



Infant  
Nutrition  
Council

Industry supporting both  
Breastfeeding & Infant Formula

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

**Infant Formula Workshop– 8 April 2014**

# Objectives

- Introduce the WHO Code of Marketing of Breast Milk Substitutes
- New Zealand's response – The Code in NZ
- The obligations for manufacturers and importers of infant formula under the INC Code of Practice

# International Code of Marketing of Breast-milk Substitutes (WHO Code)

What is it?

Why is it necessary?

Where did it come from?

# 1974 - The twenty-seventh World Health Assembly

noted the general decline in breast-feeding in many parts of the world,

- related to sociocultural and other factors
- including the promotion of manufactured breast-milk substitutes,

**"Member countries to review sales promotion activities on baby foods to introduce appropriate remedial measures, including advertisement codes and legislation where necessary"**

# May 1981 - the World Health Assembly

Debated and adopted the *International Code of Marketing of Breast-milk Substitutes*.

*“to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.”*

# The Code in New Zealand

As signatories to the WHO Code, the New Zealand government agreed under Article 11 :

- “to take action to give effect to the principles and aim of the Code as appropriate to their social and legislative framework”
- to be responsible for monitoring the effectiveness of the Code.

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

## The Code in New Zealand

Te riunga ora mō ngā mokopuna  
The safe pathways to children’s wellbeing

# What is the difference between the Code in NZ and the WHO Code?

- The Code in NZ does not include other milk products, foods, beverages or feeding bottles and teats.
- The activities of retailers of infant formula are also excluded unless there is involvement by manufacturers or importers to promote their products
- The WHO Code does not allow for the distribution of infant formula samples to consumers

# Four relevant standards represent the official application of the WHO Code in New Zealand:

- The Code of Practice for Health Workers
- The Infant Nutrition Council Code of Practice for the Marketing of Infant Formula in New Zealand
- The Advertising Standards Authority Code for Advertising of Food
- The Australia New Zealand Food Standards Code



# The INC Code of Practice

The infant formula industry association worked with government and other stakeholders in the development of an **industry code** within New Zealand's specific economic and legal context which is based on the WHO Code

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

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*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**

The INC Code of Practice has the same aim as the WHO Code, which is:

*“to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of Breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.”*

# INC Code of Practice

- is a voluntary self-regulatory code of conduct which applies to the manufacturers and importers of infant formula who are members of INC.
- it applies to the marketing of infant formula products in NZ suitable for infants up to the age of six months.
- Is not currently authorised under the *Commerce Act 1986*

# Key obligations for manufacturers and importers when marketing infant formula

- No advertising or in any other way promotion of infant formula to the general public.
- No distribution to pregnant women, or parents of infants and young children, any gifts of articles or utensils which may promote the use of breast milk substitutes or bottle-feeding.
- Must not idealise the use of infant formula through pictures and text on infant formula or information and educational materials.
- Must not give financial or material incentives to health professionals to promote infant formula.

Infant formula companies, health practitioners and government all have an important role in ensuring that the mothers and carers of formula fed babies receive adequate and appropriate information **while at the same time protecting the critical role of breastfeeding**

What is the role of the infant formula industry to provide bottle feeding mothers with information about their products?

There isn't one

*This does not prevent appropriately qualified personnel from responding to unsolicited requests for information*

# Manufacturers and Importers of infant formula have an obligation to inform health care professionals about their products

- The information should be scientific and factual and not promotional
- The information should reflect current knowledge and responsible opinion
- The information should not imply or create a belief that infant formula is equivalent or superior to breastfeeding



# Information and educational materials

- should always include clear information on the benefits and superiority of breastfeeding;
- maternal nutrition, and the preparation for and maintenance of breastfeeding;
- the negative effect on breastfeeding of introducing partial bottle-feeding;
- the difficulty of reversing the decision not to breastfeed;
- and where needed, the proper use of proprietary infant formula.
- Where such materials contain information about the use of infant formulas, additional information is required.

# Provision of Infant Formula Samples

- The distribution of free samples of infant formula is allowed under the INC Code of Practice.
- The Infant Nutrition Council has worked with government to develop a policy for the distribution of infant formula samples to health care professionals.
- Health care professionals are required to sign an *Infant Formula Sample Request Form* stating that it is understood that the samples will only be used in accordance with the definitions of ‘professional evaluation’ or ‘research’.

«Company logo»

# Template Infant Formula Samples Request Form (New Zealand)

(contains minimum information required, format is not mandatory)

Breast milk is the normal way to feed  
be followed before using an infant for  
feeding. Good maternal nutrition is pr  
may be difficult. Infant formula shoul  
the health of the infant. Social and fin  
feeding.



## *The Infant Nutrition Council Code of I*

The aim of the Code is to contribute t

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## Policy – Distribution of Infant Formula Samples to Health Care Professionals

### Aim

- to ensure the proper use of infant formula samples under the terms of the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement) and the Infant Nutrition Council Code of Practice for the Marketing of Infant Formula
- to define the role and responsibility of manufacturers and importers of infant formulas in the provision of infant formula samples
- to discourage infant formula samples from being seen as a general resource for all Health Care Professionals

# INC Code of Practice interpretation guidelines

- **Electronic media guidelines**
  - Websites - Prior to a consumer accessing information about infant formula on a manufacturer website, manufacturers should display to the consumer a breast feeding statement.
  - Social media - Manufacturers should not initiate discussion or actively provide information about infant formula via social media such as Twitter, Facebook, YouTube or electronic forums
- **Interaction with health care professionals**
  - supports appropriate interactions between infant formula manufacturers and health practitioners, with the primary aim of providing scientific and factual information about infant formula.



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