

Minimizing Formula Marketing

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I have nothing to declare nor any conflicts of interest



What is Marketing

- Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

American Marketing Association

- The duty of a formula company is to its shareholders, not to help breastfeeding mothers
- US corporate law obligates that management of publicly held companies act primarily in the economic interest of the shareholders, not put community interest above corporate interest



“Food Politics: How the Food Industry Influences Nutrition and Health”

Nestle M. Berkeley, CA: University of California Press, 2002

- “Food companies will make and market any product that sells, regardless of its nutritional value or its effect on health.”
- “In this regard, food companies hardly differ from cigarette companies.”
- “For the most part, food company strategies are standard economic practices and are legal.”

Impact of formula marketing on breastfeeding

Piwoz & Huffman. Food Nutr Bull, 2015

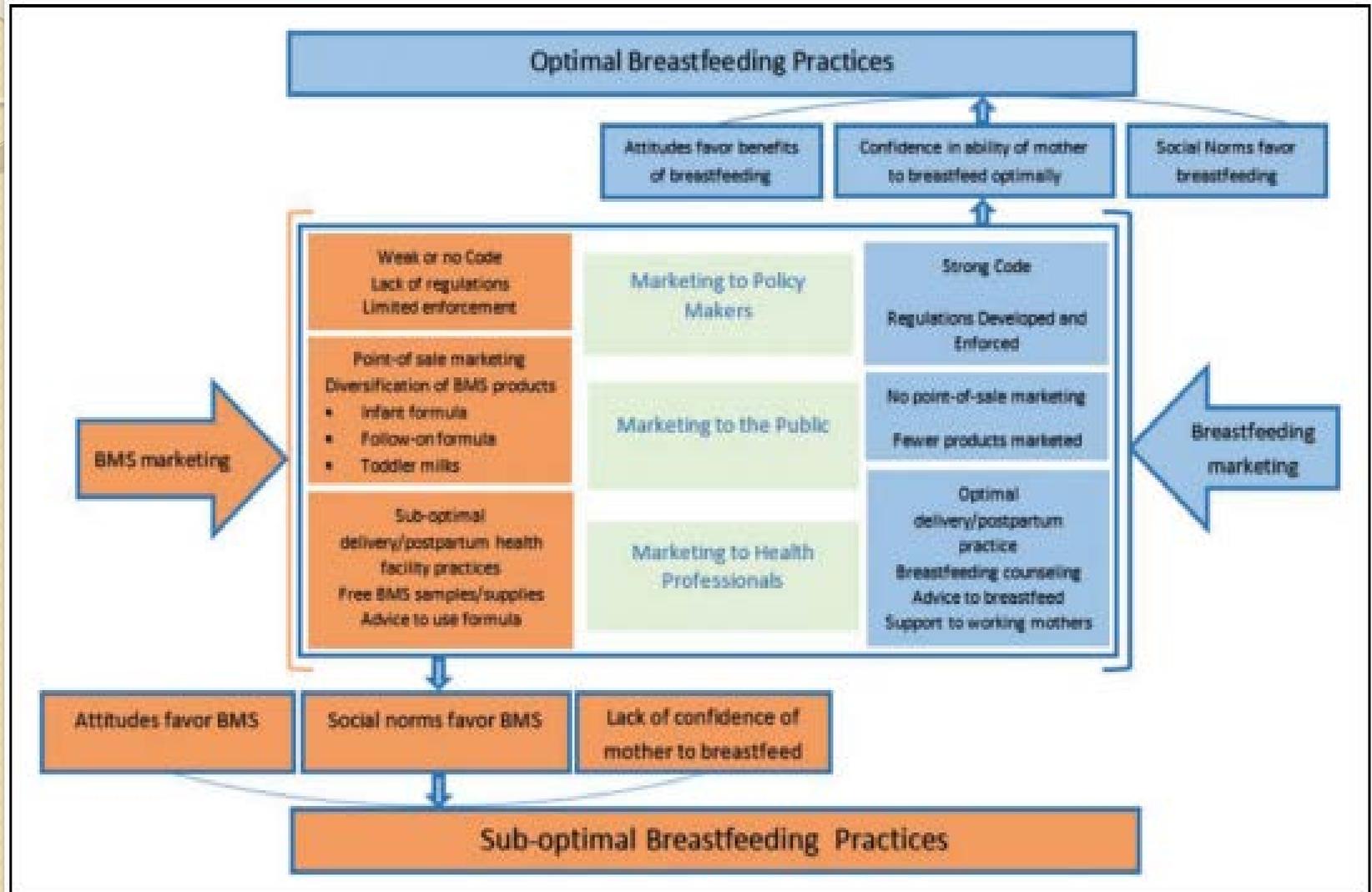


Figure 1. Conceptual framework for the effect of BMS marketing on breastfeeding practices.

Advertisements influence behavior

- Ads influence social norms
 - the shared understanding about expectations of behavior within a social group
- This is done by illustrating that the behavior is common and accepted in the population

Influencing social norms

Similac® For Supplementation

For breastfeeding moms who choose to introduce formula

Similac For Supplementation is the first Similac formula designed for breastfeeding moms who choose to supplement. It has more prebiotics than any other Similac formula, along with the same benefits as Similac Advance. Some moms may notice changes in stool patterns when introducing formula to a breastfeeding routine, and studies have shown that prebiotics produce softer stools more like those of breastfed infants.

Create your dream registry list at WhatToExpect.com, where you can find Similac For Supplementation under the list of feeding favorites!

[Learn more about Supplementing](#) ▶

[BUY NOW](#)



Similac is a sponsor of WhatToExpect.com.

8 OUT OF 10 MOMS

who supplemented with formula agreed that it helped them continue to feed breast milk.*

*Abbott Nutrition, data on file 2013

Home > Articles & Videos > How Supplementing Helped These Moms Breast-Feed Longer

