

ANNEX 1.

In order to assist our alternative report to IBFAN, we have conducted an online survey between 1/03/11 and 31/03/11. We received responses about 2290 children born in Greece between 2000 and 2011, born at 190 maternity units all over the country. We attach the full data of this survey to our report. The survey reveals that systematic Code Violations continue to occur all over the country and have been reported from the hospitals all over the country. In particular, **we identified the following Code Violations occurring in Greece:**

- 1) Parents of 971 (46% of the sample of the survey) children report that they received instructions from a health professional to give a breast milk substitute to their baby whilst in hospital.
- 2) Parents of 1497 children (71%) report that a breast milk substitute was given to their baby whilst in hospital by hospital staff without asking for parental consent.
- 3) Parents of 1696 children (81%) state that infant formula was given to their baby without a written medical prescription to display the reason for its use.
- 4) Parents of 236 children (11%) report that they received instructions on preparation of infant formula together with other parents, lactating women or pregnant women. Parents of 1036 children (50%) report that whilst staying in the maternity ward, they had exposure to advertising material of infant formula – posters, leaflets with the logo of the company, cans of infant formula in common view inside the ward.
- 5) Parents of 1204 (58%) children report that they were given free samples of infant formula, dummies or baby bottles by manufacturers, directly or indirectly via a health professional. This is higher than the 35% at the National Study in 2009.
- 6) Parents of 1154 (56%) children report that they were given a written prescription at discharge for a specific brand of infant formula. This is comparable to the 65% found at the National Study in 2009.
- 7) Parents of 844 children (41%) report that, when visiting their paediatrician or other health professional, they were exposed to advertising material on infant formula – posters, leaflets with the logo of the company
- 8) Parents of 446 (22%) children report that, on visiting their paediatrician or other health professional, they were given a free sample of infant formula.
- 9) Parents of 1120 children (55%) report that they were given or have received discount coupons of infant formula.
- 10) Parents of 1244 children (61%) report that they have received in their mail material related to infant milk for babies 0 – 6 months or for babies 6 – 12 months of age.
- 11) Parents of 462 children report that they have received promotional emails about infant milk, with information about company websites and parental forums – clubs organized by companies.
- 12) Parents of 1186 children report that they have felt that the superiority of breastfeeding is disputes through advertisements of infant milks in magazines for parents and in television.
- 13) Parents of 1374 children (23%) report that they have been exposed to labeling of breast milk substitutes that idealize infant formula with inappropriate pictures and wording.
- 14) Parents of 1566 children (80%) report to have found in the market products of infant food that recommend in their labels to be used “from 4 months of age”.

The following results of our online survey reiterate **the problems with breastfeeding promotion throughout the health system in Greece**, and the long way we need to progress in order to implement UNICEF's Ten Steps for Successful Breastfeeding. The percentages in square brackets represent the relevant results of the National Study. The remarkable similarity between the two results gives further support to the reliability of our online survey and makes it evident that little

progress was made to promote breastfeeding in Greece in the almost 2 years after the publication of the National Study (June 2009).

- 1) 233 parents (11%) reported not receiving any information about breastfeeding. 558 parents (27%) had little information about breastfeeding.
- 2) 1128 parents (54%) reported to have gathered information on breastfeeding after doing their own personal research.
- 3) 1225 parents (62%) did not attend any breastfeeding education prior to delivery.
- 4) 1012 mothers (48%) underwent a caesarean section to deliver their baby. [49%]
- 5) 1607 mothers (77%) stated that their baby was born healthy but they did not have direct skin-to-skin contact and did not breastfeed within an hour after birth. [73%]
- 6) 1017 parents (49%) did not have their baby together with them whilst in the hospital (no rooming-in). [40 - 48%]
- 7) 164 parents (8%) gave infant formula to their baby because they were informed in the nursery that infant formula is the best way for infant feeding.
- 8) 286 parents (14%) received instructions to give a dummy to their child within the first 2 weeks after birth.
- 9) 547 parents (26%) reported that they did not receive any help within the first few days by hospital staff to start breastfeeding.
- 10) 965 parents (46%) were given instructions by health professionals to limit duration and frequency of breastfeeding in set times of the day.
- 11) 1946 parents (93%) did not receive any information about the risks of unnecessary or improper use of breast milk substitutes.
- 12) Only 1193 mothers (58%) were exclusively breastfeeding at hospital discharge. [37 - 41%]
- 13) 1870 parents (91%) received no information by hospital staff about breastfeeding support groups in the community.
- 14) 42 parents (2%) reported that their paediatrician was hostile to breastfeeding. 445 parents (22%) reported that their paediatrician was indifferent to breastfeeding.
- 15) 53 parents (3%) reported that their obstetrician was hostile to breastfeeding. 756 parents (37%) reported that their obstetrician was indifferent to breastfeeding.
- 16) 1302 mothers (66%) received no instructions by health professionals on how to continue breastfeeding when returning to work.
- 17) 394 mothers (20%) were instructed by health professionals to breastfeed exclusively for less than 6 months.
- 18) 497 mothers (25%) were instructed by health professionals to stop breastfeeding before 12 months.
- 19) 452 mothers (23%) report having received negative comments or feeling like doing something bad when breastfeeding in public.