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| **FORM 4, DESK REVIEW OF PROMOTIONAL AND INFORMATIONAL OR EDUCATIONAL MATERIALS COLLECTED AT HEALTH FACILITIES OR RETAILERS** |
|  | **Responses** |
| **Material found at** | 🞏 health facility🞏 retail outlet or pharmacy |
| **Picture number** | From\_\_ \_\_ \_\_To \_\_ \_\_ \_\_ |
| **Label number for the copy IF COPY WAS OBTAINED** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 1. Target audience |  | 🞏 general public🞏 health workers only |
|  |
| 2. Product types mentioned in the material (CHECK ALL THAT APPLY) | 🞏 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 for infants (0-6 months)🞏 Commercial complementary food or liquid (6+months)🞏 Feeding bottles or teats 🞏 Not a specific product |
| 3. Company (**WRITE "MULTIPLE" IF MORE THAN ONE MENTIONED; WRITE “N/A” IF NO COMPANY MENTIONED)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 4. Brand (**WRITE "MULTIPLE" IF MORE THAN ONE MENTIONED; WRITE “N/A” IF NO BRAND MENTIONED)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 5. What language(s) were used in this material?  | 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 6. Were the materials created by a retailer, the health department/health facility, or a manufacturer or distributor of breast-milk substitutes? | 🞏 Retailer🞏 Health department/health facility🞏 Breast-milk substitute manufacturer or distributor🞏 Unable to determine |
| ***CHARACTERISTICS OF PROMOTIONAL MATERIALS (IF MATERIAL IS NOT PROMOTIONAL, SKIP TO 10.1)*** |
| 7. Does the material convey messages about the benefits of specific products? | 🞏 Yes🞏 No (SKIP TO QUESTION 10) |
| 8. IF YES FOR Q7, What messages (check all that apply)? | 🞏 New/improved🞏 Convenient🞏 Similar to breast milk🞏 Healthy 🞏 Nutritious 🞏 Protects against diseases 🞏 Enhances child growth🞏 Enhances child intelligence🞏 Enhances child development 🞏 Helps build the immune systemOther (specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 9. If complementary foods are being promoted, are the colour schemes, designs, brand names, slogans, or mascots similar to those of breast-milk substitute products made by the same manufacturer | 🞏 Yes🞏 No |
| ***CRITERIA FOR INFORMATIONAL/ EDUCATIONAL MATERIALS FOR PARENTS (IF NOT APPLICABLE, SKIP TO 13.1)*** | ***Notes/explanations/examples*** |   |
| 10.1 Contains clear information on the benefits and superiority of breastfeeding  | Yes: Examples include “Breastfeeding is best for your baby and protects against diarrhoea and respiratory infections”, “Exclusive breastfeeding provides the best food for your baby for the first six months of life, and remains an important part of the baby’s diet up to the age of two years or beyond”. | 🞏 Yes🞏 No |
| No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. |  |
| 10.2 Contains clear information on maternal nutrition | No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. | 🞏 Yes🞏 No |
| 10.3 Contains clear information on the preparation for and maintenance of breast-feeding | No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. | 🞏 Yes🞏 No |
| 10.4 Contains clear information on the negative effect on breastfeeding of introducing partial bottle-feeding | No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. | 🞏 Yes🞏 No |
| 10.5 Contains clear information on the difficulty of reversing the decision not to breastfeed | No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. | 🞏 Yes🞏 No |
| 10.6 Contains information that implies or creates a belief that breast-milk substitute products are equivalent or superior to breast milk  | Yes: Any text stating/implying that baby milk products can be made similar to, comparable to breast milk or has similar benefits to breastfeeding e.g., "humanized", "maternalized" or similar terms/words; ”gold standard” “Closer to breast milk than any other formula”; “Even the baby' stools will be softer and similar to those of breastfed infants” | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 10.7 Contains text or images that may discourage or undermine breastfeeding  | Yes: Includes text that undermines a mother’s ability to breastfeed, text that refers to negative aspects associated with breastfeeding, e.g., “Breast milk is best for babies except where special medical conditions exist”;. “… A mother must breastfeed her baby if she is in a position to do so”; “Every mother who can breastfeed should be encouraged to do so.” Images showing breastfeeding in a negative light. | 🞏 Yes🞏 No |
