

## ***Working Within The Code***

### **Video and Facilitated Discussion Outline for Dr Helen Crawley's presentation at the BFI UK 2015 conference.**

**Background:** Dr Helen Crawley of First Steps Nutrition Trust gives a fascinating insight into how best to work within the International Code of Marketing of Breast-milk Substitutes. She discusses how we can support families with accurate evidence based information however they choose to feed and still work within the Code, and all work better together to freeze out baby milk company influence.

#### **Target participants:**

Any health worker in contact with pregnant women, infants, young children and their families; those involved in providing information to health workers or students; those involved in purchasing infant formula products (stores, procurement, pharmacy); and those who make decisions about what products are used in the hospital and what contact employees of companies may have with any hospital staff.

This topic links with ethical and professional practice to provide accurate independent information and avoid using a health professional's position to assist marketing of a product.

**Objectives of learning event:** Following watching the video and the discussion, participants will be able to:

1. Give an example of how marketing might affect the information health professionals give to parents and colleagues
2. List one action they could take to reduce marketing information in the hospital
3. State one source of further information on this topic.
4. Link learning with ethical and professional practice to provide accurate independent information and avoid using a health professional's position to assist marketing of a product.

**Length:** video is 30 minutes plus allow discussion time of at least 20 minutes, ideally longer.

#### **Find the video at:**

<http://www.unicef.org.uk/BabyFriendly/Resources/AudioVideo/Video-Working-within-the-Code/> OR <https://www.youtube.com/watch?v=9wRHo1cMFM>

## **Facilitator Notes**

#### **Prepare:**

- Ask a supportive colleague to assist you with the session. This person does not need to be involved with clinical lactation.
- Watch the video yourself and review the discussion questions.
  - Are the questions suitable for your group? Need any adaptations?
- Do you need any background or further information yourself? Familiarise yourself with the *Further Information* list provided
- Ensure that you can access the video in your workplace - some HSE computers may not allow some videos to be accessed without specific permission. (Sort out the access if needed.)

**Plan:**

- Determine a venue where you can show the video so that the group can see and hear it. Viewing on a laptop screen is not suitable for a group.
- Decide a time and book the venue. Maybe as a *Lunch and Learn* with the participants bringing their own lunch to eat while watching.
- Decide suitable numbers for the group and advertise the event (see attached example notice)
- Remind as needed.
- Decide if you will give paper handouts and if so print them. (Such as the Further Reading and the Key Points - see attached)
- Decide if a sign in sheet, certificates of attendance and evaluation sheets are needed and if so prepare these. (see examples attached)
- Gather some examples of marketing materials that may be available to the participants such as ads in professional journals, handouts by company reps, printed screenshots of formula company web sites offering continuing education to health workers and offering breastfeeding information, or other information not specific to the contents and use of their products.
- On the day be fully set up with the video cued and ready to run before participants arrive.

**Present:**

- Introduce the topic and video (see attached example)
- Run the video. If attention seems to be wandering pause the video and remind participants to be thinking of the questions posed by you in the introduction.
- Facilitate the discussion. Do not try to answer the questions yourself or to get a definitive conclusion – this is a discussion and aiming to raise awareness.
- Watch your time. If there is active discussion suggest another time to discuss further and to make plans for action to better protect babies.
- Give a concluding sentence or two to make the points you want the participants to go away remembering. Allow time to make this conclusion. Do not allow the session to end on a negative point or to fade into individual discussions. End at the stated time.

**Evaluate:**

- What did the participants think of the session? (At a minimum what did you observe: did they stay in the room for the full session, remain alert watching the video and did they participate in the discussion?)
- Use evaluation sheets if you decided beforehand to do this. If not using evaluation sheets consider asking one or two evaluation questions verbally.
- Think through yourself/discuss with colleague assisting the session: were the session objectives met; did the session run as expected; anything to do differently if this session was run again; is this video and discussion format effective? Review participant evaluation sheet if used.

Tidy up. File sign-in sheets and evaluations. Write a brief report.

