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Media audit initial findings & The cost of not breastfeeding in the Philippines



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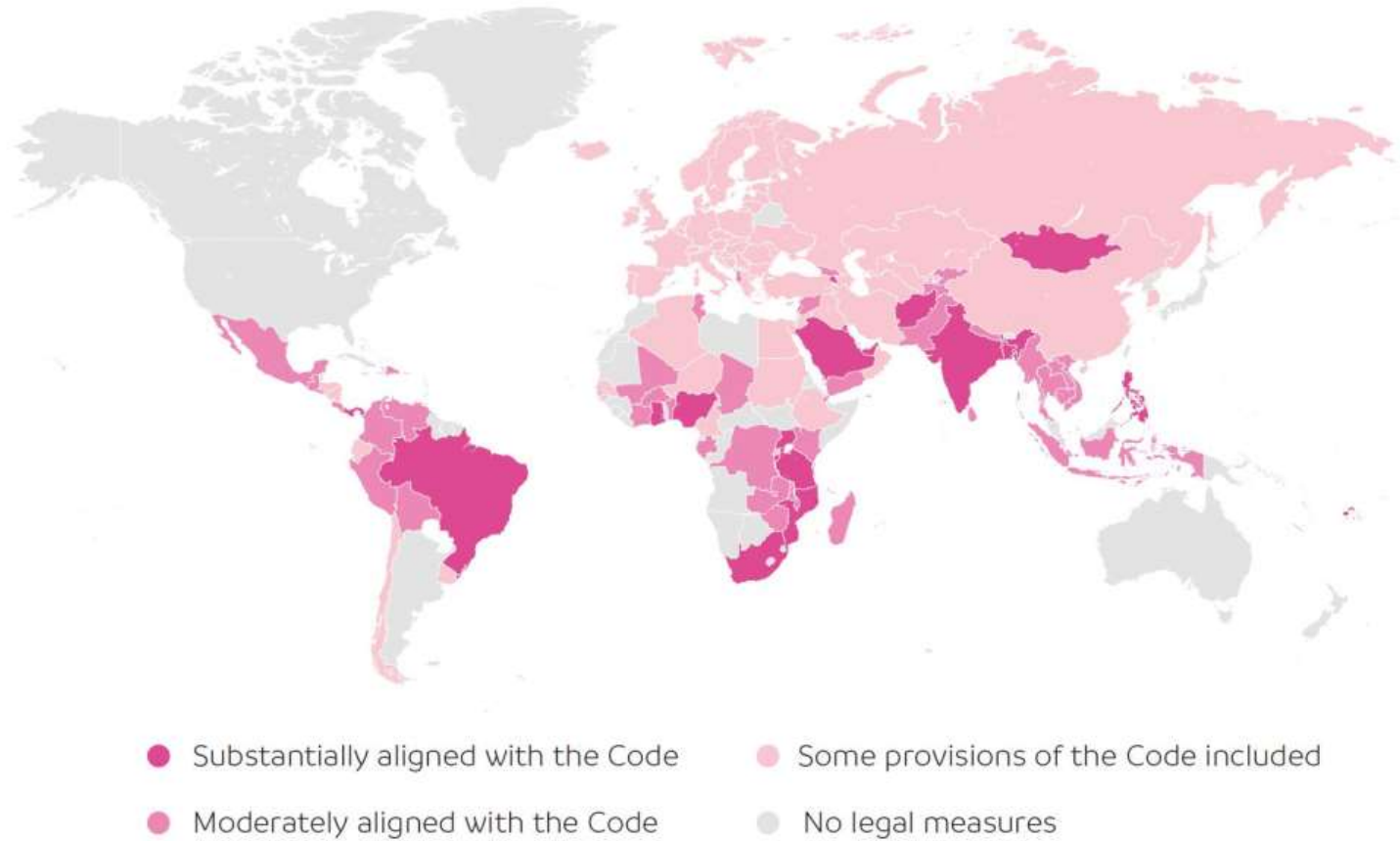
Marketing of Breast-milk Substitutes: National Implementation of the International Code

— STATUS REPORT **2020** —

Launch event
28 May 2020



Legal status of the Code, by country



Media audit findings

- *Redacted temporarily while in-depth analysis is being finalized*

Summary

- Milk companies spent substantially for TV advertising.
- Some evidence of continued promotion of products for infants and young children.
- A significant proportion of materials captured were for promoting milk marketed for above 3 years old.
- Messaging and cross-promotion are a concern.
- Online platforms need to be further investigated (including e-commerce sites).

