



**MINISTRY OF HEALTH OF BRAZIL
SECRETARIAT OF HEALTH CARE
DEPARTMENT OF PRIMARY HEALTH CARE
COORDINATION OF FOOD AND NUTRITION**

Technical Document on the Regulation of the Publicity and Labeling of Products that Interfere on Breastfeeding

1. The Decree #8552/2015 which regulates the publicity and labeling of products that interfere on breastfeeding was signed on November 3, by President Dilma Rousseff at the 5th National Conference on Food and Nutrition Security.
2. This Decree regulates Law #11,265, signed on January 2006, which sets criteria for the commerce of foods for breastfeeding babies and infants and also for products related to babies (as pacifiers, baby bottles and baby bottle nipples), in order to not interfere on breastfeeding and on healthy complementary feeding. Since the publication of this law, there was a need for its regulation, setting the criteria for inspections by public authorities, ensuring its applicability and efficacy.
3. The regulation forbids the commercial promotion of three categories of products that interfere on breastfeeding (as formulas presented or recommended for high risk newborns, formulas for babies with less than 6 months of age and baby bottles, baby bottle nipples and pacifiers), including publicity and labeling, discounts, gifts, sales linked to other products, special expositions, among other strategies. Companies have 1 (one) year to adjust their products to the Decree.
4. The World Health Organization (WHO), the United Nations Children's Fund (Unicef) and the Ministry of Health of Brazil recommend that babies must be breastfed at least until they are 2 years old and that breast milk must be the only food until the 6th month of age.
5. According to WHO and Unicef, approximately 6 million lives are saved each year because of the increase in the rates of exclusive breastfeeding in children up to 6 months old.
6. It is also estimated that breastfeeding is capable of reducing child mortality (under 5 years old) in up to 13% in the whole world.
7. Scientific evidence has proven that breast milk protects children against diarrhea, pneumonia, ear infection and allergies, and also allows better development of the

nervous system. Breastfeeding strengthens the bond with the mother child and reduces the child's risks of diabetes, obesity, hypertension and several kinds of cancers in adult age. Breastfeeding is also very beneficial to mothers, such as contributing to weight loss after pregnancy and to breast cancer prevention.

8. In Brazil, exclusive breastfeeding rates in children up to 4 months old has increased 10.2% from 2008 to 2014. Nevertheless, national surveys on breastfeeding have revealed that feeding practices of infants are still far from attending the WHO recommendations.
9. According to the National Survey on Breastfeeding Prevalences (2008), which sampled children up to one year old all Brazilian state capitals, 67.7% of the babies were breastfed in the first hour of life and the median length of exclusive breastfeeding was of 54 days (less than 2 months), while the median length of total breastfeeding was of 341.6 days. Only 41% of the babies up to 6 months of age were exclusively breastfed, despite WHO recommends that at least 90% of the babies should be exclusively breastfed. The median length of breastfeeding has increased in one month and a half from 1999 to 2008 in state capitals, but 58.4% of the children used baby bottles and 42.6% used pacifiers in their first year of life. It was also found that, in the first month of life, many inadequate practices were common, as offering water (13.8%), teas (15.3%) and other milks (17.8%) to the babies.
10. The Federal Government has worked hardly on promoting, protecting and supporting breastfeeding and healthy complimentary feeding.
11. Among these actions, Brazil has built the largest and most complex Milk Bank Network in the world and also is a global reference. Currently, there are 218 human milk banks and 156 collection units in the country, and there is at least one milk bank in each Brazilian state. In 2014, 186 thousand liters of breast milk were collected and 76% of this milk was distributed to premature and low weight babies in neonatal intense care units. Since 2005, Brazil has exported low cost milk bank strategies to countries in Latin America, Caribbean and Africa.
12. The Brazilian Breastfeeding and Complementary Feeding Strategy (called AMAMENTA E ALIMENTA BRASIL) is key for the promotion, protection and support to breastfeeding and healthy complimentary feeding for children under 2 years old, through training primary health care professionals. Until 2015, 18,125 health professionals were trained and over 3,400 tutors of 1,359 health care units were graduated, in practically all Brazilian states.

13. By protecting children from inadequate practices that may risk breastfeeding, this Decree will contribute to the full growth and development of our children and even to the prevention of many diseases in adulthood.