## Session Outline

### ***Introduce the topic and video***

Dr Helen Crawley is a dietitian and public health nutritionist. First Steps Nutrition Trust is an independent public health nutrition charity that provides information and resources to support eating well from pre-conception to five years.

This is a video of her presentation at the Baby Friendly Initiative UK conference in 2015. She talks about how best to work within the International Code of Marketing of Breast-milk Substitutes and how we can support families with accurate evidence based information however they choose to feed and still work within the Code.

This video discusses a UK setting however most of it also applies to Ireland. (The video does not include the Conference Question and Answer section)

### ***As you watch it think about:*** (give handout with the questions if using)

1. In our work, are we protecting babies who are not breastfeeding by giving accurate information on products? Are we passing on conference materials, manufacturers' leaflets or websites that may be marketing material rather than full and accurate information?
2. Do formula companies provide us, and the families that we work with, information on how to breastfeed, express milk or other breastfeeding topics? Are formula (or bottle and teat companies) an appropriate source of this information? Why do they provide this breastfeeding information? Could it be a form of marketing?
3. Do you assume that the ads for formula that you see as a health worker provide scientific and factual information based on research about that specific product? How far do you go in checking the information – such as following up the references in the manufacturers' material?
4. In Ireland, can you access non-company information to know if formula companies are meeting food safety regulations, and are not making claims for their product that are unfounded?
5. How can we better support all families around infant feeding to make sure the information they are given is accurate and safe?
6. What do you personally need to be able to offer this better support to families and to protect babies? (Skills to critically review materials, access to independent information, no marketing activities in hospital, no marketing presentations or events from companies, support from managers ....?)

### ***After the video:***

#### *Ask group:*

1. This video uses one company as an example. Do you think other formula companies use similar marketing tactics? What examples come to mind? (If there are few examples, show some that you have gathered beforehand)
2. How might this marketing affect the information that health professionals give to parents and colleagues?
3. Before the video you were asked to think about some aspects as you watched. What thoughts arose on these as you watched?

### **Closing:**

- Ask for some participants to state one action they could take to reduce marketing information in the hospital.
- Remind to fill in evaluation sheets before leaving to get certificate of attendance (if used)
- Remind of sources of further information on the topic.
- Give a concluding sentence or two to make the points you want the participants to go away remembering.

### **Key points:**

1. Formula marketing activities can undermine breastfeeding and increase the risk of ill health for infants.
2. The International Code of Marketing of Breastmilk Substitutes (the Code) and its subsequent updates, helps to protect babies, families and health workers. (It is hospital policy to abide by the Code).
3. All health workers have a role and responsibility to protect babies.
4. By upholding the Code you also abide by professional codes of conduct and HSE standards of behaviour. (Among other points, these include to act in the best interest of the service user, not receive benefits of any kind from a third party which might reasonably be seen to compromise their personal judgement or integrity, and must use your scientific knowledge, clinical skills and experience in an accurate and professionally responsible way.)

### **Info if question comes up:**

*“But we aren’t influenced by marketing”.* What is the purpose of commercial marketing? The sole purpose of commercial marketing is to increase the profits of the company and its shareholders. Providing information and creating goodwill about the company and its brands are tactics towards the outcome of more sales. More reading:

<http://www.theatlantic.com/business/archive/2011/08/why-good-advertising-works-even-when-you-think-it-doesnt/244252/> downloaded Aug 3 2015

*Who pays for the marketing activities?* Formula companies get their income from sales of their products. Therefore the cost of the product (e.g. tin of formula) includes an amount to cover the costs of the advertising, leaflets, gifts for health workers, web sites, mother and baby clubs, reps visiting, events and displays, samples etc. The *“no promotion, cheaper formula”* campaign in the UK highlighted that marketing inflates the price of formula and impact on families who have to use their often limited budgets to pay this higher price. No marketing would protect those families and babies who are using formula for whatever reason. More information from Baby Milk Action or IBFAN groups.