How Supplementing Helped These Moms Breast-Feed Longer

Offering both breast milk and formula may help you stick with breast-feeding surprisingly longer than nursing alone. Here's how it works.



When it comes to breast-feeding vs. formula, don't get hung up on that middle word, versus. There's a third option that can work surprisingly well: feeding your baby breast milk and formula.

Many nursing moms find success by supplementing with formula. In one survey, 9 out of 10 moms said this feeding choice gave them and their babies the benefits of breast milk and the flexibility of formula. Eight out of 10 said supplementing with formula allowed them to breast-feed longer than nursing alone.

Supplementing Benefits for Breast-Feeding: What Moms Know

Every mom and baby pair is unique and so is their situation. But here are some ways supplementing could support breast-feeding success.

- Confidence in baby's growth and development.** Some moms use both formula and breast milk if they worry they're not making enough milk. "I always knew I would breast-feed, but my daughter wasn't gaining weight like she should," says Brenda H. of Sioux Falls, South Dakota. "So I put my own selfish feelings aside and we supplemented for a week. What a difference it made! Autumn gained a bunch of weight in one week and I was able to start pumping and get

Register for
**Enfamil Family
 Beginnings[®]**
 today!

Up to \$250 in value.

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Related Articles and Videos



Formula-Feeding and

How does supplementing with formula affect breast-feeding?
[Read more](#)



Preparing for Baby: A

Get 5 simple steps you can take during pregnancy to help with breastfeeding.
[Read more](#)



Breast-Feeding vs. Formula-

Nipple confusion. Your breast milk...

Marketing to influence attitudes

- Marketing about the safety and benefits of formula
- Portraying it to be as good as or better than breastmilk
- Presenting it as a lifestyle choice rather than as a health decision with consequences
- Emphasizing added ingredients that are also found in breastmilk to imply equivalency
- Appealing to parents' desire to have smart, healthy children

Similac® Advance®

STAGE 1

For your baby's first year

NEW LOOK

Similac Advance Stage 1 is designed to be closer than ever to breast milk*, and has OptiGRO™ to support your baby's brain and eye development.