| 10.8 Recommends any food or drink products for infants under 6 months old |  | 🞏 Yes🞏 No |
| 10.9 Includes invitation to make contact (direct or indirect) with the company  | Yes: e.g., ways to attend company sponsored/organized events or social groups; links to company sponsored/ developed forums and websites; ways to connect to company social media accounts. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 10.10 Contains promotional devices to induce sales of its products | Yes: e.g., information about or an image of a free gift or toy; “extra 20% free”; a web link that offers free samples/gifts following the purchase of the infant formula; vouchers for further product purchases. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ***ADDITIONAL CRITERIA FOR MATERIALS THAT MENTION BABY MILK PRODUCTS (IF NO SUCH INFORMATION IS INCLUDED, SKIP TO 13.1)*** |
| 11.1 Contains clear information on the social and financial implications of baby milk use | Yes: Provides sufficient information to enable the family to calculate how much it will cost to feed their baby artificially. | 🞏 Yes🞏 No |
| No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. |  |
| 11.2 Contains clear information on the health hazards of inappropriate foods or feeding methods | No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material; Information is hard to understand; Text merely copies the Code text. | 🞏 Yes🞏 No |
| 11.3 Contains clear information on the health hazards of unnecessary or improper use of baby milk products | Yes: Contains specific information related to water, hygiene, and over- and under-dilution. e.g. Unused breast-milk substitutes should be discarded. Powdered formulas are not sterile and many contain harmful bacteria if it is inappropriately prepared. Failure to follow manufacturers’ instructions may cause serious illness. Using unboiled water or unboiled feeding utensils can make your baby sick. Over-diluting or over-concentrating the product is hazardous to your baby’s health.  | 🞏 Yes🞏 No |
| No: No information presented; Information is in places hard to find; Text is in font smaller than that used in the body of the material. Information is hard to understand; Text merely copies the Code text. |  |
| 11.4 Contains text or images that may idealize the use of breast-milk substitutes | Yes: Includes nutrition and health claims, or other text/claims conveying endorsement of the product or the benefits, quality, necessity, superiority etc. of the product. E.g., “the first choice of doctors for common feeding problems”; “comfort proteins helps bring out the very best in babies”; “increases intelligence, performance, artistic skills…” Pictures of any infant or young child being bottle-fed; any representation of animals, toys, cartoon characters, or brand mascots; images that idealise the product such as hearts, flowers/landscapes. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ***ADDITIONAL CRITERIA FOR MATERIALS THAT MENTION COMPLEMENTARY FEEDING (IF NO SUCH INFORMATION IS INCLUDED, SKIP TO 13.1)*** |
| 12.1 Includes a statement on the importance of continuing breastfeeding for at least 2 years |  | 🞏 Yes🞏 No |
| 12.2 Contains a statement on the importance of not introducing complementary foods before 6 months of age |  | 🞏 Yes🞏 No |
| 12.3 Suggests that complementary foods can be fed with a bottle  |  | 🞏 Yes🞏 No |
| 12.4 Contains information that implies or creates a belief that complementary foods are equivalent or superior to breast milk  | Yes: Any text stating/implying that the product is similar to or, comparable with breast milk or has similar benefits to breastfeeding e.g. “gold standard” “Optimal nutrition, just like breast milk”.  | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ***ADDITIONAL CRITERIA FOR MATERIALS INTENDED FOR HEALTH WORKERS ONLY***  |
| 13.1 Contains non-scientific, not factual matters | Yes: e.g., contains “most babies eventually drink milk from a bottle as they are gradually weaned off milk and onto solids.” Information provided is not referenced, references are not peer reviewed, representations and images are not related to the studies, e.g. graphs, figures and diagrams. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |