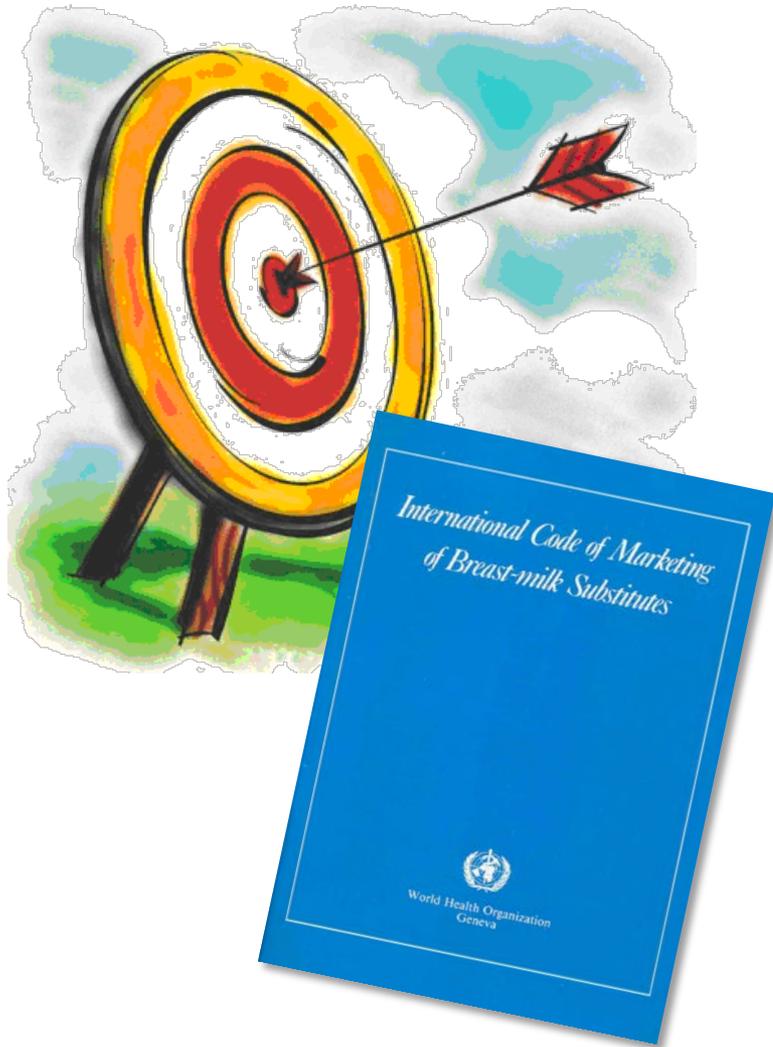**Monitoring through Mobile app**

Practices against the Code of Marketing of BMS

Save the Children

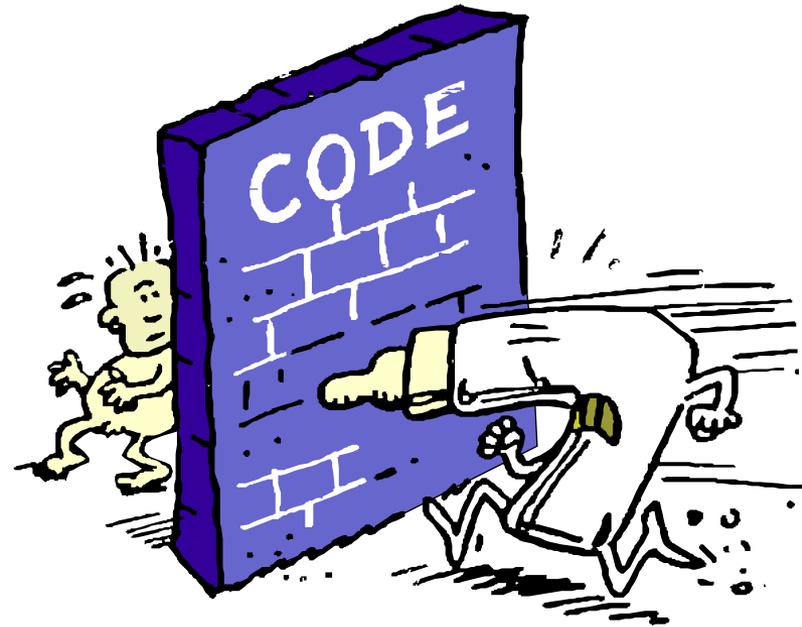# International Code of Marketing of Breast-milk Substitutes

