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சுவசிரிபாய
SUWASIRIPAYA

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Date) 4th September, 2015

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சுகாதார, போசணை மற்றும் சுதேச வைத்திய அமைச்சு
Ministry of Health, Nutrition & Indigenous Medicine

All Deputy Directors General of the Ministry of Health
All Directors of the Ministry of Health
All Directors of Teaching Hospitals
All Heads of Decentralized Units and Specialized Camaingns
All Provincial Directors of Helth Services
All Regional Directors of Health Services
All Medical Superintendents of Hospitals
All Deans of the Medical Faculties

**Promotion of Branded Milk Powder within Health Institutions
and to the staff of the Ministry of Health**

It has been brought to my notice that industry, media, some professional colleges and some individual health professionals are using the Ministry of Health infrastructure and health care providers to promote brands of milk products in contrary to the Infant and Young Child Feeding Guidelines, the Sri Lanka Code for Promotion and Protection of Breastfeeding and Marketing of Designated Products (2002) and the National Nutrition Policy (2010) in the following manner;

- Organizing clinical meetings, workshops for the health staff, pregnant mothers and general public by the professional colleges or any other organization with milk food company sponsorship with/without branded products being freely distributed and promoted
- Organizing trips or events by the Heads of Institutions and MOOH for the health staff along with their families to milk food manufacturing plants with/without the products of the companies being freely distributed and promoted to the staff and their families

- Heads of Institutions and/or Consultants conducting training programmes to the institutional and field health staff with sponsorship from milk food companies with/without their products being freely distributed and promoted
- Consultants conduction training programmes to the institutional and field staff using the training material or presentations provided by the Milk Food Company Representatives
- Organizing clinical meetings, workshops for the health staff, pregnant mothers and general public by the professional colleges sometimes with company sponsored local or foreign experts at star class hotels with/without promoting the brands directly or indirectly
- Advertising milk products directly through posters, display of logos, distribution of printed material etc within the health institution premises
- Indirect advertising where the companies provide free glasses of milk etc to pregnant mothers (within hospitals and MOH clinics) displaying the logo directly and/or indirectly
- Offering free samples and gifts with or without company logos to health staff, pregnant mothers, children and general public
- And in many other ways

Using the government health infrastructure and health staff to advertise branded milk powder and other products either directly or indirectly is highly unethical, illegal and should be prohibited. These practices are detrimental to infant and child nutrition.

It is the responsibility of the health staff to take every step to protect, promote and support breastfeeding and ensure provision of safe and adequate nutrition to infants and young children according to National Policies and Guidelines. In order to do so, ensure that following measures are strictly followed in your Province, District, Institution and Medical Officer of Health area with immediate effect.

- Prohibit organizing clinical meetings, workshops etc for the health staff, pregnant mothers and general public by the professional colleges or any other organization with milk food company sponsorship with/without branded products being freely distributed and promoted
- Strictly instruct all the Heads of Institutions and MOOH of your area not to organize trips or other events for the health staff along with their families to milk food manufacturing plants or similar venues with/without the products of the companies being freely distributed and promoted to the staff and their families

- Prohibit Heads of Institutions conducting training programmes to the institutional and field health staff with sponsorship from milk food companies with/without their products being freely distributed and promoted
- Prohibit organizing clinical meetings, workshops for the health staff, pregnant mothers and general public by the professional colleges sometimes with company sponsored local or foreign experts at star class hotels with/without promoting the brands directly or indirectly
- Do not allow advertising of milk products directly through posters, display of logos, distribution of printed material etc within the health institution premises
- At any time do not allow indirect advertisement where the companies provide free glasses of milk to pregnant mothers and general public (within hospitals and MOH clinics) displaying the logo directly and indirectly
- Stop offering free samples and gifts with or without company logos to health staff, pregnant mothers and children

Take all steps to make all health personnel in your Province, District, Institution and MOH aware about the contents of this circular and abide by these instructions at all times. Any violation of the circular should be reported immediately to;

The Director Maternal and Child Health,
231, De Seram Place, Family Health Bureau,
Colombo 10.

Email; fhb.dmch@gmail.com

Telephone; 011 2696508

Fax 011 2690790

Please bring the contents of this circular to all relevant Consultants and Medical Officers including Medical Officers MCH (MOOMCH) and Medical Officers of Health (MOOH). Further instruct them to bring the contents of this circular to the other relevant staff in the respective institutions and areas.

Thank you.



Dr P.G.Mahipala,
Director General of Health Services

Dr. P. G. Mahipala
Director General of Health Services
Ministry of Health, Nutrition & Indigenous Medicine
"Suwasiripaya"
385, Ven. Baddegama Wimalawansa Thero Mw
Colombo 10.

CC;

President, Sri Lanka Medical Association

President, Sri Lanka College of Medical Administrators

President, Sri Lanka College of Paediatricians

President, Sri Lanka College of Obstetricians and Gynaecologists

President, Sri Lanka College of Community Physicians

President, Sri Lanka College of Physicians

President, Perinatal Society of Sri Lanka

President, Nutrition Society of Sri Lanka

President, College of General Practitioners

President, Independent Medical Practitioners Association