WHO 2020 Code Status Report -Philippines

- What are the current weaknesses of the Philippines Milk Code?

Provisions on promotion to the general public

Country	Advertising	Samples to public	Promotional devices at point of sale	Gifts to pregnant women and mothers	Contact with mothers
Cambodia	N	N	N	N	N
China	Y	N	N	N	N
Indonesia	N	Y	N	Y	Y
Laos	Y	Y	Y	Y	N
Myanmar	Y	Y	Y	Y	Y
Philippines	N	Y	Y	Y	N
Thailand	Y	Y	Y	Y	Y
Viet Nam	Y	Y	Y	Y	Y

Provisions on engagement with health care workers and health systems

Country	Overall prohibition of all gifts or incentives to health workers and health systems	Type of gift or incentive			Other prohibitions					
		Financial or material inducements to promote products within the scope	Fellowships, study tours, research grants, attendance at professional conferences	Fellowships, etc., not prohibited but must be disclosed to the institution	Provision of free or low-cost supplies in any part of the health care system	Donations of equipment or services	Donations prohibited only if they refer to a proprietary product	Product samples	Product information restricted to scientific and factual matters	Sponsorship of meetings of health professionals or scientific meetings
Cambodia	Y	Y	Y	N	N	Y	Y	Y	N	Y
China	N	N	N	N	N	N	N	N	N	N
Indonesia	Y	Y	Y	N	N	Y	Y	N	Y	Y
Laos	N	N	N	N	N	N	Y	Y	N	N
Myanmar	N	N	N	Y	N	N	N	N	Y	N
Philippines	Y	Y	Y	N	Y	N	Y	Y	Y	Y
Thailand	Y	Y	Y	N	Y	N	Y	Y	Y	N
Viet Nam	N	Y	Y	N	N	N	N	Y	Y	Y

Provisions on labelling

Country	Prohibition of nutrition and health claims	Required information for infant formula						Prohibited content for infant formula	Required information for follow-up formula			Prohibited content for follow-up formula			
		The words “Important Notice”	Statement on superiority of breastfeeding	Statement on use only on advice of a health worker	Instructions for appropriate preparation	Warning against the health hazards of inappropriate preparation	Warning that powdered formula may contain pathogens	Pictures that may idealize the use of infant formula	Recommended age for introduction of the product	Importance of continued breastfeeding for 2+ years	Importance of no complementary foods <6m	Image/ text suggesting use at <6m	Images/ text that undermines or discourages breastfeeding or compares to breast milk	Messages that recommend or promote bottle-feeding	Professional endorsements
Cambodia	N	Y	Y	Y	Y	Y	N	Y	N	Y	Y	N	Y	N	N
China	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Indonesia	N	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N	N
Laos	N	Y	Y	N	Y	Y	N	N	Y	N	N	N	N	N	N
Myanmar	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	N	Y	Y	N
Philippines	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	Y	Y	N
Thailand	N	N	N	N	N	N	N	N	N	N	Y	N	N	N	N
Viet Nam	N	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	N

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The Cost of Not Breastfeeding in the Philippines

To make information on the health, human capital and economic impact of not breastfeeding **accessible for policy makers and advocates for as many countries as possible** to support domestic advocacy, policy change, and investments.



Background: The Cost of Not Breastfeeding

- Followed the *Lancet Series on Breastfeeding* analyses of the global costs of not breastfeeding (Victora et al., 2016), UNICEF reports of Economic Consequences of Malnutrition (*Bagriansky et. al*) and the *Investment Framework for Nutrition* BCR methods (Shekar et al., 2017).
- First published CONB study based on 7 countries in Southeast Asia (Walters, 2017).
- Then published results of the CONB tool designed to replicate analyses for all LMICs (Walters et al., 2019).



What is the *Cost of Not Breastfeeding* Tool?

