

Sample Page for submitting entries to “ATLAS of Inappropriate Promotion of Baby Food”

Instructions:

1. We are looking for Baby Food promotions in the range of the following categories :
 - Infant Formula (0-6 months)
 - Follow on Milk (6 -12 and 12-24 months)
 - Complementary Foods (After 6 months)
2. Any type of promotion may be sent. E.g. it could be an inappropriate/ appropriate label, promotion on a bill board, promotion of complementary foods before they are needed, claims to provide health or nutrition advantages etc.
3. The promotion can be in any language but column no. 4 and 5 of the format should be only filled in English. E.g. the promotion can be in Spanish but the inappropriate and appropriate explanation should be translated in English.
4. Entries should be received by post or an email on the following postal and email address.

BP-33, Pitampura, Delhi-110034, India
Phone: 011-2734608, 42683059
Fax: +91-11-2734606
Email: nupur@bpni.org
5. You can also upload the document on (link)

Note: We intend to publish the selected entries in the “Atlas of promotion of baby foods”. We want to document and showcase inappropriate promotion of baby foods in all countries. Baby foods could be infant formula, follow on milks or cereal based complementary foods. **However, we are focusing on promotion of complementary foods.**

The sender/reporter should fill in the following format with the Photograph attached:

- 1) **Name of the sender :** _____
(It can be avoided if you don't wish to publish your name for maintaining the anonymity and confidentiality)
- 2) **Name of the Product:** _____
- 3) **Nature of Promotion :**
 - News paper Advertisement
 - Magazine Advertisement ☐
 - Television Advertisement ☐
 - Internet Advertisement ☐
 - Bill Board/Hoarding ☐
 - Leaflets/Pamphlet ☐
 - Any other, Please specify _____
- 4) **Inappropriate Information :** _____

- 5) **Appropriate Information:** _____

- 6) **Catering to Age Group:** _____
- 7) **Country :** _____ 8) **Year of Publishing :** _____
- 8) **Reporting as an organization** ☐ / **Individual** ☐
If as an organization, please mention the name: _____

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Sample copy:



1) **Name of the sender :** ____Nupur Bidla____

(It can be avoided if you don't wish to publish your name for maintaining the anonymity and confidentiality)

2) **Name of the Product and company :** New Cerelac ; Nestle

3) **Nature of Promotion:**

News paper Advertisement ☒

Magazine Advertisement ☐

Television Advertisement ☐

Internet Advertisement ☐

Bill Board/Hoarding ☐

Leaflets/Pamphlet ☐

Any other, Please specify _____

4) **Catering to Age Group:** 12 months

5) **Inappropriate Information:**

i) The front page has a picture of a baby.

ii) The Label contains content stating “Vit A, Iron, Iodine are for better eyesight and immunity, for more energy and for greater mental and physical development respectively “which are false nutrition and health claims.

6) **Country:** ____India____

7) **Year of Publishing:** ____2012____

8) **Reporting as an Organization** ☒ / **Individual** ☐

If as an organization, please mention the name: ____Breastfeeding Promotion Network of India (BPNI) _____