The code aims to protect and promote breastfeeding by ensuring appropriate marketing and distribution of breast-milk substitutes (BMS)

World Health Assembly, 1981
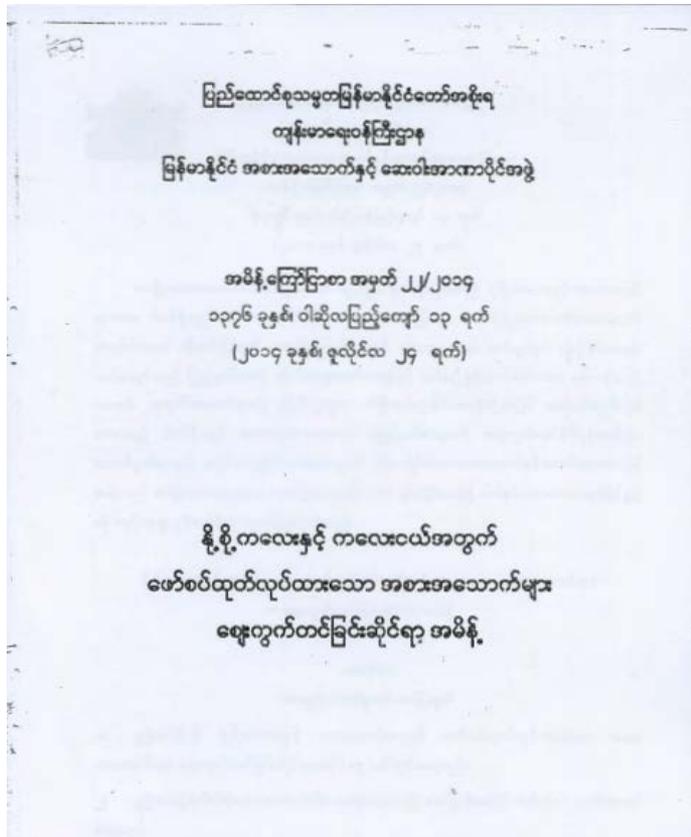
Save the Children

BMS Code of Marketing

CODE APPLIES TO:

1. Breast-milk substitutes, including **infant formula**
2. Other milk products, foods and beverages, including **bottle-fed complementary foods** when marketed or represented to be suitable for use as a <u>partial or total replacement for breast-milk</u>
3. **Feeding bottles** and teats

Order of Marketing of Formulated Food for Infant and Young Child

Myanmar has adopted the **International Code of Marketing Breast-milk Substitutes** and adapted it into the **'Order of Marketing of Formulated Food for Infant and Young Child'**

Save the Children

What does Save the Children do so far?

Code Monitoring Pilot Training

1. Kachin/NSS SCI staff and Camp Leaders (Dec 2014)
2. Rakhine, SCI Nutrition staff and partners (June 2015)

Tools

1. MNTN Translated Monitoring Form (Quick & Easy)
2. Mobile App (KoBoCollect)

What does monitors do?

spot

Look for the promotion of:
- infant formulas
- follow-up milks
- baby juices and teas
- complementary foods marketed or otherwise represented for use before 6 months
- feeding bottles & teats

Save the Children

Record with mobile phone

- Record date and place
- Take a clear photo. Zoom in on significant details like age recommendations, or
- make a colour scan or photocopy of leaflets, flyers ads etc.

Save the Children

Report to MNTN, NNC, IBFAN-ICDC through SCI

Mobile monitoring form-

How to fill it (screenshot: home)

KoBoCollect > Pr...

You are at the start of Practices against the Code of Marketing of BMS.v2. Swipe the screen as shown below to go backward and forward.

How to fill it (screenshot 1)