*What about adverts and marketing of follow-on and toddler milk?* “Follow-on formulae” and “growing up milks” should be treated as “breastmilk substitutes” and fall under the marketing restrictions of the International Code. The World Health Assembly (WHA) May 2016 Resolution now clarifies and affirms that these processed, expensive milks, often sweetened and flavoured, are nutritionally unnecessary and contribute to the rising rates of childhood overweight and obesity. The WHA is attended by delegates from Member States (including Ireland) and representatives from many agencies, organizations, and other groups who discuss resolutions in committee before formally adopting them in the plenary session at the

end of the Health Assembly. Though agreed by Member States WHA resolutions are not binding on Member States. (From BFHI Link Sept 2016)

*Is the Irish legislation on marketing of infant formula the same as the International Code?*

No, the Irish legislation only includes some parts of the International Code and its subsequent resolutions (updates). More information from Baby Milk Action above or IBFAN groups.

**Working Within The Code** (Handout)

**Video and Facilitated Discussion Outline for Dr Helen Crawley's presentation at the BFI UK 2015 conference.**

Find the video at:

<http://www.unicef.org.uk/BabyFriendly/Resources/AudioVideo/Video-Working-within-the-Code/> OR <https://www.youtube.com/watch?v=9wRH0l1cMFM>

**Further information – Sites have extensive resources that are free to download**

**Baby Friendly Health Initiative in Ireland** <http://www.babyfriendly.ie>

**First Steps Nutrition Trust** is an independent public health nutrition charity that provides information and resources to support eating well from pre-conception to five years.

<http://www.firststepsnutrition.org/>

- Infant milks in the UK: A practical guide for health professionals – updated regularly
- Websites and organisations that are funded by the formula milk industry
- 'Scientific and Factual?' A review of breastmilk substitute advertising to health professionals
- And more

**Baby Friendly Initiative UK** <http://www.unicef.org.uk/BabyFriendly/Health-Professionals/The-Code/>

- A guide for health workers to working within the International Code of Marketing of Breastmilk Substitutes
- And more

**Supporting the Code and protecting babies, parents and health workers in Ireland**

<http://www.babyfriendly.ie/resources.htm> (Scroll down to Code section)

**The International Code of Marketing of Breastmilk Substitutes** and subsequent relevant resolutions of the World Health Assembly <http://ibfan.org/the-full-code>

**WHO/UNICEF/IBFAN joint report "Marketing of breast-milk substitutes: National implementation of the International Code – Status report 2016"**, includes tables showing, country by country, which Code measures have and have not been enacted into law. It also includes case studies on countries that have strengthened their laws or monitoring systems for the Code in recent years, what challenges countries face in doing so, and where the focus must be on further efforts to assist countries in more effective Code implementation.

Download report (full 4.3 Mb)

[http://www.who.int/nutrition/publications/infantfeeding/code\\_report2016/en/](http://www.who.int/nutrition/publications/infantfeeding/code_report2016/en/)

**Get involved**

**Baby Feeding Law Group Ireland** Aim: To protect the health of all babies in Ireland, by ending marketing practices which commercialise infant and young child feeding, threaten breastfeeding and undermine good health. To enable healthcare workers to encourage and protect breastfeeding. <https://www.facebook.com/Baby-Feeding-Law-Group-Ireland-826195350729808/>

**IBFAN IRELAND Facebook page** <https://www.facebook.com/IBFANIreland/>

### **Working Within The Code** (Handout)

Video and Facilitated Discussion Outline for Helen Crawley's presentation at the BFI UK 2015 conference.

#### **As you watch the video think about:**

1. In our work, are we protecting babies who are not breastfeeding by giving accurate information on products? Are we passing on conference materials, manufacturers' leaflets or websites that may be marketing rather than full and accurate information?
2. Do formula companies provide us, and the families that we work with, information on how to breastfeed, express milk or other breastfeeding topics? Are formula (or bottle and teat companies) an appropriate source of this information? Why do they provide this breastfeeding information? Could it be a form of marketing?
3. Do you assume that the ads for formula that you see as a health worker provide scientific and factual information based on research about that specific product? How far do you go in checking the information – such as following up the references in the manufacturers' material?
4. In Ireland, can you access non-company information to know if formula companies are meeting food safety regulations, and are not making claims for their product that are unfounded?
5. How can we better support all families around infant feeding to make sure the information they are given is accurate and safe?
6. What do you personally need to be able to offer this better support to families and to protect babies? (Skills to critically review materials, access to independent information, no marketing activities in hospital, no marketing presentations or events from companies, support from managers ....?)

