



World Breastfeeding Week 2006. (Aug 1-7)

Theme

The IMS act: Making it known to people

Let People monitor the company behavior!



We invite all our Rotary and Inner wheel friends in India to celebrate the WBW in a grand scale to save our children from malnutrition, disease and death.

w i t h b e s t w i s h e s ,

Dr. PALLAVI SHAH

Association Pres 2006 - 07
Assn. of I.W.Clubs in India

Dr. ARUN GUPTA

National Co-Ordinator
BPNI

Dr. M. NATARAJAN

Dist. Governor 2006 - 07
RID 2980

WHAT IS BANNED UNDER THE IMS act?

BPNI has analyzed the IMS amended Act 2003 and providing a simple interpretation of its important provisions for the information of NGOs, health & nutritional professionals and all others who are concerned with health of Children.

Why The IMS Act?

Improper marketing practices of companies, especially through advertisements of infant milk substitute/ formula and infant foods, undermine breastfeeding leading to increased infant morbidity, mortality, and malnutrition. **we also know that formula feeding is a sure method to invite malnutrition and more deaths in children of our country.** Recognizing this to be a major public health problem, the Government of India, in 1992, enacted the 'Infant Milk substitutes, feeding Bottles and infant foods (Regulation of Production supply and Distribution) Act, 1992 (IMS Act)

In spite of the IMS Act, baby food manufactures continue to market their products and undermine breastfeeding by reducing women's confidence in breastfeeding and natural home made foods.

1. THE ACT BANS: All forms of promotion of Baby foods for Babies Under Two Years of Age and feeding bottle. Promotion means using any direct or indirect method of encouraging a person to purchase or use these products.

2. The Act bans All advertisements by companies through

- ❖ Print Media - e.g. newspapers, magazines, billboard, pamphlets, Calenders etc.
- ❖ Electronic Media - e.g. television, cable television, SMS, radio etc. or any other

method.

'Bottle feeding Baby, picture wall Paper on the rear glasses of buses etc are banned.

3. The Act bans:

❖ **Distribution of Samples & gifts to pregnant Women, lactating mothers, doctors, nurse etc.**



❖ **Contacting pregnant woman or mother of an infant in hospital.**

Another way of influencing the minds of mothers is by providing gifts and free samples to mothers and healthcare providers, use of tied sales by providing free consumer products like soap/ bowls with infant milk substitutes, feeding bottles and infant foods. Such inducements undermine breastfeeding and create new customers for the industry.



4. The act bans Donation and distribution of baby foods, educational materials, and equipment to healthcare system or to mothers directly.

5. The Act bans pictures of an infant or a woman or both or a graphic on the label these products.

6. The Act bans the use of Healthcare system for

- Display such as posters, hoardings etc. in hospitals or chemist shops.
- Offering gifts or making any payment to health worker or to any member of his/her family
- Funding seminars, meetings, conference, educational course, contests, fellowships.



research work or sponsorships.

Often companies are found disseminating educational material with irrelevant and incorrect information in an attempt to influence doctors for advising mothers to use the product.

7. The Act bans giving commission to its staff on the basis of sales of its products.

Why Commercial baby food should not be given?

1. They are convenient, but 6 to 10 times more expensive than family foods.
2. They Contain Preservatives, addiction Producing Chemicals.
3. They are not sterile. A study done by WHA tested 141 baby food samples from 35 countries and found that 20% contained Enterobacter Sakazakii a killer bacterium. The death rate due to this is 20 to > 50% (Report by WHA 2005-May)
4. They contain genetically engineered food. and the after effects of that is not known.
5. They do not have variety of taste and texture similar to home made foods and also interfere with development of taste for home made foods.
6. Most of these products are milk based and so are not the ideal foods.

SOME ACTION IDEAS

- Monitor the companies and report any violation to the local MLAs, MPs, write letter to State and Central Ministry of Women and Child Development.
- On finding any violation of the Act on Cable TV, ask cable operator to stop airing them and report to The District Magistrate, the Sub Divisional Magistrate or the Commissioner of Police.
- Disseminate this information to as many people as possible through brochures, meetings, Emails, Press Release etc.
- Start a protest campaign against any violating company by writing letters to them pointing the violations with a copy to,
 1. Ministry of women and Child Development A wing, Shastri Bhawan, New Delhi-110001
 2. Director General of Health Services, Ministry of Health, Nirman Bhawan, New Delhi-110001
 3. Dr. Arun Gupta, BPNI, BP-33, PITAMPURA, DELHI-110088

Government of India's new norms on Breastfeeding is included in 10th five year plan.

1. Initiation of breastfeeding within one hour after birth
2. Exclusive breastfeeding for first six months (no more 4-6 month please)
3. Introduction of home made complementary food after six months and continue breastfeeding for two years and beyond.

For further Information : Rtn. **Dr.A.MUTHUSWAMI**, 145, East Car Street, Chidambaram - 608 001.
Website : www.bpni.org