

## ANNEX 2:

# Documentation of Violations of the International Code of Marketing of Breastmilk Substitutes in Greece

This documentation accompanies the Report on the Situation of Infant and Young Child Feeding in Greece.

It documents only few of the numerous violations of the Code that happen in Greece.

Prepared by:

- 1. Group of individuals working with breastfeeding mothers in Greece – IBCLCs, pediatricians, midwives, La Leche League Leaders, candidate IBCLCs*
- 2. Hellenic Lactation Consultant Association - Galaxias*

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# 1/ Promotion in Health Care Facilities

- The Code prohibits infant formula promotion in the health care system. At its conception, the Code was intended to put an end to these forms of advertisement.
- When distributed in health care facilities, the products and companies that are contained in the promotional materials have the tacit endorsement of the medical establishment, in which doctors place their trust.

Free samples and prescriptions for infant formula are common practice:

- Written prescription for infant formula given to mother on discharge: 65.4 – 67.1%, significantly more in private maternity hospitals
- Free samples of infant formula given to mother on discharge: 35.3 – 35.7%, significantly more in private maternity hospitals

*Data from the Greek National Study of Frequency and Defining Factors of Breastfeeding, Institute of Child Health, Athens, National School of Public Health, Division of Child Health, 2009*

## Example of Code violations(1): State Hospital, Drama (north Greece)

The document in the picture contains the  
« **Guidelines for the feeding the newborn** ».

In violation with WHO policies, they do not advise for exclusive breastfeeding.

The guidelines give instructions on ho to feed infants on artificial milks as well as tea and water.

These guidelines show clearly that the International Code and WHO policies on infant and young child nutrition are not applied in this hospital.

The document can be seen better at

<http://ariadni144.wordpress.com/2011/03/01/drama-i-katastasi/>

The document is dated: 12.1.2007

For translation see next slide

ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΟΥΡΓΕΙΟ ΥΓΕΙΑΣ & ΚΟΙΝΩΝΙΚΗΣ ΑΛΗΘΕΙΑΣ  
ΓΕΝΙΚΟ ΝΟΣΟΚΟΜΕΙΟ ΔΡΑΜΑΣ  
ΠΑΘ/ΚΟΣ ΤΟΜΕΑΣ  
ΠΑΙΔΙΑΤΡΙΚΟ ΤΜΗΜΑ

### ΟΔΗΓΙΕΣ ΔΙΑΤΡΟΦΗΣ ΝΕΟΓΝΩΝ

1ο γαύμα στις 10:00 ΤΣΑΙ  
2ο γαύμα στις 13:00 ΤΣΑΙ  
3ο γαύμα στις 16:00 ΓΑΛΑ

- Πρώτα στο στήθος (και στα δύο) για 10 λεπτά και μετά με το μηπιπερό.
- Τα πρώτα 3 - 4 γαύματα : 1 κοφτή μεζούρα γάλα σε 40 ml νερό
- Μετά : 1 κοφτή μεζούρα γάλα σε 30 ml νερό
- ΤΣΑΙ : 1 κοφτή μεζούρα τσάι σε 50 ml νερό.

Θα πίνει: Γάλα κάθε 3 ώρες, τσάι 1 - 2 φορές την ημέρα,  
ανάμεσα στα γαύματα.

Σημείωση: Όταν το μωρό πίνει όλο το γάλα, την επόμενη φορά  
ετοιμάζουμε μια μεζούρα γάλα περισσότερο,  
με ανάλογη ποσότητα νερού.

# Translation of the document from State Hospital in Drama from previous slide

State Hospital in Drama  
Internal Medicine Department  
Paediatric Department

## Guidelines for feeding the newborn

1 <sup>st</sup> feed	hour of the day, several times crossed off	TEA
2 <sup>nd</sup> feed	hour of the day 13:00p.m.	TEA
3 <sup>rd</sup> feed	hour of the day 16:00 p.m.	MILK

- First the breast (both) and then the bottle
- The first 3-4 feeds – leveled dosage spoon of milk and 40 ml water
- Afterwards leveled dosage spoon and 30 ml of water
- TEA – leveled dosage spoon and 50 ml of water

(The baby) Is to drink: milk every 3 hours, and 1-2 times a day tea in between meals

NOTE: when the baby drinks all of the milk, next time you prepare a feed add one extra leveled dosage spoon of milk together with the analogous amount of water.

## Example of Code violation (2): State Hospital in Xanthi (north-eastern Greece) Company “Milupa”

Several photographs documenting the existence and unconstrained circulation of free samples of formula in the Hospital.

In some photos charts can be seen in the background with clearly visible name of the hospital.

The stamp «ΔΕΙΓΜΑ ΔΩΡΕΑΝ» means free sample.

The picture in the middle shows that photographs were taken on 28<sup>th</sup> March 2010.



## Example of Code violation (3): State Hospital in Xanthi, north-eastern Greece

2 photographs of *gift-packs* received by post partum women clearly showing a bottle with a rubber teat.

Free gifts of breastmilk substitutes, including bottles and teats are prohibited from the International Code.



