**DEPARTMENT ART AND DESIGN**

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Nestle: The infant formula controversy

**QUESTIONS/ANSWERS**

**QUESTION NO#1**

**ANSWER:**

Other drink/food companies and local health centres should strive to be partners in fostering healthy communities and in implementing evidence-based interventions and providing community-wide resources that can help address infant mortality risk factors. These companies are often the facilities that connect healthcare assets and resources for an entire region, in many cases in areas where infant mortality rates are highest. It is critical for such companies to work closely with their communities to reduce infant mortality, and in turn, improve population health. They should promote their healthy policies and products in third world so that infant mortality rate can be decreases.

**QUESTION NO# 2**

**ANSWER:**

Nestlé should fully supports the WHO [World Health Organisation] Code. Nestlé will continue to promote breast feeding and ensure that its marketing practices do not discourage breast feeding any- where. Company should sign the policy that includes:

• No advertising to the general public

• No sampling to mothers

• No mothercraft workers

• No use of commission/bonus for sales

• No use of infant pictures on labels

• No point-of-sale advertising

• No financial or material inducements to promote products

• No samples to physicians except in three specific situations: a new product, a new product formulation, limited to one or two cans of product

• Limitation of supplies to those requested in writing and fulfilling genuine needs for breast milk substitutes

• A statement of the superiority of breast feeding on all labels/ materials

• Labels and educational materials clearly stating the hazards involved in incorrect usage of infant formula, developed in consultation with WHO/UNICEF.

**QUESTION NO# 3**

**ANSWER:**

Nestlé or any other drink/food company can protect itself in future by following the policy that includes to promote not only bottle feeding as well as breast feeding and ensure that its marketing practices do not discourage breast feeding anywhere.

Such company should follow all the codes established by WHO.

**QUESTION NO# 4**

**ANSWER:**

Social responsibility is an ethical theory, in which individuals are accountable for fulfilling their civic duty; the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment.

Nestlé and other food companies should work for the betterment of the society. They shouldn't promote their product without any specifications. As in third world countries poor women bottle feed because their work schedules in fields or factories will not permit breast feeding so i am totally agree with nestles infant formula which support of the statement "infant feeding and hygiene".

**QUESTION NO# 5**

**ANSWER:**

As of 2001 it was believed that some 3.8 million children around the world had contracted the human immunodeficiency virus (HIV) at their mothers’ breasts. The vast majority of pregnant women in developing countries have no idea whether they are infected or not.

So nestle should promote their infant formula in market can bottle feed their children if they are infected with HIV. However breast feeding is more better for infant but who knows that mother is infected or no so such companies should sell their infant formulas in market.

**END**