- A simple to use, evidence-based modelling tool that uses open access data to estimate **the health and economic costs of not breastfeeding** (i.e. cost of illness / exposure to breastmilk substitutes) to be used by policy-makers and advocates in over 120+ countries.
 - **Answers a single policy question**
 - **Open-access and online**
 - **User-friendly**
 - **No data entry required**
 - **2 versions (Web + Excel)**
 - **120+ countries and 25+ indicators**

Costing methods: Overview

Open Access Data Sources:

- *Health data:* DHS, MICS, WBG WDI, IHME GBD, UNICEF DEVINFO, JME, WHO GNT, GLOBOCAN, IDF, D-GAP.
- *Socio-economic/demographic data:* ILO, UN WPP, GNR.

New data collected:

- Unit cost of BMS formula
- Health service costs from UNICEF countries

Analytics:

- The analytical methods used were drawn from published studies: Bagriansky and Voladet, 2013; Pokhrel et al., 2014; Walters et al., 2016; Bartick et al., 2017, Victora et al., 2016, Shekar et al., 2017;
- Follows NICE-Gates Reference Case for CEA (2014) / Harvard-Gates for CBA (2019)

Limitations:

- Not all cost types included: women's/ caregiver's time, some diseases & treatment
- Some data limitations, no modelled estimates where data was not available.

Downloadable Excel-based tool available for analyses of 120+ countries

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The Cost of Not Breastfeeding Tool

Beta version 1.0

National Estimates

STEP 1. Select Country Name (Mandatory): **China**

STEP 2. Enter Economic Assumptions (Optional):

Long-term discount rate on benefits (Recommended default: 3%; Alternative: 0% or 5%): **3.0%**

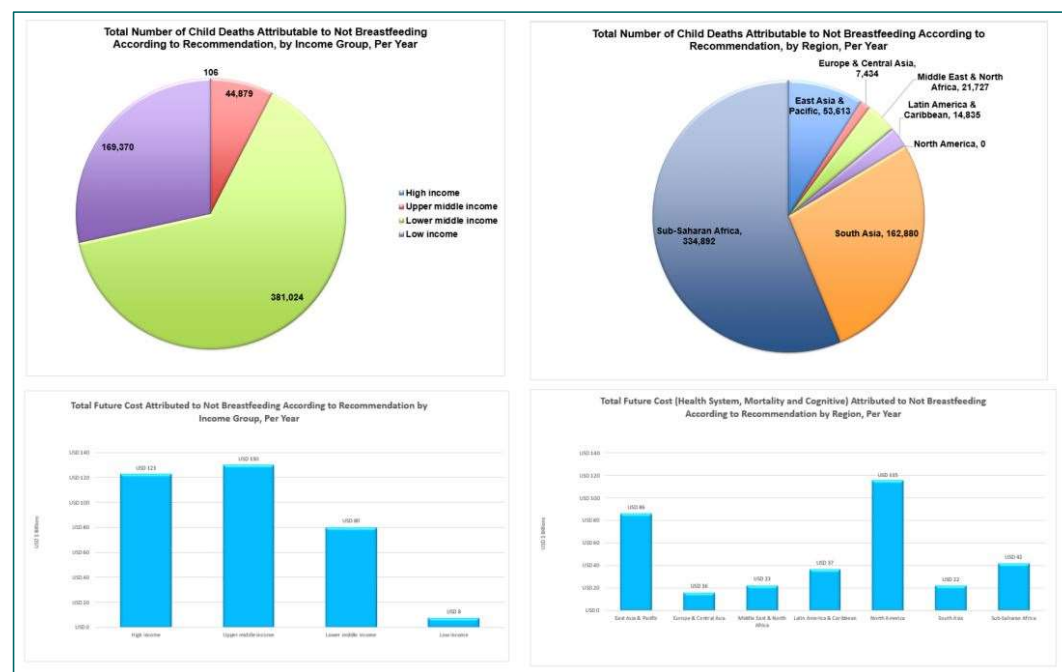
Long-term mean GDP growth rate (Recommended default: 3%; Alternative: 5% for long-term LMIC historical mean or country/region specific historical mean or projection): **3.0%**

STEP 3. Press Button to Run. This will run the new model for National and Global Estimates with the above assumptions (wait 2-3 mins for processing), then click a new country name or see next tab for Global/Regional Estimates.

PRESS GO!

