CDC

GUINEA BISSAU

Translation from Portuguese

OFFICIAL JOURNAL No. [illegible]
Saturday, 21 August 1982

SUPPLEMENT

PART I

Council of Ministers:

Decree No 8-A/82

Which establishes the manner of marketing breastmilk substitutes and related products which shall not be the object of any sales promotion to the public.

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COUNCIL OF MINISTERS

Decree No 8-A/82
of 21 August

Recognizing that breastfeeding has proven to be nutritionally, psychologically and immunologically, the best for the protection of infant health and the harmonious development of the child;

Aware that the general decline of breastfeeding, due to various socio-cultural and environmental factors, icluding the false ideas spread by misleading advertising that breastfeeding is inferior to ... [illegible];

Aware that this decline [of breastfeeding] is one of the causes of infant mortality and malnutrition in the country;

Recognizing that when mothers feed their infants with manufactured products they often do not have the means of buying sufficient quantities of such products and that, even when they have the means, the tendency for malnutrition is frequently aggravated by the lack of knowledge of the exact amount of such products that need to be fed to infants, as well as the proper preparation of such products and of the rules of cleanliness that need to be observed in this regard;

Upon proposal of the Ministry of Health and Social Welfare, the Provisional Government, exercising its functions as granted by Article 10, para c) and Article 11 of the appropriate Law, approved by Decision No 4/81 of 29 January, **DECREES** the following:

Art. 1 There shall be no sales promotion to the general public of any breastmilk substitutes, bottle-fed complementary foods and feeding bottles.

Art. 2 No product shall be marketed or presented to the public by a company, through advertisement, as an equivalent or adequate substitute of breastmilk ... [illegible].

Art. 3 No company shall be partially or totally financed, directly or indirectly ... [illegible].

Art. 4 The terms "humanized" or "maternalized" shall not be used, under any circumstances, in the labels of products.

Art. 5 No company shall sell or distribute free of charge feeding bottles or teats without a medical prescription, as required by the Ministry of Health and Social Welfare.

Art. 6 Weaning foods may be used as complementary foods but not as breastmilk substitutes. Therefore, any material to promote their sale or use, as well as the labels [of such foods], must contain a warning explaining that the product shall not be used as a breastmilk substitute.

Art. 7 Infant foods and feeding bottles shall not be distributed free of charge or sold at reduced price with the purpose of promoting sales.

They may, however, be given to health professionals in charge of health centres, hospitals or maternity clinics, for the purpose of appraising them with the products and their effects. Health professionals may instruct mothers on the use of said products.

Art. 8 Company personnel shall not use, request to use, or help in any way to make use of the facilities of the health care system to promote artificial feeding. They shall be banned from placing posters, exhibiting materials, distributing publications or performing advertising or promotional activities in any institution of the health care system.

Art. 9 The volume of sales of breastmilk substitutes shall not be used in calculating the remuneration of company sales personnel.

Art. 10 No infant foods shall be marketed unless they conform to the international standards for infant and young child foods.

The Prime Minister, Victor Saúde Maria

The Minister for Health and Social Welfare, Carmen Pereira.

Decreed on 18 August 1982.

The President of the Revolutionary Council, Joao Bernardo Vieira.

Translation by J-P. Allain @
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