

BMS Code Monitoring Report

Edition 1 - September 2014 - July 2016



**Civil Society
Alliance
MYANMAR**

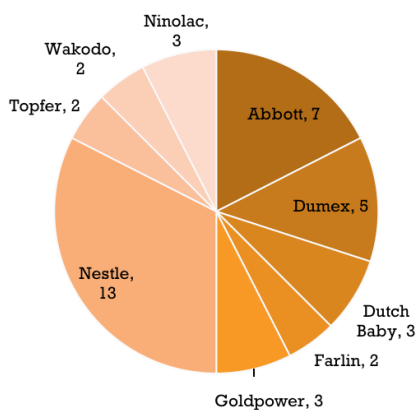


**Save the
Children**

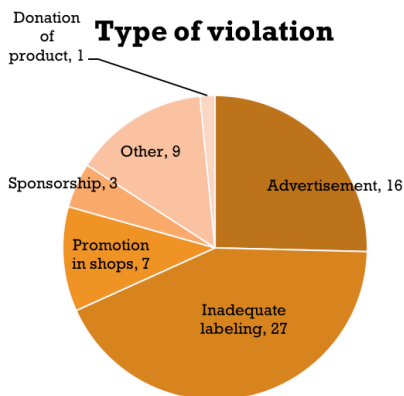
Scaling Up Nutrition

BMS Code Monitoring Report

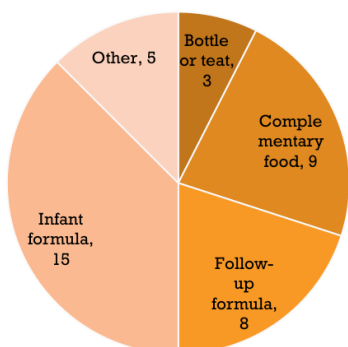
Top violators



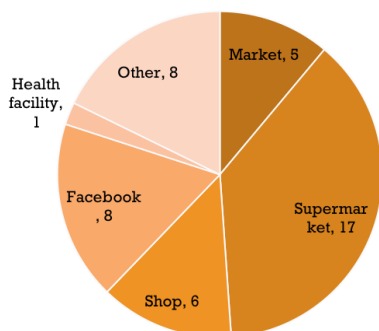
Type of violation



Type of product



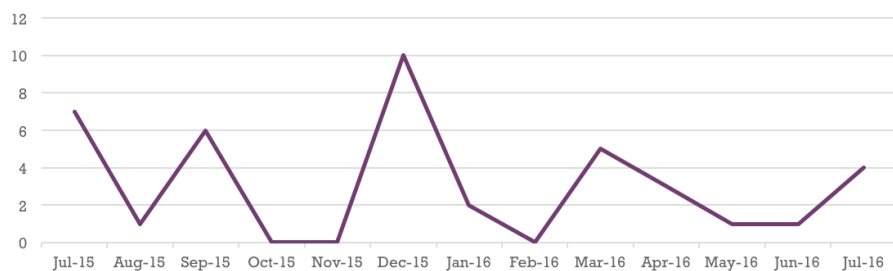
Location of violation



Violations of the Myanmar Order of Marketing of Formulated Food for Infants and Young Children

Collected using Kobo Collect

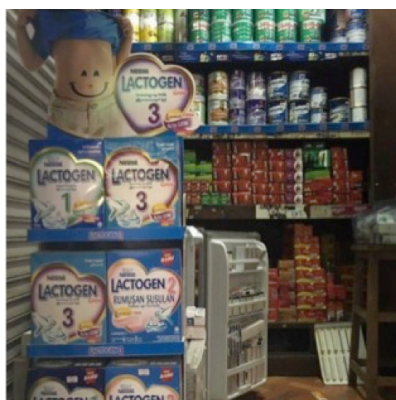
Violations reported using Kobo Collect: July 2015 - July 2016



Selected Violations Promoting & Advertising



Nestle is promoting its products on Facebook using the slogan “Start healthy stay healthy” and “1,000 days”



Nestle is promoting Lactogen products using special displays at markets

June 26 at 6:11pm · Edited ·
 Dumex နို့မှုန့်များ စတင်ဝယ်ယူရရှိနိုင်ပါပြီ
 ဝ တွေ့ခြင်း (သို့) ၆ လစာ ဝန်စာ များကို ကိုအိမ်တိုင်ရာစေ့ကို ပို့ဆောင်ပေးနေပါသည်။
 အချိန်ကုန်သက်သာပြီး အဆင်ပြေ လွယ်ကူစွာ နဲ့ Facebook Msg Box, 0997 666 7003 ကိုဆက်သွယ်ဝယ်ယူနိုင်ပါသည်။



