Abbott Laboratories

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

Article and topic: Article 4: Informational and educational material for mothers and pregnant women
- Of the five informational and educational materials found in total in healthcare facilities or retailers, three were produced by Abbott Laboratories.

Article 5: Advertising and promotion to the general public including mothers and pregnant women
- No adverts were found on traditional or new media.
- None of the 808 women interviewed recalled seeing an advertisement on any communications medium for what they believed to be an Abbott Laboratories' product.
- No point-of-sale promotions were identified in the 120 ‘bricks and mortar’ stores visited.
- Four promotions were found on online retail sites; it is not possible to determine whether these were initiated by Abbott Laboratories. Nevertheless, they have been included in the company’s score.

Article 6: Health care systems (promotion within)
- Four of the 808 women (0.5%) interviewed recalled that a healthcare worker had recommended that they use an Abbott product.
- Eleven of the 120 healthcare workers (9%) interviewed recalled visits by an Abbott Laboratories representative but not with the Laboratories intent of talking to women, obtaining their contact information or providing materials to them.

Article 9: Labeling
- All of Abbott Laboratories’ seven products were found to have compliant labels. No parallel imports were found.

Recommendations
- Abbott Laboratories is urged to investigate and take action to address all incidences of non-compliance identified.

Summary of approach
The research was undertaken under contract to ATNF by Westat, a U.S.-based health and social science research company and CMS in India.

Methodology used

Data collection methods
- Interviews with pregnant women and mothers of infants in healthcare facilities.
- Interviews with healthcare workers in healthcare facilities.
- Identification of informational materials produced by BMS manufacturers available in healthcare facilities and retail stores.
- Identification of sales promotions by BMS manufacturers in retail stores (both traditional and online) and on their own corporate or brand websites in India, Twitter feeds or YouTube sites.
- Analysis of product labels and inserts for all available products found in the study area.
- Media monitoring (selected traditional and new media).

Location and date of study
Mumbai, India, July - September 2016.
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Note
Westat is responsible for the collection of data related to company compliance with the International Code of Marketing of Breastmilk Substitutes and any additional country-specific regulations related to marketing of these products. Westat is responsible for the analysis of the data related to compliance with the BMS marketing standards and for preparation of summary reports that have been incorporated by ATNF into the scoring of company performance for the Access to Nutrition Index.

Westat disclaimer
Westat, with its local subcontractor in India, was responsible for the collection of data related to company compliance with the International Code of Marketing of Breastmilk Substitutes and any additional country-specific regulations related to marketing of these products. Westat is responsible for the analysis of the data related to compliance with the BMS marketing standards and for preparation of summary reports that have been incorporated by ATNF into the scoring of company performance for the Access to Nutrition Index. Westat and its local subcontractors engaged with health facilities, pregnant women and mothers of infants who attended those facilities, health workers at the facilities, and retailers as part of the data collection and analysis process.

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