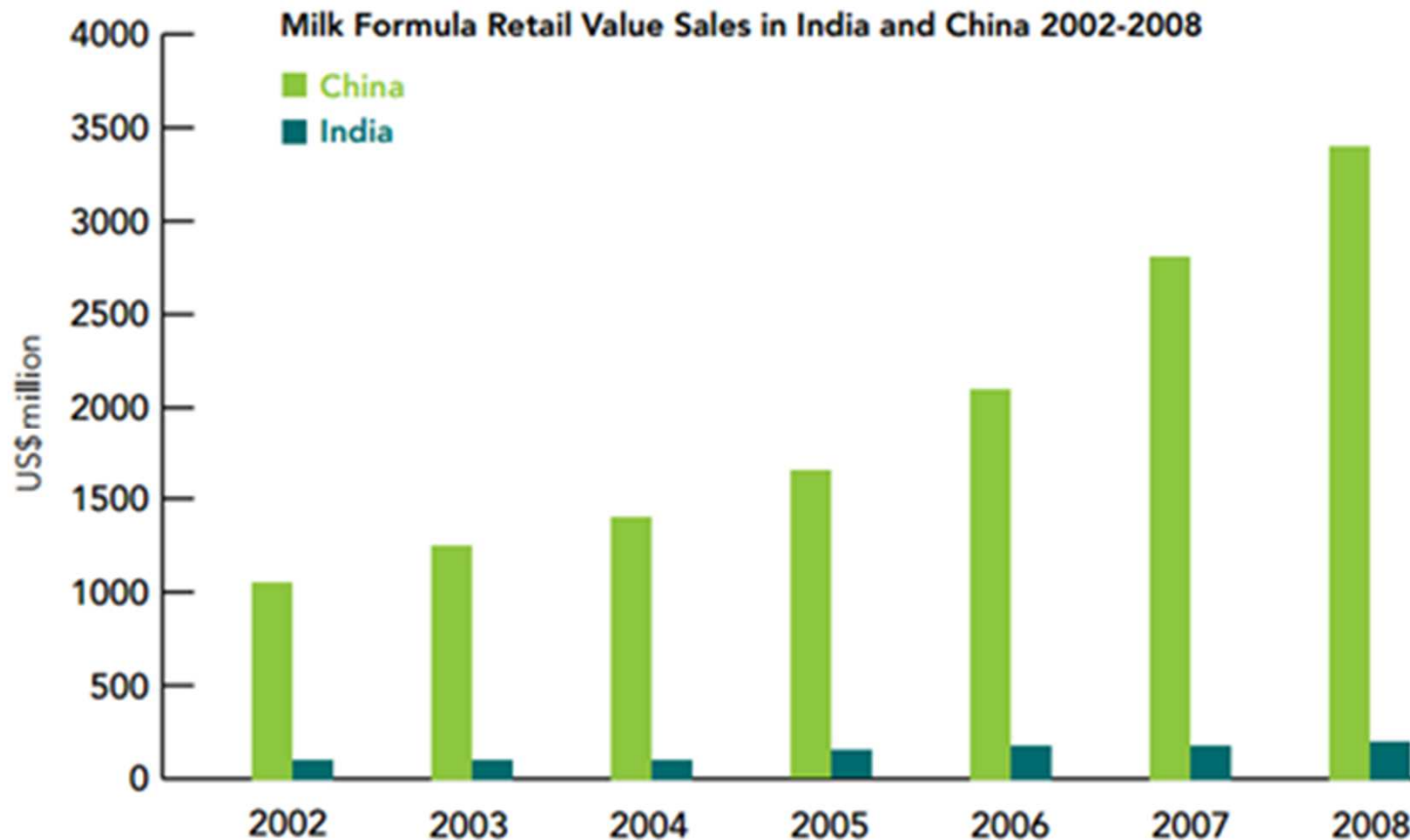


Does the BMS Code work?

- * Strong marketing regulations are associated with:
 - Decreases in inappropriate marketing of breastmilk substitutes.
 - Decreases in the use of breastmilk substitutes
 - Increases in breastfeeding rates



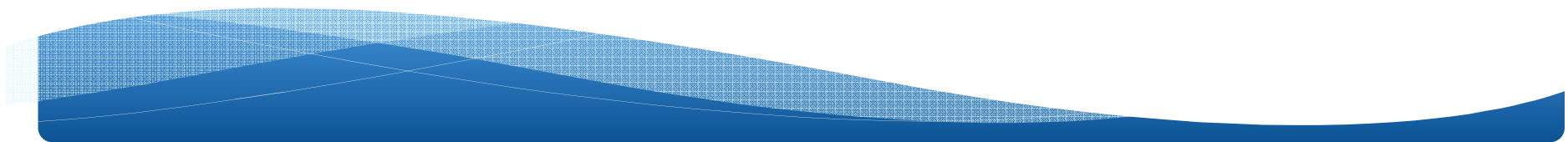
Milk formula sales and regulatory environments in India and China



Definition of Conflict of Interest

A conflict of interest is a set of conditions in which professional judgment concerning a primary interest (such as a patient's welfare or the validity of research) tends to be unduly influenced by a secondary interest (such as financial gain).

