

INTERNATIONAL CODE	MEXICAN RULES AND REGULATIONS
<p>- International Code of Marketing of Breastmilk Substitutes, WHO, 1981;</p> <p>- Resolutions WHA (WHA 39.28, 1986; WHA 45.34, 1992; 47.5, 1994; 49.15, 1996)</p>	<p>I- Reglamento de la Ley General de Salud en materia de control sanitario de actividades, establecimientos, productos y servicios, México, 18 de enero, 1988, SSA. (General Regulation Health Law for sanitary control of activities, establishments, products and services, Mexico, January, 1988, SSA)</p> <p>II- Norma oficial mexicana, NOM-131-SSA 1-1995, Bienes y Servicios. Alimentos para lactantes de corta edad. Disposiciones y especificaciones sanitarias y nutrimentales. (Official Mexican Rule, NOM-131-SSA, Goods and Services. Foods for infant and young children. Sanitary and nutrimental regulations and specifications.)</p> <p>III- Norma oficial mexicana para la atención de la mujer durante el embarazo, parto y puerperio y del recién nacido. Criterios y procedimientos para la prestación del servicio. NOM 007 SSA 2-1993. ACTUALIZADA en septiembre de 1999. (Official Mexican regulation to women during pregnancy, delivery, postpartum and newborn care. Procedures and criteria for the service administration. NOM 007 SSA 2-1973. UPDATED)</p> <p>IV- Norma oficial mexicana NOM-086-SSA 1-1994. Bienes y Servicios. Alimentos y bebidas no alcohólicas con modificaciones en su composición. Especificaciones nutrimentales. (Official Mexican Rule, NOM-131-SSA, Goods and Services. Foods and non alcoholic drinks modified in its composition. Nutrimental specifications.)</p> <p>V- Reglamento de la Ley General de Salud en materia de publicidad, SSA, 4 de mayo, 2000. (Regulation of General Health Law in advertising matter, SSA, May, 4th, 2000)</p> <p>VI- Acuerdo de los Fabricantes y Distribuidores Mexicanos de Sucedáneos de la Leche Materna, 1991, 1995 y 2000 (National Board of Manufacturers and distributors of breastmilk substitutes agreements, 1991, 1995, 2000)</p>
<p>Scope of the Code: breastmilk substitutes, including infant formula; other milk products, foods and beverages, including bottle-fed complementary foods, when marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement of breast-milk; feeding bottles and teats.</p>	<p>Scope of the above mentioned Rules and Regulations: All infant formula, weaning food (purees, cereals, juices)</p>

ESENTIAL ORDERS	MEXICAN ORDERS CORRESPONDING TO INTERNATIONAL CODE
<p><u>NO ADVERTISING</u></p> <p>There should be no advertising or other form of promotion to the general public of products within the scope of this Code. Art. 5.1</p>	<p><i>Infant formula advertising and promotion should:</i></p> <p>I. Encourage breastfeeding clearly remarking their benefits;</p> <p>II. Expressly indicate infant formula use is only recommended in the following cases: a) Baby's human milk intolerance, b) because absence of mother and c) because incapacity of mother to produce milk or because any other sustained sanitary reason, and</p> <p>III. Must include clear information of preparation instructions and about the health hazards of inappropriate preparation. V, Chap. III, Art. 25</p> <p>(RUNS AGAINST THE CODE)</p>
<p><u>NO FREE SAMPLES OR SUPLIES</u></p> <p>Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples of products within the scope of this Code. Art. 5.2</p> <p>(Urges member states) to ensure that the small amounts of breastmilk substitutes needed for the <i>minority of infants</i> who require them in maternity wards are made available through the normal procurement channels and <i>not through free or subsidized supplies</i>;, wha, 39.28 2.6.</p> <p>Samples of infant formula or other products within the scope of this Code., or of equipment or utensils for their preparation or use, should not be provided to health workers except when necessary for the purpose of professional evaluation or research at the institutional level. Health workers should not give samples of infant formula to pregnant women, mothers of infants and young children, or members of their families . Art. 7.4</p>	<p>"Free samples of infant formula are forbidden." I, Chap. I, Art. 738.</p> <p>"Promotion and free distribution of breastmilk substitutes is forbidden inside of health facilities " III, 5.2.5.6.3</p> <p>"Delivery or recommendation of breastmilk substitutes for children under four years of life, should be made only by medical prescription and has to be registered into the medical records." III, 5.2.5.6.6</p> <p>"...THE DELIVERY OF FREE OR AT LOW PRICE BREASTMILK SUBSTITUTES SUPLIES IS SUSPENDED AS WELL AS SELLS OF THEM IN PUBLIC AND PRIVATE HEALTH FACILITIES..." VI</p> <p>(NOT OBSERVED AS A WHOLE, SPECIALY IN PRIVATE FACILITIES)</p>
<p><u>NO PROMOTION WITHIN THE HEALTH CARE</u></p> <p>No facility of a health care system should be used for the purpose of promoting infant formula or other products within the scope of this Code. This Code does not, however, preclude the dissemination of information to health professionals as provided in Art. 6.2</p>	<p>"Health care units must not promote the use of food products which could substitute breastmilk" I, Chap. I, Art. 732</p> <p>"Health care units must not promote or distribute milk." III, 5.2.5.6.3</p> <p>"Information or promotion of milk products is forbidden in health care units ". III, 5.2.5.6.4</p> <p>(NOT OBSERVED AS A WHOLE, SPECIALY IN PRIVATE FACILITIES)</p>
<p><u>NO CONTACT BBETWEEN MARKETING PERSONNEL AND MOTHERS</u></p> <p>The use by the health care system of "professional service representatives", "mothercraft nurses" or similar personnel, provided or paid for by manufacturers or distributors, should not be permitted. Art. 6.4</p>	<p>"...It should not be authorized in the above mentioned units (the units of medical care of health sector) marketing members' services, nurses of maternity or analogous staff, remunerated by manufacturers or distributors of infant formula". I, Chap. I, Art. 732</p>

