

# Jakarta Declaration

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Delegates from 15 countries - Afghanistan, Bangladesh, Bhutan, Fiji, India, Indonesia, Republic of Korea, Lao PDR, Myanmar, Philippines, Singapore, Sri Lanka, Thailand, Timor Leste and Vietnam - representing governments, civil society, professionals and international organizations, called upon all governments

“...to urgently develop and/or strengthen legislative, regulatory measures to end promotion of commercial foods for infants and young children, including Ready-to-use Therapeutic Foods, Ready-to-use Supplementary Foods and Complementary Foods to the public.”

# Elements of Inappropriate Promotion

- 1. Public display of commercial foods for infants and young children, display of placards and posters in public places/health facilities.
- 2. Projection of such foods as life savers, replacement of natural/homemade foods, use of health and nutrition claims on labels or advertisements, calling it essential or as good or close to human milk, etc.
- 3. Any form of promotion to the general public through any media, including advertising, use of celebrities, setting up baby mother clubs, online promotions, and offering any kind of incentive to the public (gifts, discounts, free samples, free home deliveries, etc.)
- 4. Conducting of nutrition education programmes for people or in any manner, including virtual programmes, sponsoring in any manner of conferences, seminars, workshops, continuing education programmes for health workers/professionals, including medical and nursing students by institutes, foundations, trusts, and similar initiatives/front organizations floated by the baby food industry.
- 5. Giving of gifts, commissions, and other forms of incentives (including travel sponsorship, educational/research sponsorship, etc.) to any member of the health delivery system or the governance system.

How people define  
inappropriate promotion of  
foods for children under 2

Some examples

# Health and nutrition claims



Inappropriate because these new varieties of Nestlé India's Cerelac brand are all labelled as **fortified**, and marketed as appropriate for young children under two years of age.



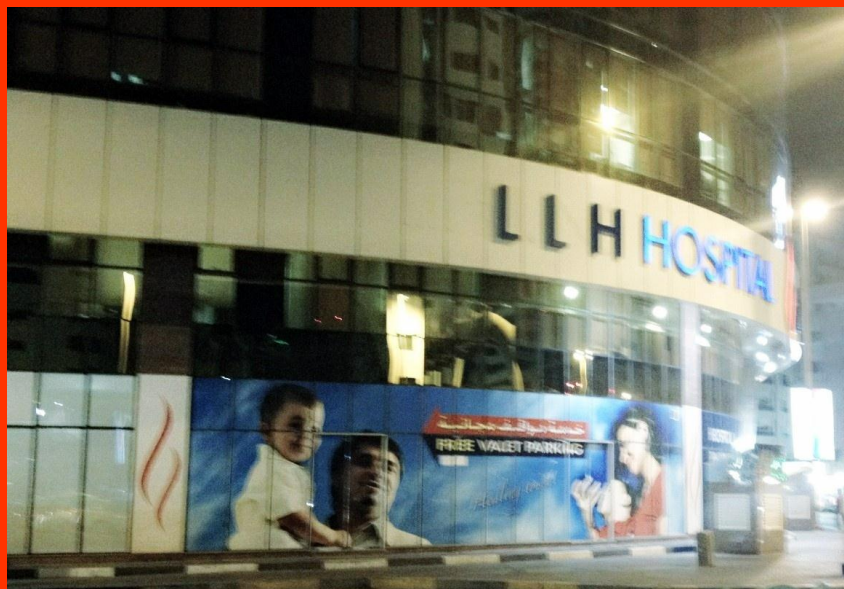
Inappropriate because the product makes health and nutrition claims related to Bifidus, a probiotic - **“Helps Strengthen Babies’ Natural Defenses.”**

Promotion from Ghana

# Inappropriate promotion at health facilities and pharmacies



A pharmacy in India



Entrance to a hospital in UAE



Magazines carrying ads given free to doctors' clinics and beauty parlours in Lebanon

# Inappropriate displays and incentives

Display in a supermarket in India



In Thailand, 2011, the supermarket *Tesco* gave incentives on purchases of Mead Johnson's baby foods.



Display in a mall in Sri Lanka, has a picture of a person in the white coat of a health provider, giving the impression that these products are being recommended by him. The display also stocks colourful books for young children, another point of attraction.

# Reaching mothers directly



A gift hamper sent to a woman's home in USA shortly after she delivered



Weaning guide for mothers from Farley Foods, owned by Heinz - UAE

# Internet promotions



This internet promotion of Gerber *Graduate Yogurt Melts* for toddlers in Singapore, Nov. 2012 offered one free for every three purchased - was open only to members of Nestle Baby Club.