* Reformulated to better match the average caloric density of breast milk; available in most Similac formulas

BUY NOW



[Read all 396 reviews](#)

[Write a review](#)

G+1 8

Like

Share

280

Pin it

Similac



Now available in non-GMO*.



★★★★★ 4.3 (391 reviews)

[Read Reviews](#)

Enfamil[®] Infant

Tailored to meet the nutritional needs of babies aged 0 through 12 months.

Enfamil Infant is part of **Enfamil Staged Nutrition** — inspired by the changing nutrition of breast milk. Learn more about Enfamil[®] Newborn and Enfagrow[®] Toddler, too.

Enfamil Infant has:

- Choline and DHA, important brain-nourishing nutrients. Enfamil's nutrition helps support milestones like grasping and rolling over.
- Natural Defense[®] Dual Prebiotics[®] Blend — designed to help support your baby's own natural defenses.
- A formula blend that's closer to mature breast milk than ever before.

Introducing New Enfamil[®]
Ready to Use 32 fl oz Bottles
All you have to do is pour.

[Learn More](#)



Now available in non-GMO*.



Enfamil Newborn and Infant now come in non-GMO*.

[Tell Me More](#)

Impact of formula marketing on maternal self confidence

- Affects breastfeeding behavior by diminishing maternal self confidence by influencing behavioral control, which is the perceived ease or difficulty of a behavior
- Ads that suggest ingredients improve baby intelligence may leave mothers with the impression that their milk is inferior or deficient

P.S. Why did you receive this email?
You opted-in through our website or one of our partners.

I'm going to breastfeed. Why do I need Enfamil?

Making plans is part of life. But if life doesn't go as planned, it's good to have options. If you decide to use formula, keep in mind that Enfamil Staged Nutrition is inspired by breast milk and our Neuro Complete™ blend has brain-nourishing DHA and other important nutrients.

[Learn More](#)

Make sure your baby gets important vitamin D with Enfamil™ D-Vi-Sol™.

Breast milk is wonderful, but it doesn't have as much vitamin D as babies need every day as they grow, so the American Academy of Pediatrics recommends a daily vitamin D supplement.



[Learn More](#)

Vitamin D: What does it do?

Babies who don't get enough vitamin D are at risk of getting rickets, a disease that affects the way bones grow and develop. Vitamin D is a factor in the formation and maintenance of bones and teeth. It enhances calcium and phosphorus absorption and utilization.

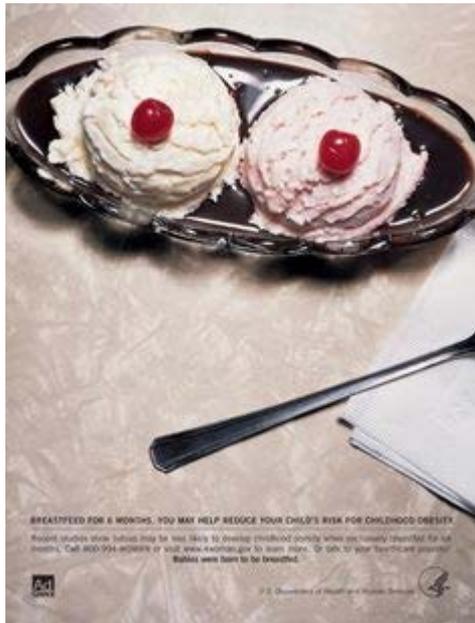
How much do they need?

Breast milk offers the best nutrition for your baby. However, the average vitamin D content of breast milk is low (<25 - 78 IU/L)* and may not be high enough to meet your baby's needs. That's why the American Academy of Pediatrics (AAP) recommends using vitamin D supplement for exclusively or partially breastfed. They further recommend that you give your baby a daily vitamin D supplement at birth and continue until her diet provides at least 400 IU per day of vitamin D from other dietary sources.



