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| **FORM 8, DESK REVIEW OF PROMOTIONS ON THE MEDIA** |
|  | **Responses** |
| 1. Media source | 🞏 TV🞏 Internet (SKIP TO Q6) |
| 2. Date Day/Month/Year | \_\_\_/\_\_\_\_/\_\_\_\_  |
| 3. Time of the day | |\_\_\_|\_\_\_| hours:|\_\_\_|\_\_\_| minutes |
| 4. Transmission time | |\_\_\_|\_\_\_| minutes:|\_\_|\_\_\_| seconds🞏 Unable to measure the time |
| 5. Channel | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(SKIP TO Q 10) |
| 6. Media source | 🞏 Manufacturer of baby food products🞏 Mothers’ magazines/online forums 🞏 Online retailers |
| 7. Type of channel | 🞏 Website🞏 Facebook🞏 Twitter🞏 YouTube🞏 Instagram🞏 Other (specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 8. File number for pictures or screen-shots | From\_\_ \_\_ \_\_To \_\_ \_\_ \_\_ |
| 9. Link for the website  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 10. Type of promotion | 🞏 Advertisement🞏 Information note🞏 Interview🞏 News report🞏 Opinion/analysis/debate🞏 Viral marketing encouraging mothers to contact their peers about specific product or brand🞏 Sweepstakes and promotions🞏 Club memberships🞏 Incentives of products purchase🞏 Other (specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 11. Product types mentioned in the promotion (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 |
| 12. Company (**WRITE "MULTIPLE" IF MORE THAN ONE MENTIONED; WRITE “N/A” IF NO COMPANY MENTIONED)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 13. Brand (**WRITE "MULTIPLE" IF MORE THAN ONE MENTIONED; WRITE “N/A” IF NO BRAND MENTIONED)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 14. What language(s) were used in this material?  | 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 15. Does the material convey messages about the benefits of specific products? | 🞏 Yes🞏 No (END) |
| 16. IF YES FOR Q16, 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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 17. 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 |