## Example of Code violation (4): Private Maternity Clinic Eleftho Kavala (north Greece)

The display cabinet in the waiting room of the clinic.

The big cans are various instant creams and the little cans are from the line “Nounou Kid”, all by “Nounou”/Friesland Foods

Photograph was taken by a paediatrician working at the clinic, in March 2011.



The International Code prohibits promotion in public places of breastmilk substitutes, including in health care facilities.

## 2/ Stories of parents

These two letters below show the high level of promotion in health care facilities and the inadequate information and support given to mothers who wish to breastfeed. It is obvious that doctors are not giving the right advices to mothers due to the high benefits they receive from the promotion and sponsorship by infant food companies. Also, the letters show the lack of sensitization and education of health care workers on breastfeeding and on the Code.

### 1) Formula complaint

(15.03.2011)

Good day, I would like to file a complaint in connection with what I experienced today.

I went to the offices of IKA in Triandria, Thessaloniki ( note of translator: IKA is the biggest insurance company in Greece, serving directly over 2 million insurers) – to the department “Mother and child”. I went there in the name of my friend, who is a working mother of a 11 months old child, along with my own 15 month old child. I want to report the following:

- there were advertising leaflets for formula on the shelves, and naturally not one leaflet about breastfeeding
- there were cans of formula as advertisement on one shelf
- the female pediatrician ( who is also a doctor in a position to control the work of other doctors, as I found out later) gave me a free can of formula for my friend and when I told her that she is breastfeeding, the pediatrician said ‘so then for you” and when I told her that I am too breastfeeding she said “for when you will stop breastfeeding and give a bottle”. I replied that then she will be old enough to give her fresh milk she answered wryly “ yes, but that is not right, because she will become addicted to your milk and will not drink the other milks. You should give her from 1 year of age also other milk so that she gets used to it”!!! and I answered her “is it possible that you are saying this? You are a doctor!”, anyway I continued the conversation but she did not speak, probably did not know what to say, so I left.

Thank you, Choudalaki Anni (Civil engineer, graduated from Democritus University of Thrace )

## 2) One mother's story

I gave birth to my first child, a girl on 10.8.2008 in the "Mitera" Maternity Clinic in Athens ( the biggest private maternity clinic in Athens). It was a normal vaginal birth in 38W+4D, the baby's weight at birth 2600grams. I breastfed for the first time 6 hours after the birth. Afterwards since there is no rooming in in this maternity clinic, the baby was brought to me 4 times a day and would usually be sleeping, even when I tried to wake it up. On the third day the pediatrician came and announced that the baby has lost 300grams and I need to give formula supplement. When I told her that the baby is sleeping when they bring it even though I try to wake her up in many ways, she asked "Did you try the "phalanga"? When I looked puzzled, she took the baby's clothes off and thumb-flicked the soles of her feet and the baby started to cry. "This is how you will wake her up." The pediatrician also pressed my breasts and only a drop of milk came out and she said "Of course the baby is losing weight, you have no milk!" So formula supplement was started and on my own initiative I started to pump my milk and give it to her in bottles. Later at home, with the help of knowledgeable friends and thanks to constant struggle I achieved exclusive breastfeeding, at age of one and a half months.

Now I gave birth to my second child daughter on 26.3.2011 at home, 37W+0D, weight at birth 2280 grams. She breastfed right after birth and breastfeeds exclusively in tandem with her older sister. Today, the 7th day she weighted 2360 grams, so she overcame her weight at birth and it still amazes me how simple things can be even with a such a tiny baby, I did not believe that I will produce enough milk, I was worried that the baby won't be strong enough to breastfeed...

Athina Kalpaki, lawyer, Xanthi, Greece, <athina\_thodoris@yahoo.gr>

2.4.2011

*Translator's note: "Phalanga" = foot whipping. It was under the Greek junta one of the most painful tortures – when the soles of the feet are beaten with an object.*

# 3/ Code Violations: Sponsorships

## **Example (1): 2<sup>nd</sup> Maria Delivoria-Papadopoulos Perinatal Symposium**

Title of symposium: “Cesarean section: impact on mother and child” (March 19<sup>th</sup> 2011, Athens)

In the entrance hall to the amphitheatre – 4 higher than adult height posters advertising infant formula from these companies: Nestle (NAN), Giotis (Sanilac), Nutricia (Almiron), Milupa.

(see pictures in next slide)

The Code explicitly prohibits sponsorships to the health professionals, but also promotion in the health care system, including during symposiums. This is a well known way in which companies try to influence health workers, with the purpose of promoting their products.



