

IUNS 21st ICN International Congress of Nutrition

“From Sciences to Nutrition Security”

Buenos Aires, Argentina, 15-20 October 2017 - Sheraton Buenos Aires Hotel & Convention Center

www.iuns-icn2017.com info@iuns-icn2017.com



Reference

144/1679

Title: Monitoring of television advertisements for breastmilk substitutes & commercially produced complementary foods in Phnom Penh, Cambodia & Dakar, Senegal

Authors: Hou Kroeun, Ndèye Yaga Sy Guèye, Mary Champeny, Ly Boren, Elhadji Issakha Diop, Alissa M. Pries, Elizabeth Zehner & Sandra L. Huffman

Affiliation:  Helen Keller INTERNATIONAL  ARCH ASSESSMENT & RESEARCH ON CHILD FEEDING

Background and Objectives: Promotion of breastmilk substitutes (BMS) can negatively affect breastfeeding and is prohibited by global minimum standards. Promotion of complementary foods (CF) is inappropriate if it encourages feeding to children <6 months of age. This study was undertaken to assess the prevalence and content of BMS and complementary food advertisements on selected television channels in Phnom Penh, Cambodia and Dakar, Senegal.

Methods: Sixteen television channels were monitored daily from 6:00 a.m. to midnight for 13 months in Phnom Penh, Cambodia, while 20 channels were monitored 24 hours a day for three months in Dakar, Senegal. The number, frequency and duration of advertisements for BMS and commercial CF which aired during this time were reported, along with the proportion of advertisements with nutrition/health claims and instructions for age of use.

Results: Ten television channels in Phnom Penh and four in Dakar aired advertisements for BMS. Three and five channels, respectively, aired advertisements for CF. All channels that aired advertisements in Phnom Penh were local, however only international cable channels aired advertisements in Dakar. All BMS products advertisements in Phnom Penh were for children over one year of age. Products for children 6+ months of age and for children over one year were advertised in Dakar.

BMS advertisements were shown on average 382 times per month in Phnom Penh and 95 times per month in Dakar. Average air time was 189.5 and 29.7 minutes per month, respectively. Advertisements for complementary foods were aired 11 times per month on average in Phnom Penh and 33 times in Dakar, and air time averaged 3.2 minutes per month and 13.6 minutes.

Fewer than half of BMS advertisements explicitly stated an age of use for products. The majority of complementary food advertisements provided an appropriate age of use. Nutrient content, nutrient function and/or health claims were common in BMS advertisements.

Table 1: Characteristics of breastmilk substitute ads observed during television monitoring period by country

	Phnom Penh	Dakar
Total number of BMS ads (n)	15	5
Ads with age range of use	3	4
Ads with nutrient content claims	9	2
Ads with nutrient function claims	11	2
Ads with health claims	7	0

Table 2: Characteristics of complementary foods ads observed during television monitoring period by country

	Phnom Penh	Dakar
Total number of CF ads (n)	3	4
Ads with age range of use	3	3
Ads with nutrient content claims	2	1
Ads with nutrient function claims	0	1
Ads with health claims	2	0

Figure 1: Still images from BMS and complementary food advertisements aired in Phnom Penh & Dakar



Phnom Penh: BMS ad highlighting child development

Phnom Penh: CF ad cross-promoting full product range

Dakar: BMS ad showing products with unclear age of use

Dakar: CF ad showing partial product preparation

Conclusions: This study illustrates the need to adopt, monitor, regulate and enforce legislation prohibiting BMS promotion. Advertisements for complementary foods often fail to state that products should not be fed to infants less than six months of age; this should be done to protect optimal infant and young child feeding.

Keywords: nutrition, advertising, breast-milk substitutes, baby food, complementary foods

Conflict of Interest: The authors have no conflicts of interest to disclose.

Further Collaborators: Indochina Research Ltd., Media Time Senegal Agency