



**MINISTRY OF HEALTH
OCEANA COMPLEX
2 - 4 KING STREET
KINGSTON**

**JAMAICA'S NATIONAL CODE OF MARKETING
OF BREASTMILK SUBSTITUTES**

1. No advertising of products relating to artificial infant feeding (formula, teat, bottles, bottle-sterilizing equipment and utensils).
2. No free samples of feeds and products relating to artificial infant feeding to mothers.
3. No promotion of feeds and products relating to artificial infant feeding to health care facilities (public and private).
4. Health workers should not accept gifts from companies marketing feeds and products relating to artificial infant feeding.
5. Health workers should not give sample of feeds, bottles or other products relating to artificial infant feeding to mothers.
6. Company promoters/mother-craft nurses should not be admitted to health facilities for any promotional/educational activities.
7. Idealizing artificial infant feeding is not permitted. This includes using words, pictures, and pictures of infants on the labels of products.
8. Information to Health Workers should first be screened by the Ministry of Health and should be scientific and factual.
9. Distributors should provide appropriate information about their product and should encourage breastfeeding.
10. Information on artificial infant feeding should include the benefits of breastfeeding and the cost and hazards associated with artificial feeding.
11. Unsuitable products such as sweetened condensed milk should not be promoted for infant feeding.
12. All products should be of high quality and take account of climatic and storage conditions in Jamaica.

IMPLEMENTATION AND MONITORING OF CODE

Implementation and monitoring of the Code is the responsibility of the Ministry of Health and its agents:

- Primary Health Care-Medical Officer of Health
- Secondary Care-Dieticians.

Violations of the Code will be reported to the Ministry of Health for investigation and appropriate action.