D.F. Thompson, *Understanding Financial Conflicts of Interest*, 1993



Health profession often used in the past to promote unhealthy products



Today the promotion is more subtle



Recommended by the Russian Pediatric Association

<http://nutrilak.com/home/ru-brande-nutrilak.html> (3 Oct 2015)



Conflict of Interest: Baby Food Industry vs. Public Health



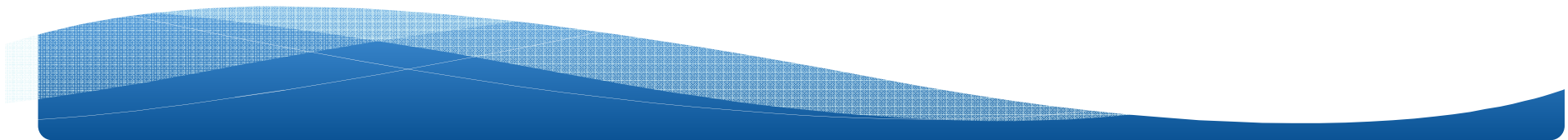
- * Health professionals' and policy makers' primary interest is to improve health and nutrition outcomes
- * **Increase breastfeeding**



- * Baby food industry's goal: increase profits for shareholders
- * Sell more BMS
- * **Reduce breastfeeding**

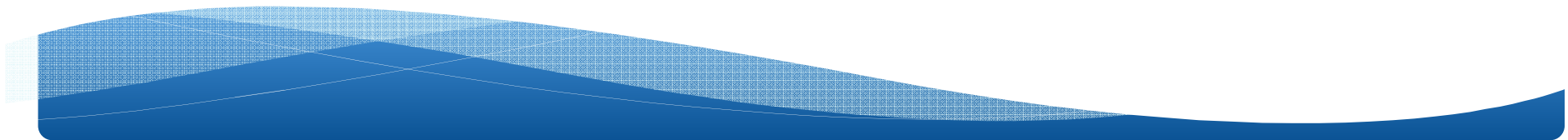
WHA urges nations to avoid COI

- * **WHA Resolution 49.15 (1996)** urges Governments “to ensure that the financial support for professionals working in infant and young child health does not create conflicts of interest ...”
 - * **WHA Resolution 58.32 (2005)** Urges Governments “to ensure that financial support and other incentives for programmes and health professionals working in infant and young child health do not create conflicts of interest”
-



WHA Resolution 69.9

- * Extend marketing restrictions to 36 months of age
 - * Covers both foods (including complementary foods) and beverages (including fruit juices and sugar-sweetened beverages)
 - * Reduces risks of cross-promotion of growing up milks with infant formulas
 - * **Calls for an end to industry sponsorships of health associations and their events**
-



Health Professional Associations: Starting to Lead the Way



ISSOP

INTERNATIONAL SOCIETY for
SOCIAL PEDIATRICS and CHILD HEALTH

www.issop.org

ISSOP Position Statement on sponsorship of paediatricians/paediatric societies by the Baby Feeding Industry

It is the view of ISSOP that this sponsorship is damaging to the reputation of paediatricians, to the health of mothers and infants, and to the status of breastfeeding and this statement explains the reasons why we believe that such sponsorship should be terminated.

May, 2014



May 2014

Scottish public health network: building a healthier Scotland without multinational sponsorship

"In view of your decision (some would suggest error) in accepting sponsorship from a transnational confectionery and breast milk substitute manufacturer, we will be recommending to colleagues that they should not attend or participate in your conference."



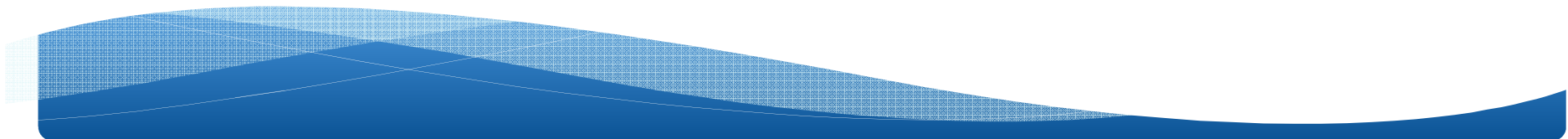
Royal College of
Paediatrics and Child Health
Leading the way in Children's Health

April 2016

Paediatricians call on royal college to drop financial ties to infant formula firms

The Royal College of Paediatrics and Child Health is being warned that it risks damaging its reputation if it does not reject income from manufacturers of infant formula milk.

BMJ 2016;353:i2221



Health Professional Associations not taking sponsorships from the Baby Food Industry



United Kingdom



India



South Africa



Lao PDR