<p><u>NO SAMPLES OR GIFTS TO HEALTH WORKERS</u></p> <p>No financial or material inducements to promote products within the scope of this Code should be offered by manufacturers or distributors to health workers or members of their families, nor should these be accepted by health workers or members of their families.. Art. 7.3</p>	<p>"Manufacturers or distributors could only do donations of equipment utensils or of informative or educational materials about infant formula, at request and with the written authorization of this secretary (SSA). The above mentioned equipment or materials can take the name or logo of company donor, but they must not refer to the characteristics of infant formulae and only Secretary of Health should be able to distribute it trough the Sector institutions. I, Chap. I, Art. 737</p> <p>"Manufacturers or distributors of breastmilk substitutes are not aloud to offer money or other material incentives to health care workers of health facilities with products promotion proposes" III, 5.2.5.6.5</p> <p>(NOT OBSERVED AS A WHOLE, SPECIALY IN PRIVATE FACILITIES)</p>
<p><u>NO PICTURES OF INFANTS OR OTHER PICTURES OR TEXT IDEALISNG THE USE OF FORMULA ON LABELS</u></p> <p>Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealize the use of infant formula. They may, however, have graphics for easy identification of the product as a breastmilk substitute and for illustrating methods of preparation. Art. 9.2</p> <p><u>SUPERIORITY OF BREASTFEEDING, WARNING ABOUT INAPROPIATE PREPARATION AND COSTS</u></p> <p>(Labels most include)</p> <ul style="list-style-type: none"> a. the words "Important Notice" or their equivalent; b. a statement of the superiority of breastfeeding; c. a statement that the product should be used only on the advice of a health worker as to the need for its use and the proper method of use; d. instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation. Art. 9.2 	<p>"Labels on infant formula should not have legends nor images which accredit them like identical or superior than breastmilk, they only should be able to show illustrations relative to the preparation of product. I, Chap. I, Art. 735-XIII.</p> <p>"Words like "humanized" or "maternalized" or similar should not be used. I, Chap. I, Art. 735-XIV.</p> <p>"Labels or booklets about product (infant formula) must illustrate the adequate use and preparation not discouraging breastfeeding practices. They have to show also how to keep the product in good conditions after and before the container is opened" II, 10.1.7</p> <p>"Labels must point out a warning about the medical prescription needs for the use of the product" II, 10.1.8</p> <p>"They must show an inscription where superiority of breastfeeding should be remarked". II, 10.1.9</p> <p>"Labels of infant formula products should not have legends nor images which accredit them like identical or superior than breastmilk,." II, 10.1.11</p> <p>"Follow-on formulas must have a legend which remarks breastmilk superiority and point out infant formula can not be used without medical recommendation." II, 10.2.5</p> <p>(packaged food for young children) Must include information about the average of age recommended for the product usage". I, Chap. II, Art. 743-VIII</p> <p>(NOT OBSERVED AS A WHOLE)</p>
<p><u>INFORMATION ADDRESSED TO HAEATH CARE WORKERS MUST BE SCIENTIFIC AND OBJETIVES</u></p> <p>Information provided by manufacturers and distributors to health professionals regarding products within the scope of this Code should be restricted to scientific and factual matters, and such information should not imply or create a belief that bottle feeding is equivalent or superior to breastfeeding. It should also include the information specified. Art. 7.2</p>	<p>(IT IS NOT REGULATED)</p>