#### **After the video:**

1. This video uses one company as an example. Do you think other formula companies use similar marketing tactics? What examples come to mind?
2. How might this marketing affect the information that health professionals give to families and colleagues?

#### **Test yourself:** Can you:

- Give an example of how marketing might affect the information health professionals give to families and colleagues
- State one action that you could take to reduce marketing information in the hospital?
- Find sources of further information on this topic.

#### **Key points:**

1. Formula marketing activities can undermine breastfeeding and increase the risk of ill health for infants.
2. The International Code of Marketing (the Code) and its subsequent updates, helps to protect babies, families and health workers. (It is hospital policy to abide by the Code).
3. All health workers have a role and responsibility to protect babies.
4. By upholding the International Code of Marketing you also abide by professional codes of conduct and HSE standards of behaviour.

*Advertise the event example*

## ***National Breastfeeding Week Learning Event***

### ***Working within “The Code”***

#### **Video Viewing and Facilitated Discussion**

Dr Helen Crawley’s presentation at the BFI UK 2015 conference gives a fascinating insight into how marketing activity aims to influence health workers and parents and how best to work within the International Code of Marketing of Breast-milk Substitutes. Video followed by discussion on how we can support families with accurate evidence based information however they choose to feed and still work within the Code.

Date

Time

Place

Book you seat by contacting:

#### ***Bring your lunch and eat while you learn.***

Relevant to any health worker in contact with pregnant women, infants and their parents; those involved in providing information to health workers or students; those involved in purchasing infant formula products (stores, pharmacy); and those who make decisions about what products are used in the hospital and what contact employees of companies may have with any hospital staff.

This topic links with ethical and professional practice to provide accurate independent information and avoid using a health professional’s position to assist marketing of a product.



## Certificate of Attendance

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attended the learning event

### *Working within the Code*

#### Video Viewing and Facilitated Discussion

**Held on** (date & start and finish time)

**At** (venue)

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(Signature of organiser)

**Objectives of learning event:** Following watching the video and the discussion, participants will be able to:

1. Give an example of how marketing might affect the information health professionals give to parents and colleagues
2. List one action that they could take to reduce marketing information in the hospital
3. State one source of further information on this topic
4. Link learning with ethical and professional practice to provide accurate independent information and avoid using a health professional's position to assist marketing of a product.

**Session presenter:**

**Working within the Code Video Viewing and Facilitated Discussion**  
**Held on (date & start and finish time) At (venue)**

**PARTICIPANT EVALUATION**

**1. Watching this video and the discussion helped me to have a better understanding of why the International Code of Marketing of Breast-milk Substitutes is important in my work.**

Not at all                      Helped a bit                      Helped a lot                      I knew it all already

<b>2. Please rate if you think you can do the following after this learning event:</b>	1-poor 2-ok 3-good 4-excellent
Give one example of how marketing might affect the information health professionals give to parents and colleagues	
List one action that you could take to reduce marketing information in the hospital	
State one source of further information on this topic.	
Link this learning with ethical and professional practice to provide accurate independent information and avoid using a health professional’s position to assist marketing of a product.	

**3. Would you recommend attending this learning event to a colleague?**

Yes                      No                      Not sure

**4. The format of the workshop with a video and facilitated discussion was:**

Poor                      Acceptable                      Good                      Excellent

**5. The length of workshop for this topic was:**

Too short                      Appropriate length                      Too long

**6. Venue suitability for this event was:**

Poor                      Acceptable                      Good                      Excellent

**7. What topics related to implementing Baby-friendly practices would you like included in a future learning event?**

Use the back of this form for further comments if needed

*Thank you for assisting in making learning events worthwhile.*