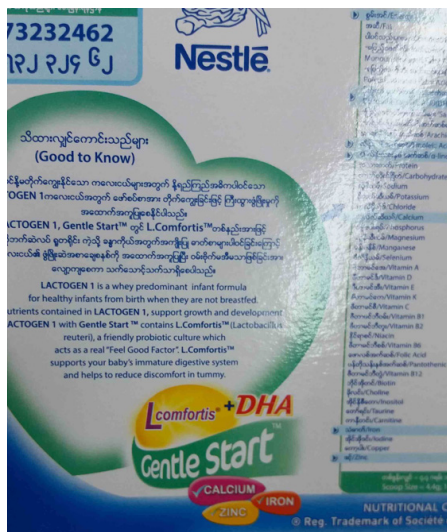
Special promotions for Dumex products on Facebook



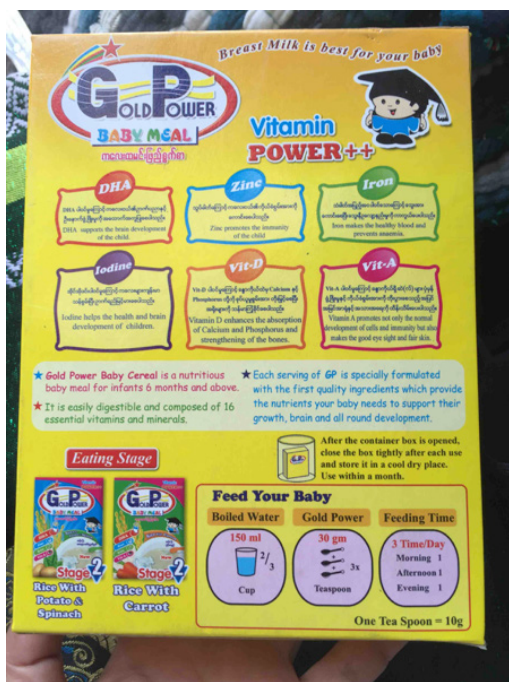
Abbott Total Comfort formula discounted at local shops

Selected Violations

Inappropriate or inadequate labeling



Nestle Lactogen label contains health claims



Goldpower Baby Meal label contains health claims



Nestle Cerelac labels can be easily removed from the tin

Selected Violations Sponsorship



VIOLATION

Abbott Nutrition sponsoring workshop for nurses in Mandalay

Trends to watch

In Myanmar, it is common for infants who are not breastfed to receive powdered or condensed milk because BMS is too expensive for most families. Many families are not aware of the difference between BMS and other milks.

Packages like the Premier product above, which states (in English): “Breastmilk is the best for infants up to two years” and features an image of a smiling mother and child, increases confusion.

This is also a labeling violation of the Myanmar Order. Because this product is not intended for infants and young children, but it resembles BMS, it must contain the following statement:

“Important notice: ‘Not suitable for below 2 years of age’ and ‘If not prepared appropriately, health hazards may occur.’”





USING THE KOBO COLLECT APPLICATION

1. SPOT

Look for the promotion of:

- Infant formulas
- Follow-up milk
- Baby juices and tea
- Complementary foods marketed or otherwise represented for use before 6 months
- Feeding bottles and teats

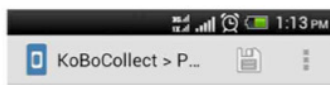
2. RECORD

Record with your mobile phone:

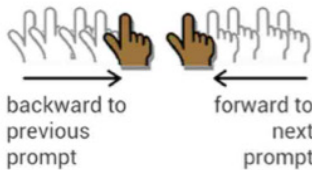
- Record date and place
- Take a clear photo. Zoom in on significant information like age recommendations, or
- Make a colour scan of or photocopy of leaflets, flyers, ads, etc.

3. REPORT

Report to MNTN, NNC, IBFAN-ICDC through Save the Children



You are at the start of Practices against the Code of Marketing of BMS. Swipe the screen as shown below to go backward and forward.



GET THE MOBILE APP TODAY!

- Stage 1: Download "Kobo Collect" application from Google Play Store (or share via Bluetooth/Zapya)
- Stage 2: Install Kobo Collect on your device
- Stage 3: Open the apps and go to setting on your right corner of the screen, find to General Setting
- Stage 4: Type URL name as <https://kc.humanitarianresponse.info/bmscodemonitor> and your name in user name.
- Stage 5: Connect to the internet and get blank form with the name "Practices against the Code of Marketing of BMS"
- Stage 6: You can fill blank form offline. You can save a lot of form after filling.
- Stage 7: You need internet connection to send your finalized reports!

For more information, on:

- Specific violations (including photos);
- How to report violations using Kobo Collect; OR
- Downloading the dataset...

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Civil Society Alliance MYANMAR



Save the Children