

DO...

TO GENERAL PUBLIC

- Support and promote exclusive breast feeding (6 months since born): label, detailing materials.
- Warn mothers on social and financial consequences for using infant formula, and the health consequences on the improper usage of breastmilk substitutes: label, detailing material.
- Recognize legitimate market for infant formula when mothers cannot or do not breast-feed in line with article 7 Government Regulation no. 33 year 2012 on Exclusive Breastfeeding.
- Provide information and educational materials on Infant feeding (0-12 months) intended to reach pregnant women and mothers of Infant and young children at the request of Health Care Professionals (HCP) /facilities and with the written approval of the appropriate government authority or within guidelines given by governments for this purpose. Such equipment or materials may not bear the donating company's name or logo.
- Provide educational material (tips etc.) without company logo for consumers, related to infant feeding, and distributed by health professionals.
- Conduct consumer seminar of young children of 1 year old above with company as the sponsor.
- Provide following information on one-to-one basis and only when upon request of consumers on product features, dosage and mixing method (in line with the Attached Q & A for Consumer services Compliance team to provide).
- Advice Consumers to consult HCP if they are seeking general baby care information e.g. how to change diapers or information on infant formula use/ indication.
- Place Sales Promotion personnel in stores for growing up milk products.

HEALTH CARE PROFESSIONALS AND FACILITIES

- Provide scientific and factual information on breastmilk substitutes to Health Professional (detailing, seminar, workshop, group discussion), and such information will include the information as mentioned in article 4.2 of WHO Code.
- Provide donation to health care system, equipment and materials without, bearing company's name or logo.
- Disclose information to the health care professional institutions on recipient health workers of fellowships, comparative study, research grant, professional conferences or the like.
- Display educational poster without company logo and name in hospital.
- Provide clear explanation on the proper preparation and use of IF product to Health Care Professionals.

DISTRIBUTOR/ RETAILERS

- Pricing policy and practice intended to provide breastmilk substitutes products at lower price on a long term basis (5.3)

DON'T...

TO GENERAL PUBLIC

- Promote and advertise breastmilk substitute.
- Provide product sample of breastmilk substitutes to pregnant women, mothers, and member of their family (husband, children, grandfather, or grandmother).
- Do special displays of breastmilk substitute (end gondola, floor display, bazaar, and promotion area, corporate display at end gondola or promotion area), give discount (customer, retailers, and consumers), premiums, special sales, loss leader, and tie in sales.
- Seek direct or indirect contact of any kind with pregnant women or with mothers of infant and young children (except to response to consumer complain) related to breastmilk substitutes products.
- Distribute gifts or utensils which may promote the use of breastmilk substitutes to pregnant women, mothers of infant and young children.
- Promote, offer, and sell breastmilk substitutes door to door.
- Promote infant formula and follow on formula, e.g. refer to infant formula and follow on products, while promoting growing up milk products.
- Conduct consumer seminar with breastmilk substitute products as sponsor.

HEALTH CARE PROFESSIONALS AND FACILITIES

- Use facility at Health Care System to promote breastmilk substitute.
- Use facility at Health Care System to display breastmilk substitutes (except common display at home shelf at its Pharmacy).
- Provide health services through Health Care Facility to promote breastmilk substitutes.
- Provide sample and donation of breastmilk substitutes to Health Care Facility for routine usage or research except in the emergency situation with the approval of the Head of Provincial Health Office.
- Put placards or posters or detailing materials of breastmilk substitutes at health care facility.
- Provide or offer financial or material inducement to promote breastmilk substitutes to health facilities, health worker or member of their family.
- Display poster breastmilk substitutes product, pack shot and/or brand name in hospital.
- Provide donation to Health workers and HCP which induces the sales of breastmilk substitutes products.

EMPLOYEES

- Provide donation to Health workers and HCP which induces the sales of breastmilk substitutes products.
- Demonstrate the use and the preparation of bottle fed infant formula and follow on formula products.
- Allow personnel involved in the marketing of breastmilk substitutes to wear uniform or other identity similar to health worker.

OTHERS

- Give discount to consumer, distributors, and retailers, health service facilities or HCP for breastmilk substitute products purchase.
- Give gift to consumer, distributors, and retailers, health service facilities or HCP for breastmilk substitute products purchase.
- Put hanging mobile, banner of breastmilk substitutes products at stores.
- Inform that bottle feeding is superior than breast feeding.
- Name the hotline service as "Infant care solution".
- Provide stationary with printed brand name of infant formula and follow on formula products, for consumers and scientific seminars.