Advocacy project on increasing compliance with the international Code of Marketing of Breastmilk substitutes

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Why is the Code important?

• BMS marketing undermines optimal breastfeeding by influencing behaviors.

• Despite long term advocacy efforts towards States and private sector, violations the 1981 international Code are still common.

• ACF is running this 2 years project as part of its global strategy on MHCP, nutrition and health activities.

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Objectives of the project

THEORY OF CHANGE FOR IMPROVING COMPANY COMPLIANCE WITH THE CODE
<table>
<thead>
<tr>
<th>Country</th>
<th>Context</th>
<th>Legislation</th>
<th>Control mechanism</th>
<th>Breastfeeding rate</th>
<th>Under 5 malnutrition rate</th>
<th>Care practices / breastfeeding programs</th>
<th>BMS companies in the country</th>
<th>Studies already done</th>
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</thead>
</table>

- Widely targeted by marketing of BMS by a wide range of food-processing companies.
- “Many provisions” of the Code legally enforced => monitoring of breaches of companies’ marketing practises needed
- ACF working in the country for 10 years actively promoting breastfeeding.
Objective of the case study

<table>
<thead>
<tr>
<th>General objective</th>
<th>Create a database collecting breaches of the Code and other setback which undermine protection of breastfeeding.</th>
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<tbody>
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<td>Specific objectives</td>
<td>- Collect all direct and indirect marketing of BMS in violation of the Code</td>
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<td>- Have a comparative analysis of on the ground Code violation and published companies policies and displayed practices</td>
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<td>- Identify other context-specific features which undermine breastfeeding protection</td>
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**Expected outcome:**
- to have a database with enough evidences to strengthen our global advocacy about BMS and
- to support the mission in its advocacy activities toward breastfeeding’s protection.
Preliminary results

**Methodology:**
- Target
- Tools
- Study area

**Key findings:**
- Informal supply channel that are not controlled
- Health workers
- National level
- Difficulties met in emergencies contexts (Cox)

use of BMS Code violations tracking tool (nutrition cluster)?