backward to previous prompt

forward to next prompt

Save the Children

KoBoCollect > Pr…
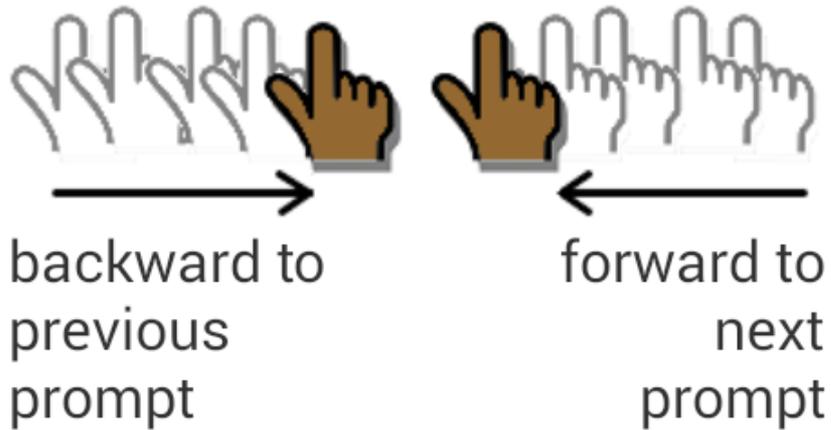
Have you noticed any company practices which are against the International Code/Myanmar Order? Or which discourage breastfeeding?

ကုမ္ပဏီတခုခုသည် နိုင်ငံတာ/မြန်မာ မိခင်နို့ အစားထိုးပစ္စည်းရောင်းဝယ်ဖောက်ကားမှုဆိုင်ရာ စံသတ်မှတ်ချက်များနှင့် မညီမညွတ်ပြုလုပ်နေသည် (သို့) မိခင်နို့တိုက်ကျွေးမှုကို အားမပေးသော အပြုအမူများကို ပြုလုပ်နေသည်ကို သတိထားမိပါသလား ထိုသို့တွေ့ရှိပါက သတင်းအချက်အလက်များကို စုဆောင်းပြီး အောက်ပါ ပုံစံကိုဖြည့်စွက်ကာ မြန်မာနိုင်ငံအဟာရနည်းပညာကွန်ယက်အဖွဲ့သို့ ပေးပို့ပါရန်။

How to fill it (screenshot 2)

Save the Children

![screenshot]

Monitor Detail

Name (အမည်)

slm

Organisation (အဖွဲ့အစည်း)
if any?

sci

E-mail / Tel (အီးမေးလ် / ဖုန်း)

09253968008

The above information is necessary to enable MNTN to check the information you have given, if necessary. Your identity will be kept confidential. လိုအပ်ပါက မြန်မာနိုင်ငံ အဟာရနည်းပညာကွန်ယက်အဖွဲ့သည် သင်ပေးပို့သော သတင်းများကို ဆန်းစစ်ရန်အတွက် အထက်ပါလိပ်စာဖောက်ပြချက်ကို လိုအပ်ပါသည်။

How to fill it (screenshot 3.1)

KoBoCollect > Pr...

Save the Children

KoBoCollect > Pr...

09253968008

The above information is necessary to enable MNTN to check the information you have given, if necessary. Your identity will be kept confidential. လိုအပ်ပါက မြန်မာနိုင်ငံ အဟာရနည်းပညာကွန်ယက်အဖွဲ့သည် သင်ပေးပို့သော သတင်းများကို ဆန်းစစ်ရန်အတွက် အထက်ပါလိပ်စာဖောက်ပြချက်ကို လိုအပ်ပါသည်။ သင်နှင့်ပတ်သာက်သော ကိုယ်ရေးကိုယ်တာများကို မပေါက်ကြားစေရန် ထိန်းသိမ်းထားပါမည်။

How to fill it (screenshot 3.2)

Short Description (အတိုချုပ်ဖော်ပြချက်)

(Include heading or slogan found on company materials.) (ကုမ္ပဏီပစ္စည်းပေါ်ရှိခေါင်းစဉ်စာသား (သို့) ဆောင်ပုဒ် ကိုဖော်ပြရန်)

Superfood for baby

Save the Children

How to fill it (screenshot 4)

Violation Details

Who is violating the Code and how?
(ဘယ်သူချိုးဖောက်တာလဲ၊ ဘယ်လိုချိုးဖောက်တာလဲ ကိုဖော်ပြရန်)

Company (ကုမ္ပဏီ)

Dumex

Brand (ကုန်ပစ္စည်းအမှတ် တံဆိပ်)

Dulac

Type of Product (ကုန်ပစ္စည်းအမျိုးအစား)

☑ A. Infant formula (မွေးကင်းစအတွက်)

☐ B. Follow-up formula(နောက်ဆက်တွဲအစာ)

☑ C. Complementary food

How to fill it
(screenshot 5)

Save the Children

Mobile monitoring form-

Type of Mal practices (စံနှင့်မကိုက်ညီသည့် လုပ်ရပ်ပုံစံ)