# 4/ VIOLATION: False Health Claims!

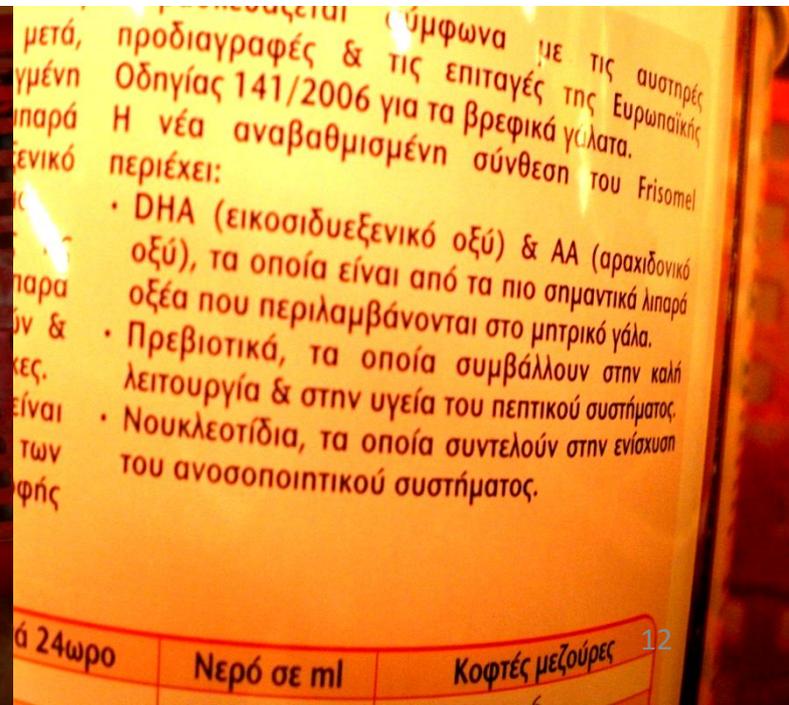
## Example (1): Company Nounou/Friesland Foods

**Left:** Frisomel. Artificial milk from 6 month of age

**Middle:** In center of oval: “new advanced composition”. In periphery of oval: “Prebiotics, Nucleotides, DHA & AA”

**Right:** “The new upgraded composition of Frisomel contains:

- DHA & AA- are the most significant fatty acids that appear in mother’s milk
- Prebiotics – which help the good functioning and health of the peptic system
- Nucleotides – which help strengthen the immune system”



## ...continued: False Health Claims!

The International Code prohibits idealizing text from being used in labels, which represent breastmilk substitutes to be close or similar to breastmilk. This product is idealized because it states that some ingredients play a role in child growth.

Such *health claims* serve to compare the products with breastmilk, which has been shown to provide exactly what infants need. Although true for breastmilk, there is no consistent evidence that just adding these products in artificial milk has the same effects.



# 5/ VIOLATION: Products for 4 months of age + Pictures of babies!!

This products violate the Code in two ways:

- They promotes breastmilk substitutes for babies under 6 months of age... Violating the requirement for exclusive breastmilk up to 6 months.
- They contains pictures of infants in their label.



**Right:** Company Nounou/Friesland Foods - Nounou Cream Vanilla

*“Cream vanilla with riceflour and milk. With prebiotic fibre. After 4 months of age”*

**Left:** Company: Nutricia - Frutapura

*“100% pure fruit . 5-36months. Apple and pear without added sugar”*



## Example: Company Milupa

*“Cream Vanilla, with rice-flour”*

*“From 5 months of age”*

This product violates the Code in two ways:

- It promotes a breastmilk substitutes for babies of 5 months of age... Violating the requirement for exclusive breastmilk up to 6 months.
- It contains the picture of baby in its label.



## Example: For infants under 6 months of age

This products violate the Code because they promote breastmilk substitutes for babies under 6 months of age...  
Violating the requirement for exclusive breastmilk up to 6 months.



### **Right:** Giotis Company

*"Fruitcream. 5 fruits, milk, 9 vitamins & iron.  
With prebiotics. After 5<sup>th</sup> month"*

### **Left:** Nestlé Company

*"Cocktail of 6 fruits. From nectar of fruits.  
After 4<sup>th</sup> month"*

## Example: Company Chicco

### Easy feed feeding bottle

“From 0 months”

“The bottle “Drink Easily” allows you to breastfeed (sic!) your child in a practical and safe way...”

Here is translated “feed your baby”

as “breastfeed your baby”... Translator’s mistake?  
Or intentional incorrect use?

0  
m+

Μπιμπερόν “Πίνω Εύκολα”  
Mini Κανονική ροή-Πυρίμαχο Γυαλί

Μπιμπερόν Πίνω Εύκολα σας επιτρέπει να θηλάσετε το  
παιδί σας με πρακτικό και ασφαλή τρόπο. Η θηλή  
επιπλασμένη από καθαρό και μαλακό καουτσούκ  
είναι μελετημένη για να μειώνει τις αναγωγές και το  
κόβισμα. Το γυάλινο μπουκάλι διατηρεί τη θερμοκρασία  
της τροφής. Παράγεται από την Artsana S.p.A - Via Saldarini  
1 - 22070 Grandate (Como) - Italy - www.chicco.com

KENTRO MELETΩN



Το Κέντρο Μελετών Chicco ακολουθεί την ανάπτυξη του παιδιού  
από τα πρώτα χρόνια της ζωής του σε συνεργασία με μητέρες,  
γιατρούς, εξειδικευμένους παιδίατρος, οργανισμούς και  
μηχανισμούς, για να προτείνει απλά και ασφαλή προϊόντα, ειδικά  
για κάθε στάδιο της ανάπτυξης του παιδιού. Για περισσότερες

