PROMOTION TO THE PUBLIC

Nutricia and Wyeth personnel target pregnant women at Parent and Child Shows by giving educational material and gifts. This practice violates Articles 5 and 8 of the International Code and the NZIFMA Code of Practice.

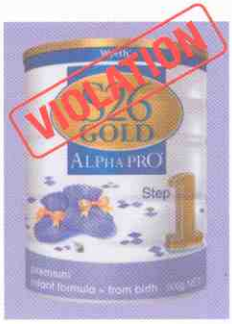
PROMOTION TO HEALTH PROFESSIONALS

Nutricia's personalised mailout to paediatricians offers a free mouse pad and includes offers of further samples and a representative to visit. These practices violate Article 7 of the International Code and the NZIFMA Code of Practice.

The Innocenti Declaration on Infant and Young Child Feeding 2005 calls upon all governments to ...

"Implement all provisions of The International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly Resolutions in their entirety as a minimum requirement, and establish sustainable enforcement mechanisms to prevent and/or address non-compliance".

CLAIMS



WHA Resolution 58.32 disallows the use of claims implying health advantage. In a letter to health professionals, Wyeth claims that, "S-26 Gold Alpha Pro is easy to digest, supports optimal growth and development and contains improved levels of many of the important proteins found in breastmilk". Such text violates Article 7.1 of the NZIFMA Code of Practice because it is not restricted to scientific and factual matters.

INFORMATION AND EDUCATION?

Information about formula supported by celebrities and idealised images of happy and healthy-looking babies appears in popular magagines, parent handouts, health professional materials and the internet. This is frequently in violation of the International Code Article 4.2 and the NZIFMA Code of Practice Article 4.3.