

NETCODE TOOLKIT

MONITORING THE MARKETING OF BREAST-MILK SUBSTITUTES: **PROTOCOL FOR ONGOING MONITORING SYSTEMS**



World Health
Organization

unicef



NETCODE TOOLKIT

MONITORING THE MARKETING OF BREAST-MILK SUBSTITUTES: **PROTOCOL FOR ONGOING MONITORING SYSTEMS**

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)



World Health
Organization



NetCode toolkit. Monitoring the marketing of breast-milk substitutes: protocol for ongoing monitoring systems.

ISBN 978-92-4-151318-0

© 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; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>).

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 ongoing monitoring systems. Geneva: World Health Organization; 2017. Licence: CC BY-NC-SA 3.0 IGO.

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

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

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): © eleonora_os

Printed in Switzerland.


CONTENTS

BACKGROUND	1
<i>Understanding the Code</i>	3
<i>A toolkit for ongoing monitoring and periodic assessment of the Code</i>	6
<i>How to choose which protocol to use</i>	7
<i>Intended users</i>	7
A STEP-BY-STEP GUIDE TO SETTING UP A NATIONAL MONITORING SYSTEM	9
 A. <i>Negotiating the political and bureaucratic environment</i>	12
 B. <i>Determining the coverage and extent of monitoring</i>	15
 C. <i>Building a national monitoring team</i>	18
 D. <i>Costing and budgeting monitoring</i>	24
 E. <i>Developing standard monitoring tools and a database</i>	27
 F. <i>Building the capacity of monitors</i>	32
 G. <i>Monitoring and enforcement</i>	35
 H. <i>Evaluation and assessment</i>	39
ANNEX 1 WHAT TO MONITOR	42
ANNEX 2 DATA ENTRY FOR THE UNIVERSAL FORM	44
ANNEX 3 DATABASE FOR RECORDING MONITORING ACTIVITIES	45
ANNEX 4 ESTABLISHING A CENTRAL DATABASE	47
ANNEX 5 TRAINING RESOURCES	49
ANNEX 6 OUTLINE FOR ANNUAL MONITORING REPORT	52



KidStock

ABOUT NETCODE



In 2014, WHO in collaboration with UNICEF, established a 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). Civil society member organizations include IBFAN, Helen Keller International, Save the Children Foundation, World Alliance for Breastfeeding Action and the WHO Collaborating Centre at Metropol University. The following countries participate in NetCode: Armenia, Bahrain, Bangladesh, Cambodia, Chile, Ghana, India, Kenya, Lao's People's Democratic Republic, Mexico, Oman and Poland.

The vision of NetCode is a world in which all sectors of society are protected from the inappropriate and unethical marketing of breast-milk substitutes and other products covered by the scope of the Code. The goals are to strengthen Member States' and civil society capacity to monitor the Code; and to facilitate the development, monitoring and enforcement of national Code laws by Member States, by bringing together a group of committed actors to support these processes.

ACKNOWLEDGEMENTS

The Monitoring and Assessment Toolkit was developed by the World Health Organization (WHO), in collaboration with UNICEF and 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).

The initial draft was prepared by Alessandro Iellamo in close collaboration with a protocol design committee, including David Clark, UNICEF; Yeong Joo Kean, International Breastfeeding Action Network (IBFAN); Elizabeth Zehner and Alissa Pries, Helen Keller International (HKI); and Ye Shen, Johns Hopkins University. Substantial comments on the protocol were received from Lida Lotshka, IBFAN; Rukhsana Haider, World Alliance for Breastfeeding Action (WABA); Aileen Robertson, Metropol University, and Chessa Lutter, USA. During the piloting of the protocol, extensive feedback was provided by Sonia Hernández Cordero and Ana Lilia Lozada-Tequeanes, Centro de Investigación en Nutrición y Salud, Instituto Nacional de Salud Pública, Mexico; Anna Christina Pinheiro Fernandes and Fernanda Mediano Stoltze, Ministry of Health, Chile; Mackenzie Green, HKI Cambodia; James Rarick and Sano Phal, WHO Country Office, Cambodia; Gladys Mugambi and Betty Samburu, Ministry of Health, Kenya; Isabella Sagoe-Moses, Ghana Health Service, Ghana; Gabriel Y.K. Ganyaglo, Korle Bu Teaching Hospital, Ghana. Karen McColl, France, provided significant writing assistance and helped to structure the final toolkit.

The development process of the Monitoring and Assessment Toolkit was coordinated by Laurence Grummer-Strawn, Department of Nutrition for Health and Development (NHD), and Marcus Stahlhofer, Department of Maternal, Newborn, Child and Adolescent Health (MCA), under the supervision of Francesco Branca, Director, NHD.

Funding for NetCode activities are provided by the Bill & Melinda Gates Foundation.

We extend our thanks to all individuals and organizations involved in the preparation of this toolkit.

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_26165

