

Preamble

Following the increasing ill health and death of over a million children per year due to lack of breastfeeding, the World Health Assembly (WHA) in 1981 adopted a resolution for countries to implement a code of marketing of breastmilk substitutes. The Code is aimed at protecting and promoting optimal infant and young child feeding from the uncontrolled marketing of breastmilk substitutes by baby food manufacturers. This code was adopted by Nigeria in 1981 and made into law in 1986, further amended in 1990, 1999, 2005 to make it more effective.

SUMMARY OF ARTICLES OF THE CODE

- Article 1: Aim of the Code
- Article 2: Scope of the Code
- Article 3: Definitions
- Article 4: Information and education
- Article 5: The general public and mothers
- Article 6: Health care systems
- Article 7: Health workers
- Article 8: Persons employed by manufacturers & distributors
- Article 9: Labelling
- Article 10: Quality
- Article 11: Implementation and monitoring

The provisions are:

- No advertising of any of these products to the public.
- No free samples to mothers.
- No promotion of products in health care facilities, including the distribution of free or low-cost supplies.
- No company sales representatives to advise mothers.
- No gifts or personal samples to health workers.
- No words or pictures idealising artificial feeding, or pictures of infants on labels of infant milk containers.
- Information to health workers should be scientific and factual.
- All information on artificial infant feeding, including that on labels should explain the benefits of breastfeeding and the

The historical events relating to the Code in Nigeria

- 1981: Nigeria voted to adopt the Code.
- 1986: "Code of Ethics and Professional Standards for Marketing of Breast Milk Substitutes" developed.
- 1990: Marketing (Breast Milk Substitutes) Decree 1990 Decree No. 41 (Now an Act).
- 1999: Amended Decree "Marketing (Breastmilk Substitutes) (Amendment) Decree 1999 (Act No. 22).
- 2005: "Marketing of Infant and Young Children Food and other Designated Products (Registration, Sales, etc.) Regulations 2005" to strengthen the existing Acts.

OPTIMAL INFANT AND YOUNG CHILD FEEDING PRACTICES

Exclusive breastfeeding for six months, followed with complementary feeding after the age of 6 completed months (180 days) with continued breastfeeding till the child is aged 36 months

Benefits of breastfeeding



Benefits to the baby

Nutritional: Breastmilk is perfect easily digested and utilised by the baby; prevents malnutrition.

Psychosocial: encourages maternal and child bonding.

Protection against infections: e.g. diarrhoea, respiratory and urinary tract infections, ear infection;

Protection against other disease conditions: protects against systemic diseases e.g. cancer, diabetes mellitus, obesity,

Other benefits: optimal intellectual development, improved vision, protects against dental caries and dental malocclusion.

Benefits to the Mother:

Physiological: prevents postpartum haemorrhage

Psychosocial: encourages bonding with child;

Child spacing: prevents new pregnancy from occurring too early;

Diseases Protection: iron deficiency anaemia, cancers (breast and ovarian) and osteoporosis;

Country Profile

Population (2016)	180 million
Infant Mortality	69/1000
Under-five mortality	128/1000
Under weight	35% (<5)
Stunting	29% (< 5)
EXCLUSIVE BREASTFEEDING	17%
Timely complementary feeding	67%
Bottle feeding rate	16%
Baby-friendly hospitals	1149 in 1999
BF initiation first hour of birth	33%
Human Development Index	152/186

Article 5 of the CODE: The general public and mothers

5.1 There should be no advertising or other form of promotion to the general public of products within the scope of this Code.

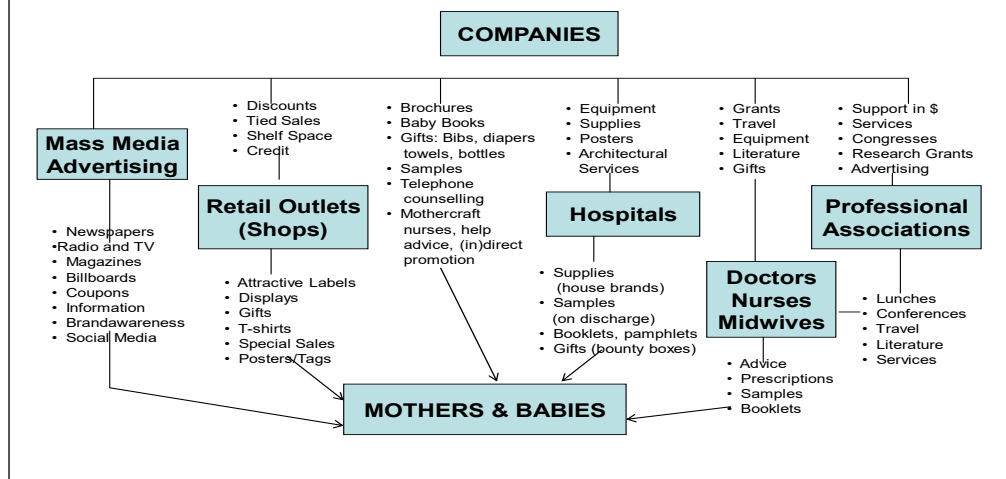
Article 11: Implementation and monitoring Monitoring the application of this Code acting individually, and collectively through the World Health Organisation.....The manufacturers and distributors of products within the scope of this Code, and appropriate nongovernmental organisations, professional groups, and consumer organisations should collaborate with governments to this end.

Penalties consist of:

- warning letters for first offenders
- Seizure & destruction of articles
- Hold or detention of product to allow possible corrective action
- Administrative fines
- Closure of business premises
- Prosecution of recalcitrant offenders
- Confiscation of assets

Understanding Marketing

How do Companies get to Mothers & Babies?



THE ROLE OF THE MEDIA IN CODE IMPLEMENTATION

- Know that advertisement of Breastmilk Substitutes (BMS) is banned in Nigeria.
- Reject any advert material or advertisement on BMS.
- NAFDAC will not issue advert permit on BMS.
- Know the Code and Regulations on Control of marketing of breastmilk substitutes and other related products 2017.
- Train your staff on optimal Infant and Young Child Feeding (IYCF) and the Code.
- Promote programmes on optimal feeding of IYC.
- Establish creches in media houses for breastfeeding mothers.

EXAMPLES OF VIOLATIONS



NOTE:

- Even in Special situations including Emergency situations and infants of HIV infected women the Code remains crucial to ensuring optimal infant and young child nutrition and the survival and optimal growth and development of children.
- WHA Resolution 2010 prohibits donations of breastmilk substitutes for social welfare purposes to institutions and organisations such as orphanages or for other social and welfare reasons.
- The Government of Nigeria as a signatory to these international treaties agrees that no donation of breastmilk substitutes occurs in all settings in Nigeria and by this tool, seeks your support for its implementation and enforcement

Therefore to monitor:

- Know the main points of the International Code/ WHA Resolutions/national measures.
- Find out the names of baby milk companies and their brand names in Nigeria
- use of **relevant monitoring forms** and pay close attention to details,
- Send your completed monitoring forms to the nearest NAFDAC office or by email

Report ALL violations to NAFDAC nearest office in the States or to the head office:

Plot 2032 Olusegun Obasanjo Way, Zone 7, Wuse Abuja

E.mail: foodsafety.nutrition@nafdac.gov.ng; website: www.nafdac.gov.ng

Hotlines: 01-