NETCODE TOOLKIT

MONITORING THE MARKETING OF BREAST-MILK SUBSTITUTES: PROTOCOL FOR PERIODIC ASSESSMENTS



NETCODE TOOLKIT MONITORING THE MARKETING OF BREAST-MILK SUBSTITUTES: PROTOCOL FOR PERIODIC ASSESSMENTS

Developed by the Network for Global Monitoring and Support for Implementation of the International Code of Marketing of Breast-milk Substitutes and Subsequent Relevant World Health Assembly Resolutions (NetCode)



NetCode toolkit. Monitoring the marketing of breast-milk substitutes: protocol for periodic assessments.

ISBN 978-92-4-151349-4

© World Health Organization 2017

Some rights reserved. This work is available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <u>https://creativecommons.org/licenses/by-nc-sa/3.0/igo</u>).

Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: "This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition".

Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization.

Suggested citation. World Health Organization, United Nations Children's Fund. NetCode toolkit. Monitoring the marketing of breast-milk substitutes: protocol for periodic assessments. Geneva: World Health Organization; 2017. Licence: <u>CC BY-NC-SA 3.0 IGO</u>.

Cataloguing-in-Publication (CIP) data. CIP data are available at http://apps.who.int/iris.

Sales, rights and licensing. To purchase WHO publications, see <u>http://apps.who.int/bookorders</u>. To submit requests for commercial use and queries on rights and licensing, see <u>http://www.who.int/about/licensing</u>.

Third-party materials. If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

General disclaimers. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

Editing by Karen McColl.

Cover design and layout: Alberto March (Barcelona, Spain). Photo credit (front cover): © UNICEF/NYHQ2012-1104/Noorani. Printed in Switzerland.

CONTENTS

BACKGROUND	1
Understanding the Code	3
A toolkit for ongoing monitoring and periodic assessment of the Code	6
How to choose which protocol to use	7
Intended users	7
OVERVIEW OF THE PROTOCOL FOR PERIODIC ASSESSMENT	
Frequency	10
Location	10
Products covered by the assessment	10
Key channels and/or respondents targeted in the assessment	10
Planning and preparing an assessment	11
Estimating the costs	14
Ethics and ethical approval	15
A-THE MOTHERS AND HEALTH FACILITIES MODULE	17
Objectives	18
Indicators	18
Data collection	23
Desk review of materials	23
Data entry and quality control	24
Data analysis and interpretation	24
Summary/work flow chart	25

B-THE RETAIL AND LABEL MODULE	
Objectives	30
Indicators	30
Sampling procedure	30
Data collection	31
Desk Review of labels and materials	32
Data Entry and quality control	32
Data analysis and interpretation	32
Summary/ Work flow chart	37
C-MEDIA MODULE (TV AND INTERNET)	
Television advertising	40
Objectives	40
Indicators	40
Sampling Procedure	40
Data Collection	41
Internet advertising	42
Objectives	42
Sampling procedure	42
Data collection	42
Data analysis and interpretation	43
Summary/Work flow chart	44
DISSEMINATION OF RESULTS	
Assessment reporting and presentation	49

ANNEXES

ANNEX 1	DEVELOPING AND REFINING A MASTER LIST OF HEALTH FACILITIES	52
ANNEX 2	PPS SAMPLING PROCEDURE: A STEP-BY-STEP GUIDE	55
ANNEX 3	INTERVIEWERS' MANUAL	56
ANNEX 4	EXCEL FORM FOR ENTRY OF DATA FROM MOTHERS' QUESTIONNAIRE	64
ANNEX 5	SUGGESTED BREAKDOWN OF INDICATORS FOR ANALYSIS – MOTHERS AND HEALTH FACILITIES	65
ANNEX 6	SUGGESTED BREAKDOWN OF INDICATORS FOR ANALYSIS – POINT OF SALE	70
ANNEX 7	DATA ANALYSIS TABLES FOR TELEVISION PROMOTIONS	71
ANNEX 8	DATA ANALYSIS TABLES FOR INTERNET ADVERTISING	74
ANNEX 9	TEMPLATE OUTLINE FOR FULL REPORT OF ASSESSMENT	77
ANNEX 10	TEMPLATE OUTLINE FOR SUMMARY REPORT ON ASSESSMENT	78
ANNEX 11	TEMPLATE POWERPOINT PRESENTATION OF ASSESSMENT RESULTS	79
LIST OF FOR	IMS	
FORM 1	QUESTIONNAIRE FOR MOTHERS	84
FORM 2	HEALTH FACILITY ASSESSMENT QUESTIONNAIRE	97
FORM 3	HEALTH FACILITY PROMOTIONS CHECKLIST	101
FORM 4	DESK REVIEW OF PROMOTIONAL AND EDUCATIONAL MATERIALS	104
FORM 5	LIST OF RELEVANT PRODUCTS SOLD AT POINT OF SALE	108
FORM 6	PROMOTIONS AT RETAIL OUTLETS AND PHARMACIES	109
FORM 7	DESK REVIEW OF LABELS	111
FORM 8	DESK REVIEW OF PROMOTIONS ON THE MEDIA	115

X



预览已结束, 完整报告链接和二维码如下:

https://www.yunbaogao.cn/report/index/report?reportId=5_26164

