

WHO Compliance Panel – Summary for Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand (Ministry of Health 2007)

1 July 2007 – 30 June 2008

The Ministry of Health received a total of nine complaints in the year 1 July 2007 to 30 June 2008. All nine complaints were against infant formula marketers with six complaints received in 2007 and three complaints in 2008.

Of the six 2007 complaints one was about advice given to a breastfeeding mother and the remaining five complaints were about an infant formula marketer's advertorials/advertisements of formula. All six complaints were considered resolved by the Ministry of Health prior to the establishment of the new WHO Compliance Panel (CP) in April 2008.

The new CP has held quarterly meetings since its first meeting on 19 May 2008. This is to ensure that complaints are considered as rapidly as possible. All complaints referred to the CP are considered and decisions recorded as outlined in the CP Terms of Reference, 2008.

The three 2008 complaints were received in April, May and June respectively. All three complaints were referred to the CP to consider at the second meeting on 26 August 2008. Therefore the CP decisions about these complaints will be reported in next year's CP summary, for the 1 July 2008 – 30 June 2009 year.

Two of the three complaints were about infant formula products advertised in pharmacy catalogues distributed to households. The other complainant considered that an advertisement for follow-on-formula could be mistaken by the public for an infant formula product.

There were seven enquiries relating to the Code in New Zealand in the year 1 July 2007 to 30 June 2008, which the Ministry responded to (in consultation, as appropriate with NZIFMA) with no formal complaints instigated. These were:

- a request for NZIFMA members not to contact a professional organisation's members directly.
- an infant formula marketer's advertisement in a health professional magazine.
- the appropriateness of sales of dolls with bottles.
- a parenting magazine seeking advice as to whether they should distribute infant formula marketer booklets in their magazine.
- an infant formula marketer's product flyer to New Zealand doctors.
- a South Island supermarket's promotional flyer which included an advertisement of a bottle with a baby inside it.
- a non-Government organisation, raised a variety of issues and potential breaches concerning the Code in New Zealand.

Secretariat for WHO Compliance Panel - April 2009