

## Evaluation of Educational Materials for Compliance with the International Code of Marketing of Breast-milk Substitutes

**General Instructions:** This optional worksheet tool is available to assist facilities with analyzing images/content/context of patient education materials. Section A provides an area for your facility to categorize and describe the materials that are reviewed for compliance with the International Code of Marketing of Breast-milk Substitutes [International Code]. Instructions for Section B are found in the table below:

GENERAL INSTRUCTIONS			
Number	Questions	Response	Clarifications
Question number	Become familiar with the content and images of the materials you are reviewing. Carefully analyze the content and images of the materials using the 9 questions in section B.	This section is to confirm compliance.	This section offers some examples of compliant and noncompliant text/images from the WHO <a href="#">NetCode Toolkit: Monitoring the Marketing of Breast-milk Substitutes: Protocol for Periodic Assessments [Net Code]</a> . This section also provides some BFUSA clarifications from the Guidelines and Evaluation Criteria <a href="#">[BFUSA]</a> . Materials found out of compliance require revisions.

**Citation:** World Health Organization, United Nations Children’s Fund. NetCode toolkit. Monitoring the marketing of breast-milk substitutes: protocol for periodic assessments. Geneva: World Health Organization; 2017. License: CC BY-NC-SA 3.0 IGO.

**DEFINITIONS:**

<b>Promote</b>	means to employ any method of directly or indirectly encouraging a person, the health facility, or any other entity to purchase or use a designated product whether or not there is reference to a brand name.
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<b>Idealize</b>	to represent as better than in reality
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<b>Educational Materials</b>	Information provided through written or electronic sources including brochures, pamphlets, posters, websites, videos, texting programs, social media, education channels, applications, and other evolving technologies.
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**Section A**

**DESCRIPTION**

Description:

**TYPE OF MATERIAL/ITEM:**

- |                                   |   |                                       |
|-----------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Booklet  | <input type="checkbox"/> Poster               | <input type="checkbox"/> Video        |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Social Media         | <input type="checkbox"/> YouTube      |
| <input type="checkbox"/> Display  | <input type="checkbox"/> Software Application | <input type="checkbox"/> Webpage      |
|                                   |   | <input type="checkbox"/> Other: _____ |

**LOCATION:**

- |   |   |  |
|---|---|--|
| <b>GENERAL FACILITY:</b>                          | <b>UNIT SPECIFIC:</b>                                 | <b>AFFILIATED SERVICES:</b>  |
| <input type="checkbox"/> Lobby                    | <input type="checkbox"/> High-risk Antenatal Unit     | <input type="checkbox"/> Affiliated Prenatal Clinic  |
| <input type="checkbox"/> Lab                      | <input type="checkbox"/> Labor and Delivery Unit      | <input type="checkbox"/> Affiliated prenatal services providing education for affiliated clinics |
| <input type="checkbox"/> Ultrasound               | <input type="checkbox"/> Postpartum Unit              |  |
| <input type="checkbox"/> Emergency Room           | <input type="checkbox"/> Newborn Nursery              |  |
| <input type="checkbox"/> Prenatal Education Areas | <input type="checkbox"/> Neonatal Intensive Care Unit |  |
| <input type="checkbox"/> Facility website         |   |  |
| <input type="checkbox"/> Other: _____             |   |  |

## Section B

### COMPLIANCE WITH INTERNATIONAL CODE OF MARKETING OF BREAST MILK SUBSTITUTES

Number	Questions	Response	Clarifications
1	Do the materials include any text and/or images that may discourage or undermine breastfeeding?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Noncompliant Examples [Yes Response]:</b> Includes text that undermines a mother’s ability to breastfeed, text that refers to negative aspects associated with breastfeeding, “... A mother must breastfeed her baby if she is in a position to do so”; “Every mother who can breastfeed should be encouraged to do so.” Images showing breastfeeding in a negative light. <b>[Net Code]</b>
2	Do the materials include any invitation to make contact (direct or indirect) with a manufacturer and/or distributor of breast-milk substitutes, feeding bottles, artificial nipples, or pacifiers?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<u>Direct contact:</u> <b>Noncompliant Examples [Yes Response]:</b> include providing infant feeding hotline numbers staffed by company employees/contractors <b>[BFUSA]</b> <u>Indirect contact:</u> <b>Noncompliant Examples [Yes Response]:</b> include use of mechanisms to collect mothers’ names and provide to companies/contractors through photographers and special discharge programs <b>[BFUSA]</b> <b>[Related Criterion 1A.4.3]</b>
3	Do the materials include any promotional devices to induce sales of breast-milk substitutes, feeding bottles, artificial nipples, and pacifiers, or other infant feeding supplies?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Noncompliant Examples [Yes Response]:</b> Information about or an image of a free gift or toy; “extra 20% free”; a web link that offers free samples/gifts following the purchase of the infant formula; vouchers for further product purchases. <b>[Net Code]</b> <b>[Criterion 1A.4.2]</b>
4	Do the materials include any product images, and/or product logos to induce sales of breast-milk substitutes, feeding bottles, artificial nipples, and pacifiers?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<u>Note:</u> It is acceptable to provide materials with product images/logos in certain situations. For example, information about how to safely use a needed product such as a formula or a specialty bottle would be acceptable to give to a mother or infant needing that specific product. Marketing information for such products would not be acceptable. <b>[BFUSA]</b> <b>[Criterion 1A.3.1]</b>
5	Do the materials include any text and/or images that implies or creates a belief that breast-milk substitute products are equivalent or superior to breast milk?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Noncompliant Examples [Yes Response]:</b> Any text stating/implying that baby milk products can be made similar to, comparable to breast milk or has similar benefits to breastfeeding e.g., "humanized", "maternalized" or similar terms/words; “gold standard” “Closer to breast milk than any other

