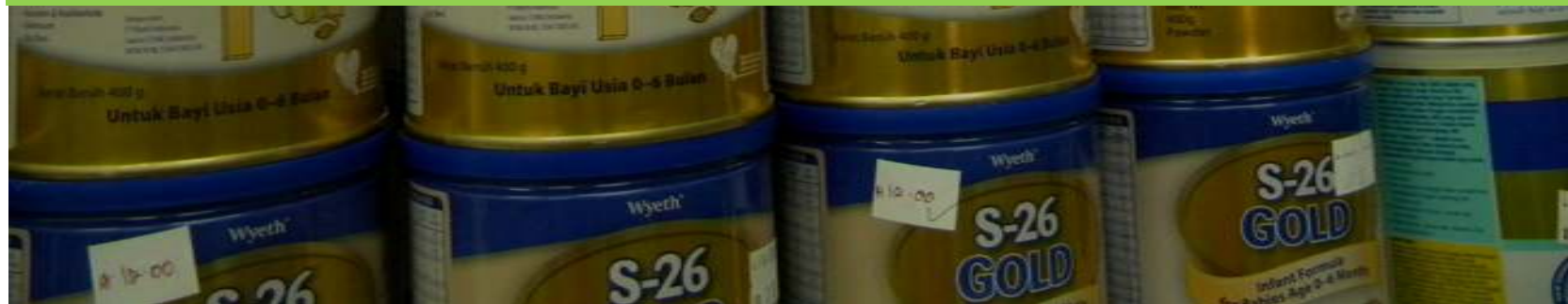




Baby Food Promotion

Sample from shopping centre shelves
in Timor-Leste, Nov 2010



Background

- Literacy level < 50%
- Nutritional status of U5:
 - Wasting: 18.6%
 - Underweight: 44.7%
 - Stunting: 58%
- Poor knowledge on importance of exclusive breastfeeding, inappropriate complementary feeding,:
 - 24% provided infant formulas to < 5months,
 - 14% provided fortified baby food (DHS 2009-10)
- Households with TV: 22.5% (60% urban, 11% Rural)
- No formula company nor any form of direct promotion through media or health care systems in

Infant formula Promotion



- Timor-Leste households have access to all Indonesia media channels through TV and cable subscription
- Indirect infant formula distribution may affect breastfeeding and exclusive



Complementary feeding promotions samples



Thank you

