

# Universal Monitoring and Reporting Form

Use this form to report any practice that violates the International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly Resolutions or the relevant national measure. Violations by manufacturers, distributors or by any person who works for or on their behalf must be reported to the designated authority.

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## Date and Time

*When was the violation observed?*

yyyy-mm-dd

hh:mm

## Where (place, town) was violation observed?

*(For newspapers and periodicals, indicate the name and date of publication; for TV/Radio indicate channel, or frequency; webpage; Facebook account, name of health facility, shop)*

## Product name

## Company/Brand name

*(if no brand can be identified please describe logo or any promotional device)*



## Type of product being promoted?

- ☐ Infant Formula (0+ months)
- ☐ Follow up/on Formula (6 + months)
- ☐ Growing up milk (12 + months)
- ☐ Any other milk for children 0-36 months
- ☐ Any other food or liquid marketed for infants (0-6 months)
- ☐ Commercial complementary food or liquid (6+ months)
- ☐ Feeding bottles or teats
- ☐ Other product
- ☐ No specific product (s) promoted, but practice undermines breastfeeding.

## Describe complementary food.

## Describe other product.

**Type of violations?**

- ☐ Advertisement (TV, radio, printed materials)
- ☐ Online or social media promotion
- ☐ Promotion in retail outlets
- ☐ Free samples
- ☐ Promotional material for health professionals
- ☐ Promotion in health facilities
- ☐ Gifts or scholarships to health workers
- ☐ Sponsorship of health professional associations
- ☐ Inadequate labeling
- ☐ Health and nutrition claims on labels
- ☐ Non-compliant informational/educational materials
- ☐ Events/gifts targeting pregnant women, mothers, etc.
- ☐ Industry contact with pregnant women and mothers
- ☐ Sales incentives/sales quota for company personnel
- ☐ Donations of relevant products
- ☐ Other(s)

**Other type of violation**

*Describe other type of violation you have noticed.*

**Additional details observed****Evidence of violation**

*Upload picture of violation (like photo of labels, poster, product, samples) if available.*

Click here to upload file. (< 5MB)

**Person Reporting**

**Name**

**Address**

Phone number

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Email

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