All Findings (Annual)

Category	Value	
Child Mortality and Morbidity	Number of cases of child diarrhea (0-23 months) attributed to not breastfeeding according to recommendation	4,695,212
	Number of cases of child ARI/Pneumonia (0-23 months) attributed to not breastfeeding according to recommendation	423,511
	Number of child deaths (0-23 months) due to diarrhea attributed to not breastfeeding according to recommendation	3,081
	Number of child deaths (0-23 months) due to ARI/Pneumonia attributed to not breastfeeding according to recommendation	13,065
	Number of cases of childhood obesity preventable with full breastfeeding	254,825
Maternal Mortality and Morbidity	Total number of child deaths attributed to not breastfeeding according to recommendation	16,146
	Number of maternal deaths due to breast cancer preventable with breastfeeding	8,358
	Number of cases of breast cancer (incidence) preventable with breastfeeding	37,395
	Number of maternal deaths due to ovarian cancer preventable with breastfeeding	3,911
	Number of cases of ovarian cancer (incidence) preventable with breastfeeding	6,658
Health System and Household Costs	Number of maternal deaths due to Type II diabetes preventable with breastfeeding	10,267
	Incidence of maternal type II diabetes preventable with breastfeeding	271,447
	Total number of maternal deaths attributed to not breastfeeding according to recommendation	22,537
	Cost of avoidable health care treatment of Type 2 diabetes morbidity in mothers' attributed to not breastfeeding according to recommendation	USD 66,695,395
	Cost of avoidable health care treatment of childhood diarrhea attributed to not breastfeeding according to recommendation	USD 88,226,076
Economic Losses	Cost of avoidable health care treatment of childhood ARI/pneumonia attributed to not breastfeeding according to recommendation	USD 41,432,577
	Total health system cost attributed to not breastfeeding according to recommendation	USD 196,354,008
	Total health system cost attributed to not breastfeeding according to recommendation as % of GNI	0.002%
	Cost of formula feeding children 0-23 months as percent of nominal wages	4.1%
	Cost of avoidable breastmilk substitute purchased for children not breastfed according to recommendation	USD 8,322,354,394
	Economic losses due to child mortality attributed to not breastfeeding according to recommendation	USD 5,697,188,620
	Economic losses due to maternal mortality attributed to not breastfeeding according to recommendation	USD 568,463,122
	Combined economic losses due to maternal and child mortality attributed to not breastfeeding according to recommendation	USD 6,265,651,742
	Combined economic losses due to maternal and child mortality attributed to not breastfeeding according to recommendation as % of GNI	0.050%
	Economic losses attributable cognitive losses attributed to not breastfeeding according to recommendation (EBF 0-5 mths vs. non-EBF) (NPV) of future potential earnings with increased breastfeeding at full	USD 59,682,158,842
Economic losses attributable cognitive losses attributed to not breastfeeding according to recommendation (EBF 0-5 mths vs. non-EBF) as % of GNI	0.548%	
Total future cost (health system, mortality and cognitive) attributed to not breastfeeding according to recommendation (EBF 0-5 mths vs. non-EBF)	USD 66,064,164,532	
Total future cost (health system, mortality and cognitive) attributed to not breastfeeding according to recommendation (EBF 0-5 mths vs. non-EBF) as % of GNI	0.687%	



Interactive online tool available to estimate economic losses of not breastfeeding for selected countries

Language: English JOIN OUR MAILING LIST

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WHAT WE DO HOW WE WORK WHERE WE WORK TOOLS & RESOURCES

The Cost of Not Breastfeeding

Globally, nearly 600,000 children and nearly 100,000 women die each year due to inadequate breastfeeding. These preventable deaths, combined with cognitive losses, and health system costs of inadequate breastfeeding leads to over \$340 billion in economic losses annually. The data calls for immediate scaling up of financing and implementation of policies, programs, and interventions to meet the World Health Assembly's breastfeeding target by 2025.

Select a country to see a detailed view of the cost of not breastfeeding.

Select a Country View

- Select a Country
- Cambodia
- China
- India
- Indonesia
- Laos
- Mexico
- Myanmar
- Nigeria**
- Thailand
- Timor-Leste
- Vietnam

About the tool

Make a selection below:

0% 3% 5% 7% 10%

Economic losses in Nigeria due to inadequate breastfeeding when the country's GDP is growing at 3%

Currently, 24% of children are exclusively breastfed in Nigeria. Explore the data below to see how the economic losses of inadequate breastfeeding at this rate change as the GDP grows more quickly or slowly.

