

Inappropriate Promotion of Foods for Infants and Young Children

- Infant Milk/Breastmilk Substitutes
- Complementary foods

Name of the Country Afghanistan

Presented by Dr M.Homayoun

Advertisements

- Medical Doctor has interview with a national popular TV(TOLO) on BMS(Bebeloc)



Advertisements

- Local pharmacies have most of infant formula which imported from neighbor countries(no local language)



Advertisements

We are committed to participating in the growth of Afghanistan and have long term objectives for this market.

[Nestle for Afghanistan](#)



Advertisements

Manager of formula milk (Afghan Pharma Company bebeloc) has interview on benefits of their products Bebeloc



Health Claims

- Endorsement and dissemination of Code of BMS to all governmental and private sector for implementation (TOT by Dr Faridi, orientation sessions and letters to all Health centers and factories)



Health Claims

- **Briefing Note for Minister of Public health to**
To discuss a recent violation of National Code of Marketing of Breast milk Substitutes (BMS) by Tolo TV and Afghan Pharma Company

- **Briefing Note**

- **Date: October 31, 2010**

- **Re: Briefing Note for the meeting with Her Excellency Dr. Suraya Dalil, Acting Minister of Public Health**

- **Purpose of the meeting:**
To discuss a recent violation of National Code of Marketing of Breastmilk Substitutes (BMS) by Tolo TV and Afghan Pharma Company
- **Issue:**
On October 28, Tolo TV broadcasted an advertisement of BMS around 8:00 pm as part of a health documentary program called "Dabistane Bo Ali". This advertisement included promotion of a special Baby formula called Bebeloc in three forms: Bebeloc 1, 2, and 3 that was introduced by an Afghan senior pediatrician as an equivalent of Mother milk mainly for babies from birth up to six months of age. This practice is a clear violation of Code of Marketing of BMS and undermines breastfeeding promotion which is one of the top priorities of Ministry of Public Health and its implementing partners.
- **Background Information:**
The National Code of Marketing of BMS was ratified as a regulation under the health law and published in the official Gazette on February 28, 2009 with the aim to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of Breastfeeding.
According to the Chapter 2, article 8 of the national Code of Marketing of BMS "No person him or herself, or by any other person on his or her behalf, shall promote any designated product at the point-of-sale, in a health care facility or elsewhere. Prohibited promotional practices include but are not limited to— a) advertising, ..."
Based on this information, the current practice of Tolo TV and Afghan Pharma company is a clear violation of Code of Marketing of Breastmilk substitute that undermines Breastfeeding promotion, and need serious actions and follow up.
According to Code regulation, MoPH is the first line implementer of Code of Marketing of BMS and any kind of violation should be reported to the designated committee, lead by the Minister of Health, for further investigation and follow up.
- **Proposed Actions/preferred outcome:**
The first proposed action is to immediately stop airing of the program and of such programs in the future by Tolo TV. Next steps may include:
• A letter of information about Code of Marketing of BMS to all TV and radio channels
• An audience with Tolo TV and Sponsoring company for the malpractice and ask them to abide by the national Code regulation as a minimum requirement for protecting infants' health
• A letter of information about Code of Marketing of BMS to Afghan National association of Pediatricians
• An audience with Kabul pediatricians

Sponsorship to health professionals

- Scholarships
- Monthly incentives(150USD to 400 USD) for pediatricians)
- Sponsoring workshops and conferences

Donation/Subsidized sale of foods for infants and young children

- Distribution of infant milk in low cost by sign of a specific pediatrician
- Delivering milk to remote areas
- Distributing milk in special occasions

Terima kasih banyak

ASI