☑ A. Advertisement (ကြော်ငြာခြင်း)

☐ B. Commercial promotion in health facility ((ဆေးရုံဆေးခန်များတွင် အရောင်းမြှင့်တင်ရေးလုပ်ခြင်း)

☐ C. Company contact with mothers (ကုမ္ပဏီမှ မိခင်များနှင့် တိုက်ရိုက်ဆက်သွယ်ခြင်း)

☐ D. Donation of products to health facilities (အဆိုပါမိခင်နှံ့ အစားထိုးပစ္စည်းများကို ဆေးရုံဆေးခန်းသို့လှူခြင်း)

☑ E. Free sample (အခမဲ့ နမူနာလက်ဆောင်ပေးခြင်း)

☐ F. Gift to health worker (ကျန်းမာရေးဝန်ထမ်းများကို လက်ဆောင်ပေးခြင်း)

G. Gift to mother (အဓေဟားကို

How to fill it (screenshot 6)

Save the Children

Observation Details

If specimen or picture is attached, tick here (အဆိုပါမိခင်နှင့်အစားထိုးပစ္စည်းနမူနာ (သို့) ဓာတ်ပုံကိုပူးတွဲတင်ပြရန်)

Take Picture

Choose Image

Observation / Details:
(တွေ့ရှိချက်အပြည့်အစုံကို တင်ပြရန်)

How to fill it (screenshot 7)

Save the Children

KoBoCollect > Pr...

You are at the end of Practices against the Code of Marketing of BMS.v2.

Name this form

Practices against the Code of

☑ Mark form as finalized

Save Form and Exit

How to fill it (screenshot 8)

Save the Children

Mobile Reporting Form Configuration

Stage 1: Download "Kobo Collect" application from Google Play Store

Stage 2: Install Kobo Collect on your device

Stage 3: Open the apps and find **General Setting**

Stage 4: Type **URL name** as https://kc.humanitarianresponse.info/bmscodemonitor and your name in user name.

Stage 5: **Connect to the internet** and choose the block "**Get Blank Form**" and get form with the name "**Practices against the Code of Marketing of BMS.v2**"

Stage 6: After you have got the blank form, you can fill blank form offline by choosing **"Fill Blank Form".** You can save a lot of form after filling. (You still have a chance to edit saved form by choosing **"Edit Save Form".**

Stage 7: **Connect to the internet** to send your finalized form and choose "**Send finalized Form**" to submit your reports.

Save the Children

KoBoCollect > Main Me...

KoBoCo

General Settings

Part

Admin Settings

Fill Blank Form

Edit Saved Form

Send Finalized Form

Get Blank Form

Delete Saved Form

How to configure (screenshot 1)

Save the Children

📷 🖂@   ⏰ 📶 **1** 🔋📶 33% 🔋 10:51 AM

📱 KoBoCollect > General Settings

Mobile monitoring form-

KoBoCollect
Part of KoBoToolbox (kobotoolbox.org)

KoBoCollect is based on the
OpenDataKit.

SERVER SETTINGS

URL
https://kc.humanitarianresponse.info/
bmscodemonitor

Username
slm

Password

Google account

Platform
KoBoToolbox or ODK Aggregate

How to configure (screenshot 2)

Save the Children

KoBoCollect > Main Me...

KoBoCollect 1.4.3 (1039)

Part of KoBoToolbox

Fill Blank Form

Edit Saved Form

Send Finalized Form

Get Blank Form

Delete Saved Form

How to configure (screenshot 3)

