NETCODE TOOLKIT

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

MONITORING SYSTEMS





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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 ongoing monitoring systems.

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Editing by Karen McColl.

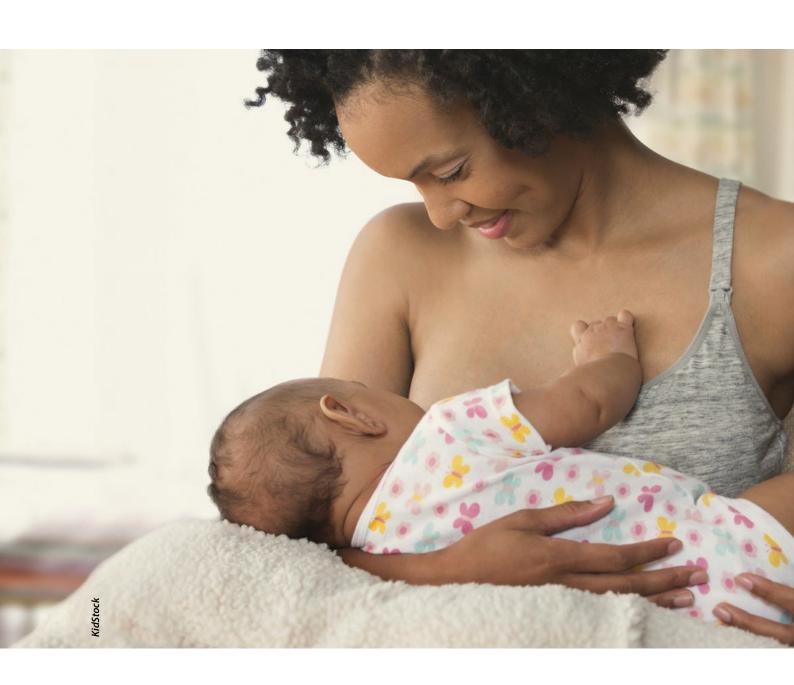
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ABOUT NETCODE



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.

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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.

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