

Alimentation des tout-petits : protéger les familles québécoises face aux tactiques marketing dans le réseau de la santé et au-delà

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Disclosure

- Co-owner of the International Institute of Human Lactation-Health e-Learning and I am financially supported by this company
- Director and professional development educator Step 2 Education International Inc. and I receive no financial support from this company
- MAQ Code Committee member - Volunteer no financial support
- CLCA Code Committee member - Volunteer no financial support
- SafelyFed Canada Board member - Volunteer no financial support
- Code Training INFACT Canada 2018 and SafelyFed Canada 2020

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Objectives

- Describe tactics used by Industry to influence Health Professionals
- Understand the role of Health Professionals related to the International Code and WHA resolutions

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Guilt

Health professionals commonly state the concern that, if they promote breastfeeding, they may...

"impose guilt upon those who do not breastfeed." (Labbok 2008)

Guilt is more prevalent among mothers who formula feed than breastfeeding mothers. (Jackson 2021)

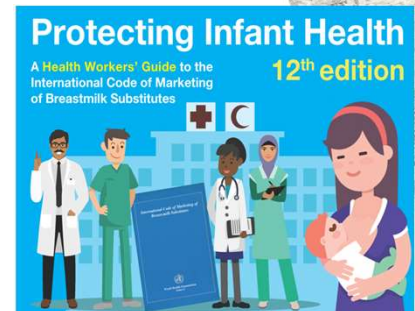


<https://mobile.twitter.com/MathisenRoger/status/1435911556361961476/photo/3>

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Industry and Health Workers/Professionals

- HP maybe 'used' by companies for promotion products due to close interaction with families.
- Trust is violated when HP are not aware of subtle ways marketing works, and how exploiting companies are.
- Sometimes the 'reward' seems too difficult to resist.
- The HP may not see the harm or even might see it as beneficial to their professional development.

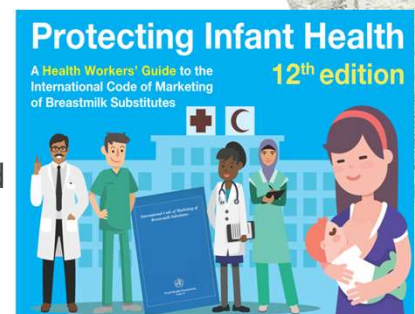


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Responsibility of the Health Worker/Professional

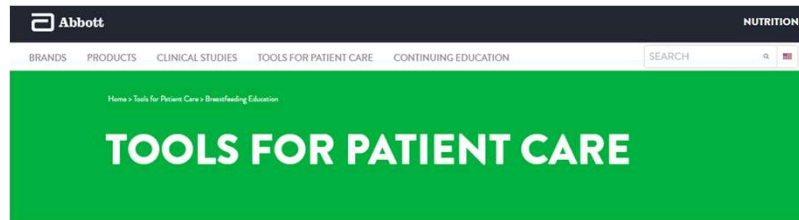
- No promotion of products within the scope of the Code within the health care system
- Company sponsorship, gifts, meals and entertainment have direct impact on health workers' attitudes to protecting breastfeeding, and hence direct influence on mothers.
- HP have the responsibility to do no harm
- HP must follow best practice
- HP must avoid COI



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Industry, Health Professionals and Education



OUR COMMITMENT TO BREASTFEEDING EDUCATION

Abbott agrees with the World Health Organization that breastfeeding provides the best nutrition for babies, and we support increase breastfeeding. We also recognize that for infants who aren't breastfed—for medical reasons or otherwise—infant formula is only appropriate, safe alternative to meet babies' nutritional needs.

Abbott is also committed to the responsible marketing of infant formula and breast milk substitutes. Learn more here .

Below are resources for healthcare professionals to provide parents for education and information on breastfeeding.



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Conflict of interest

A conflict of interest exists where an individual has an obligation to serve a party or perform a role and the individual has either:

1. incentives or
2. conflicting loyalties, which encourage the individual to act in ways that breach his or her obligations. (Rodwin 2017)



"What conflict of interest?!
I work here in my spare time."

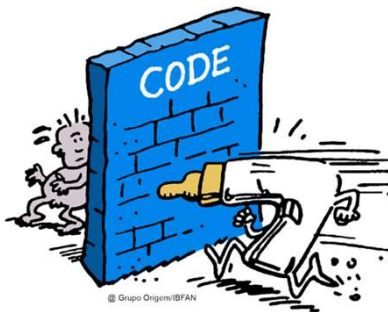
Conflict of interest and the infant formula industry—a call to action

In the field of child health and nutrition, the primary responsibility of health professionals is to safeguard optimal health and development, which includes protection and support of breastfeeding.

*The primary concern of companies who manufacture breastmilk substitutes is **profit**, and their marketing strategy often targets endorsement by health professionals.* McFadden et al., 2016

The intersection of these two groups therefore leads to conflicts of interest. Clark 2017

Corporate social responsibility- The wolf in sheep's clothing



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Supporting breastfeeding



Our commitment

Support breastfeeding and protect it by continuing to implement an industry-leading policy to market breast-milk substitutes responsibly

Achieved

Every mother should feel supported whether she chooses to breastfeed or explore alternative options. That is why we have installed breastfeeding rooms and why we market breast-milk substitutes (BMS) responsibly, in compliance with the [WHO International Code of Marketing of Breast-milk Substitutes \(WHO Code\)](#).

Demonstrating our commitment

Since 2015, we have installed nearly 6000 breastfeeding rooms within Nestlé facilities and our local communities around the world. Today, breastfeeding rooms are a requirement for any Nestlé building with more than 50 female employees.

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Les dessous du marketing de l'alimentation des tout-petits

- Revue de littérature (oct. 21)
 - 60 études
 - 10 dernières années
 - Contexte de pays développés
- Rapport d'enquête
 - Au Québec
 - En cours...

Rapport d'enquête: La petite histoire du 2'FL



Rapport d'enquête: La petite histoire du 2'FL



The long-term effect of LCPUFA supplementation (DHA, AA) in term and preterm-born infants on cognition is highly uncertain and includes potential for large benefit as well as large harm. Based on the findings, LCPUFA supplementation of infant formula is not recommended until further robust evidence excludes long-term harm. (Verfuerden et al., 2020)



Diffusion

Toutes les cibles protégées par le Code



Children's Healthcare Canada Annual Conference
From Crisis to Catalyst:
The Next Chapter for Children's Healthcare
November 22 - 26, 2021

Children's Hospital
London Health Sciences Centre

Abbott

CHU
Sainte-Justine
Foundation



- Conférence:
Improving Nutrition Care in Pediatrics: A National
Malnutrition Care Standard

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Corporate social responsibility-The wolf in sheep's clothing



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Corporate social responsibility-The wolf in sheep's clothing



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Key Messages

- Parents need clear information about infant feeding and the HP is responsible to provide this without judgement.
- Conflicts of interest are sometimes difficult to see unless you are looking.
- If it smells fishy it most likely is.
- There is no such thing as a free lunch.
- All HP including researchers have an obligation to do no harm and meet their obligations under the International Code.
- The International Code is about marketing a product NOT about using it.
- Be curious and learn more

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