Save the Children

Report Database -screen 1.1

Column Headers

Show XML Values ▼

Answer Values

Show XML Values ▼

🔍

Name_	Organisation_	Contact	Short_Description	Date	Where
Rakhine	SCI, MHAA, ACF	kyawzaw.tun1@savethechildren.org	Gold Power Baby Meal is promoting their prod...	2015-06-06	Sittwe market
Rakhine pilot team	SCI, MHAA, ACF	kyawzaw.tun1@savethechildren.org	Nestle is promoting their products by claiming ...	2015-06-06	Sittwe market
Rakhine pilot team	SCI, MHAA, ACF	kyawzaw.tun1@savethechildren.org	Nestle is promoting their products by using slo...	2015-06-06	Sittwe market
Rakhine pilot team	SCI, MHAA, ACF	kyawzaw.tun1@savethechildren.org	Foremost is promoting by claiming with DHA b...	2015-06-06	Sittwe market
Elizabeth	SCI	Elizabeth.Whelan@savethechildren.org	Value buys by PediaSure at supermarket (buy ...	2015-05-05	Capital Hypermarket, Yan
Soe Nyi Nyi	SCI	SoeNyi.Nyi@savethechildren.org	Promotion of their products in Magwe Superm...	2015-05-05	Supermarket, Magway
Kachin/NSS pilot team	SCI, WPN	khinthonethone.su@savethechildren.org	Abbott prompted their products Similac by usi...	2014-12-18	Muse market
Kachin/NSS pilot team	SCI, WPN	khinthonethone.su@savethechildren.org	Gold Power is promoting their products by clai...	2014-12-18	Muse market
Rakhine pilot team	SCI, ACF, MHAA	kyawzaw.tun1@savethechildren.org	Dumex is promoting their products without lo...	2015-06-05	Sittwe market
Rakhine pilot team	SCI, ACF, MHAA	kyawzaw.tun1@savethechildren.org	Dumex is promoting their products without lo...	2015-06-05	Sittwe market shop

Report Database -screen 1.2

Support | KoBo Toolbox

< Return to Practices against the Code of Marketing of BMS

Column Headers	Answer Values
Show XML Values ▾	Show XML Values ▾

🔍

Company_	Brand___	Product	Mal_practices	Picture	ObservationDetails
Gold Power	Gold Power Baby Meal	B. Follow up formula	K. Other by claiming with DHA and using with ...	1436153490349.jpg	Found this product prom
Nestle	Cerelac	B. Follow up formula	H. Inadequate labelling	1436153797531.jpg	Found this product witho
Nestle	Cerelac	C. Complementary Food	H. Inadequate labelling. K. Other by using slog...	1436154148699.jpg	Found this product prom
Foremost	Foremost	B. Follow up formula	H. Inadequate labelling K. Other by claiming wi...	1436153187487.jpg	Found this product prom
PediaSure	PediaSure	B. Follow up formula for 1-3 years old	I. Promotion in city Mart, Capital Hyper market	1436109122888.jpg	Value buy giving sample:
Nutrilatt	Nutrilatt	A. Infant formula, B. Follow up formula	I. Promotion in shop	1436109650019.jpg	Promotion in Kaung Mor
Abbott	Similac	B. Follow up formula	H. Inadequate labelling and claim about their ...	1436151509148.jpg	Found this product witho
Gold Power	Gold Power Baby Meal	C. Complementary Food	G. Gifts to mother K. Other by claiming with D...	1436151999805.jpg	Found this product prom
Dumex	Dugro	B. Follow up formula	H. Inadequate labelling. I. Promotion in shop	1436152525535.jpg	Found this product prom
Dumex	Dulac	A. Infant formula	H. Inadequate labelling. I. Promotion in shop. ...	1436152879104.jpg	Found this product prom

Report Database –by Case

‹ Practices against the Code of Marketing of BMS   ‹ Data View

Short Description (အတိုချုပ်ဖော်ပြချက်)	Value buys by PediaSure at supermarket (buy one get two pcs)
When was the practice observed? (dd/mm/yyyy) (အဆိုပါလုပ်ရန်ကို မြင်တွေ့သောအချိန်-နေ့၊လ၊ခုနှစ်)	2015-05-05
Where? (place, city, township))(ဖြစ်ပွားသောနေရာ- နေရာ/မြို့/မြို့နယ်)	Capital Hypermarket, Yangon
Who is violating the Code and how? (ဘယ်သူများဖောက်တာလဲ၊ ဘယ်လိုမျိုးဖောက်တာလဲ ကိုဖော်ပြရန်)	
Company (ကုမ္ပဏီ)	PediaSure
Brand (ကုန်ပစ္စည်းအမှတ် တံဆိပ်)	PediaSure
Type of Product (ကုန်ပစ္စည်းအမျိုးအစား)	B. Follow up formula for 1-3 years old
Type of Mal practices (စံနှင့်မကိုက်ညီသည် လုပ်ရပ်ပုံစံ)	I. Promotion in city Mart, Capital Hyper market
If specimen or picture is attached, tick here (အဆိုပါမိခင်နို့အစားထိုးပစ္စည်းနမူနာ (သို့) ဓာတ်ပုံကိုပူးတွဲတင်ပြရန်)	

Report Database –Downloaded in Excel from KoBo

Save the Children

Any question?

THANK YOU SO MUCH!