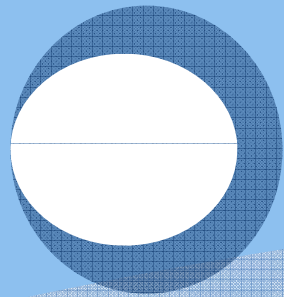




Inappropriate & Appropriate Marketing of BMS in Thailand

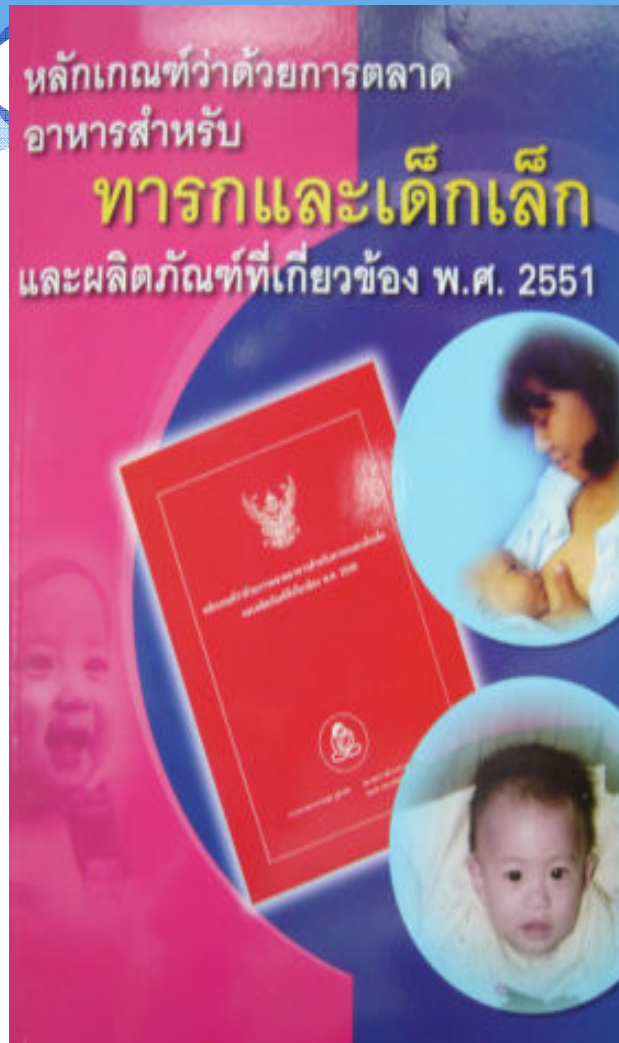
Yupayong Hangchaovanich
Thai Breastfeeding Center Foundation



World Breastfeeding Conference
9 December 2012



Code Monitoring based on



“National Code of Marketing of Foods for Infants & Young Children and Related Products 2008”. (4th revision)



Thai Breastfeeding Center Foundation 2012



Companies put infant health at risk through **unethical marketing**

“Breastfeeding is the direct competitor of formula”
- Jan Bennink, Numico-Chairman – 2003

Source:ICDC



Thai Breastfeeding Center Foundation 2012

Examples of Inappropriate Marketing of BMS



Advertising:
No advertising of BMS products under the scope to the public.



The first slide



The last slide



Dialogue:

“To get ready for Disney land – Magic land, the show is brought to you by

Powdered Milk S-26 added with Lutein, presents “*Disneyland on ice* –

Media: -posted on http://www.thaiticketmajor.com/performance/disney_on_ice_2010_eng.php

-Being as a part of nationwide TVC advertisement on TV channel 3



Thai Breastfeeding Center Foundation 2012

Dialogue 1: To get ready for Disney land – Magic land, the show is brought to you by Powdered Milk S-26 added Lutein



Trigger of this shot: To let target audiences think about the S-26 brand. Intend to create a linkage to starter formula.

Possible argumentation by manufacturer:

-This TVC ad has been intended to promote S-26 Progress Gold for child age 1-3 years, not for infant formula (0 – 1 year)



Thai Breastfeeding Center Foundation 2012

ยงลูกด้วยนมแม่ แทนการหยิบยีนนมผงให้



Samples: No free samples for mothers, their families or health care workers.



Mothers received samples and gifts from the hospitals on discharge.

Samples and gifts are given outside the health facility.



- Municipality,
- Social security office
- Workplaces
- Pharmacy/baby's shop.

K DEPOSIT
ธนาคารกสิกรไทย
 KASIKORNBANK

ครั้งแรกในวงการ

“ชุดเชคของขวัญโดนใจ”
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*เงื่อนไขไปตามที่ธนาคารและคู่มือผลิตภัณฑ์

เครื่องธนาคารกสิกรไทย KASIKORNBANKGROUP
 บริการทุกระดับประทับใจ Towards Service Excellence

Tie with the Bank

Gift to Newborn Baby with Special gift sets from Dumex worth 32 US\$.(limited sets)



Health care facilities:

No promotion of product, i.e. no product displays, poster, calendars or distributions of any promotion materials.





Displays in the private hospital

Hypo-allergenic claims

Inviting mothers who has young children to test the risk of allergy.

Providing the expertise for allergy consultant.

Display in the Breastfeeding place where it is in the Bank's clinic section.





Health care workers:

- No gifts or samples to health care workers.
- Product information must be factual and scientific.

IcfOS...DHA Claim



LCfOS: Promotes softer stools and easily defecation

DHA/ARA : Promotes brain development

Scientific Opinion on the substantiation of health claims related to fructo-oligosaccharides (FOS) and decreasing potentially pathogenic gastro-intestinal

EFSA Journal 2011;9(6):2222.

The claimed effect is —beneficial effect on intestinal microflora, gut integrity, digestion.
-A cause and effect relationship has not been established between the consumption of fructo-oligosaccharides and decreasing potentially pathogenic gastro-intestinal microorganisms.



Scientific substantiation of a health claim related to DHA and ARA(DHA) and brain development

The EFSA Journal (2009) 1000, 2-13

Insufficient data to establish a cause an effect relationship between the intake of infant and follow-on formula supplemented with DHA at levels around 0.3% of the fatty acids and a ratio ARA:DHA between 1.4:1 and 2:1 clinically and the contribution to normal brain development in infants and young children from birth to three years of age.



Thai Breastfeeding Center Foundation 2012

Sponsorship is Corporate Social Responsibility(CSR)?

Conflict of Interest



THE

CODE

2 ขวบ



เรื่องที่ต้องรู้

สำหรับบุคลากรสาธารณสุข



กรมอนามัย



องค์การยูนิเซฟ

**Thank you for
your attention**