The cost of inadequate breastfeeding due to preventable deaths

Child mortality	\$11,932,617,093
Maternal mortality	\$4,543,825
Combined child and maternal mortality	\$11,937,160,918
Total as a % of GNI	2.32%

The cost of inadequate breastfeeding due to cognitive losses

Total in USD	\$495,664,411
As a % of GNI	0.10%

The total cost of inadequate breastfeeding (combined health system, mortality, and cognitive losses)

Total in USD	\$12,454,631,654
As a % of GNI	2.42%

Link to tool here:

www.aliveandthrive.org/costofnotbreastfeeding/

Costs associated with not breastfeeding according to recommendations



Morbidity and Mortality



Health system costs



Cognitive losses



Household formula cost



11,000 child and maternal deaths attributable to not breastfeeding in the Philippines each year



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- **8,924 child deaths** from diarrhea and pneumonia.
- **1,913 maternal deaths** from breast and ovarian cancers and type II diabetes.
- **16,874 cases of childhood obesity.**



Health system costs are a significant burden on resources

Over **US\$ 16.3 million** could be saved by eliminating childhood diarrhea and pneumonia, and women's type II diabetes due to not breastfeeding.





Cognitive losses result in lost wages for individuals



Inadequate breastfeeding impacts a child's ability to learn and consequently hinders their future earning potential to over **US\$2.3 billion**



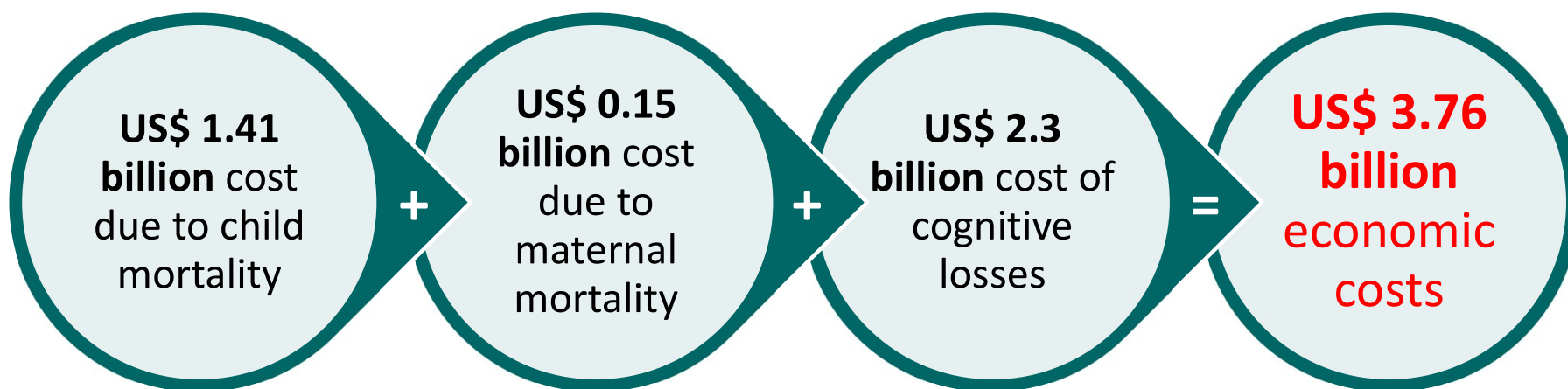
The costs of formula for families are substantial

Up to **12%**
of a household's wages
would go to pay for
economy brand
formula



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Huge economic costs due to mortality and lost productivity



A woman with dark hair tied back, wearing a black floral-patterned shirt, is smiling at the camera while operating a black vintage-style sewing machine. She is seated at a table, and a piece of blue and white patterned fabric is visible on the right side of the machine. The background is a plain, light-colored wall.

Not enough breastfeeding costs the
economy of the Phillipines almost
\$10 million each day



What must policymakers do
to support breastfeeding?

Tools to inform 7 policy actions



Every \$1 invested in supporting breastfeeding generates a return of \$35



Link to the toolkit: <https://www.k4health.org/toolkits/breastfeeding-advocacy-toolkit>



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