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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 system  Other (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 |