			formula”; “Even the baby' stools will be softer and similar to those of breastfed infants” <b>[Net Code]</b>
6	Do the materials include any text and/or images that may idealize the use of breast-milk substitutes, feeding bottles, artificial nipples, and/or pacifiers, or other infant feeding supplies?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p><b>Noncompliant Examples [Yes Response]:</b> Includes nutrition and health claims, or other text/claims conveying endorsement of the product or the benefits, quality, necessity, superiority etc. of the product. Examples “the first choice of doctors for common feeding problems”; “comfort proteins helps bring out the very best in babies”; “increases intelligence, performance, artistic skills...” Pictures of any infant or young child being bottle-fed <b>[see clarification]</b>; any representation of animals, toys, cartoon characters, or brand mascots; images that idealize the product such as hearts, flowers/landscapes. <b>[Net Code]</b></p> <p><u>BFUSA Clarifications:</u></p> <ul style="list-style-type: none"> <li>Information and accompanying images must be factual/instructional. Example: Paced bottle feeding information and image showing how to hold the infant/bottle correctly.</li> <li>Promotion of pacifiers is acceptable in the context reduction of SIDS messaging. <b>See Criterion 9.2.1.</b></li> </ul>
7	When breast-milk substitutes are mentioned in materials, do the materials include clear text and/or images on the benefits and superiority of breastfeeding?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p><b>Compliant Examples [Yes Response]:</b> includes “Breastfeeding is best for your baby and protects against diarrhea and respiratory infections”, “Exclusive breastfeeding provides the best food for your baby for the first six months of life and remains an important part of the baby’s diet up to the age of two years or beyond”.</p> <p><b>Noncompliant Examples [No Response]:</b> No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand. <b>[Net Code]</b></p>
8	Do patient education materials that contain both safe preparation, handling, storage and feeding of infant formula AND breastfeeding education meet the following requirement:  Do the materials include education on safe preparation, handling, storage and feeding of infant formula that is factual and instructional and aligns with the guidance of national/international authorities [AAP, CDC, FDS, USDA, and/or WHO]	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Examples: Software Application, booklets that contain both breastfeeding education and safe formula feeding education.</p> <p><b>Compliant Examples [Yes Response]:</b> Safe preparation, feeding, and storage of formula instruction must include:</p> <ol style="list-style-type: none"> <li>Appropriate hand hygiene</li> <li>Cleaning infant feeding items [bottles, nipples, rings, caps, syringes, cups, spoons, etc.] and workspace surfaces</li> <li>Appropriate and safe reconstitution of concentrated and powdered infant formulas</li> <li>Accuracy of measurement of ingredients</li> <li>Safe handling of formula</li> </ol>

			<p>6. Proper storage of formula</p> <p>7. Appropriate feeding methods which may include feeding on cue, frequent low volume feeds, paced bottle techniques, eye-to-eye contact, and holding the infant closely</p> <p>8. Powdered infant formula is not sterile and may contain pathogens that can cause serious illness in infants younger than 3 months <b>[BFUSA]</b></p>
9	<p>Do patient education materials that contain both safe preparation, handling, storage and feeding of infant formula AND breastfeeding education meet the following requirement:</p> <p>Do the materials place information on safe preparation, handling, storage, and feeding of infant formula in a separate area/section from breastfeeding information?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Examples: Software Application, booklets that contain both breastfeeding education and safe formula feeding education.</p> <p><b>Compliant Examples [Yes Response]:</b> of separating breastfeeding education from formula feeding education with clear labels.</p> <ul style="list-style-type: none"> <li>• Booklets- Separate chapters/sections</li> <li>• Software Application- Separate pages/links</li> </ul> <p><b>[BFUSA]</b></p>