Mead Johnson Nutrition

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

Summary of approach
The research was undertaken under contract to ATNF by Westat, a US-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.

Article and topic | Instances of non-compliance
---|---
Article 4: Informational and educational material | 0
Article 5: Advertising and promotion | 1
Article 9: Labeling | 2
Total | 3

Number of products found: 5
Ratio of incidences of non-compliance: 0.6
Level of compliance: Complete | High | Medium | Low
Adjustment to India Index score: Not applicable

Article 6: Healthcare systems (promotion within)
- None of the 808 women interviewed recalled a healthcare worker that recommended they use a Mead Johnson Nutrition product.
- Two of the 120 healthcare workers (1.7%) interviewed recalled visits by a Mead Johnson Nutrition representative but not with the intent of talking to women, obtaining their contact information or providing materials to them.

Recommendations
- Mead Johnson Nutrition is urged to investigate and take action to address all incidences of non-compliance identified.

Products: The company markets in India under the brand names ENFAMIL and ENFAGROW. Two parallel imports were identified ENFAMIL (STAGE 1: Through 12 months, Refill Box) and ENFAGROW 2 (nine to 18 months, Refill box).

Source: Euromonitor

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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 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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