Formula marketing influences policy makers

- “Babies were born to be breastfed” public health service campaign from HHS



Proposed campaign

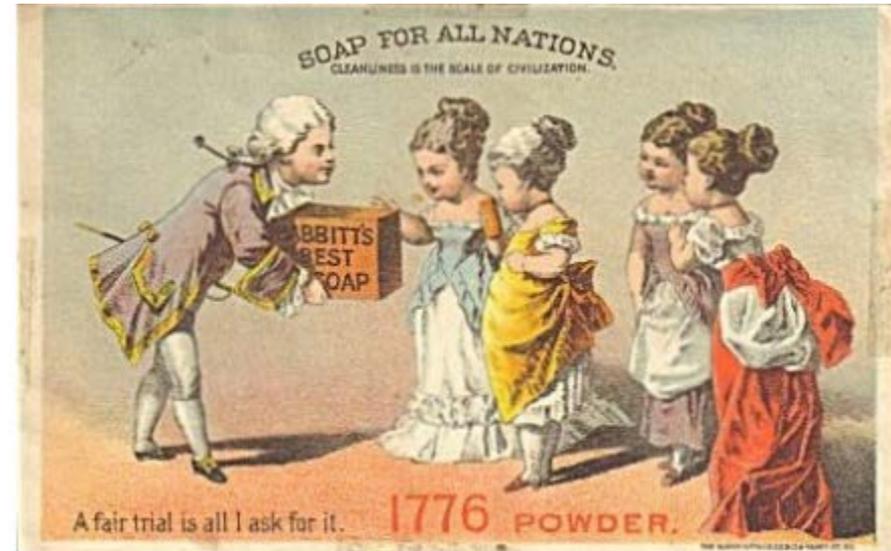
10 mL
100 units per mL
insulin
REGULAR
Insulin human
PROCTONLUSP
KCI-M original

BABIES WHO AREN'T BREASTFED ARE 40% MORE LIKELY TO SUFFER TYPE 1 DIABETES.
Breastfeed exclusively for 6 months. Babies were born to be breastfed. 1-800-994-WOMAN www.4woman.gov

4WOMAN

Marketing through sampling

- Old and **effective** marketing tactic
- Likelihood of consumers purchasing product following receipt of free sample is 20%-90%
- Creates brand loyalty and positive brand image
- Samples sent directly to mothers' homes



Benjamin Babbitt--mid 1800s soap manufacturer engages in sampling

Formula discharge bag is product sampling, not gift-giving

- Hospitals have been giving out formula samples since the 1930s
- Viewed as an endorsement from the healthcare provider rather than an advertisement
- Defined by HIPAA as a form of marketing
- Creates a market where none existed before



Creating a salesforce in disguise

- Sponsorship, funding, supplies, services to hospitals and healthcare providers influence medical care patterns
- Results in distortion, accuracy, completeness & balance of information presented to mothers



Formula Company's View of Nurses

- An old Ross employee manual states,... “Never underestimate the role of nurses. If they are sold and serviced properly, they can be strong allies. A nurse who supports Ross is like another salesman.”

Outcome of gifting

- Since clinical judgments can be biased by small gifts, recruiting physicians and nurses to distribute formula gifts to new mothers could conflict with a provider's ethical duty to the patient as well as the discipline's scope of practice
- Education offerings, pens, mugs and trinkets given to healthcare providers undermine professional objectivity
- Designed to cause hospitals and healthcare workers to look kindly upon infant formula products and disrupt the unconditional support of breastfeeding

[J Hum Lact.](#) 2014 Feb;30(1):73-9.

Hospital discharge bags and breastfeeding at 6 months: data from the infant feeding practices study II.

[Sadacharan R¹](#), [Grossman X](#), [Matlak S](#), [Merewood A](#).

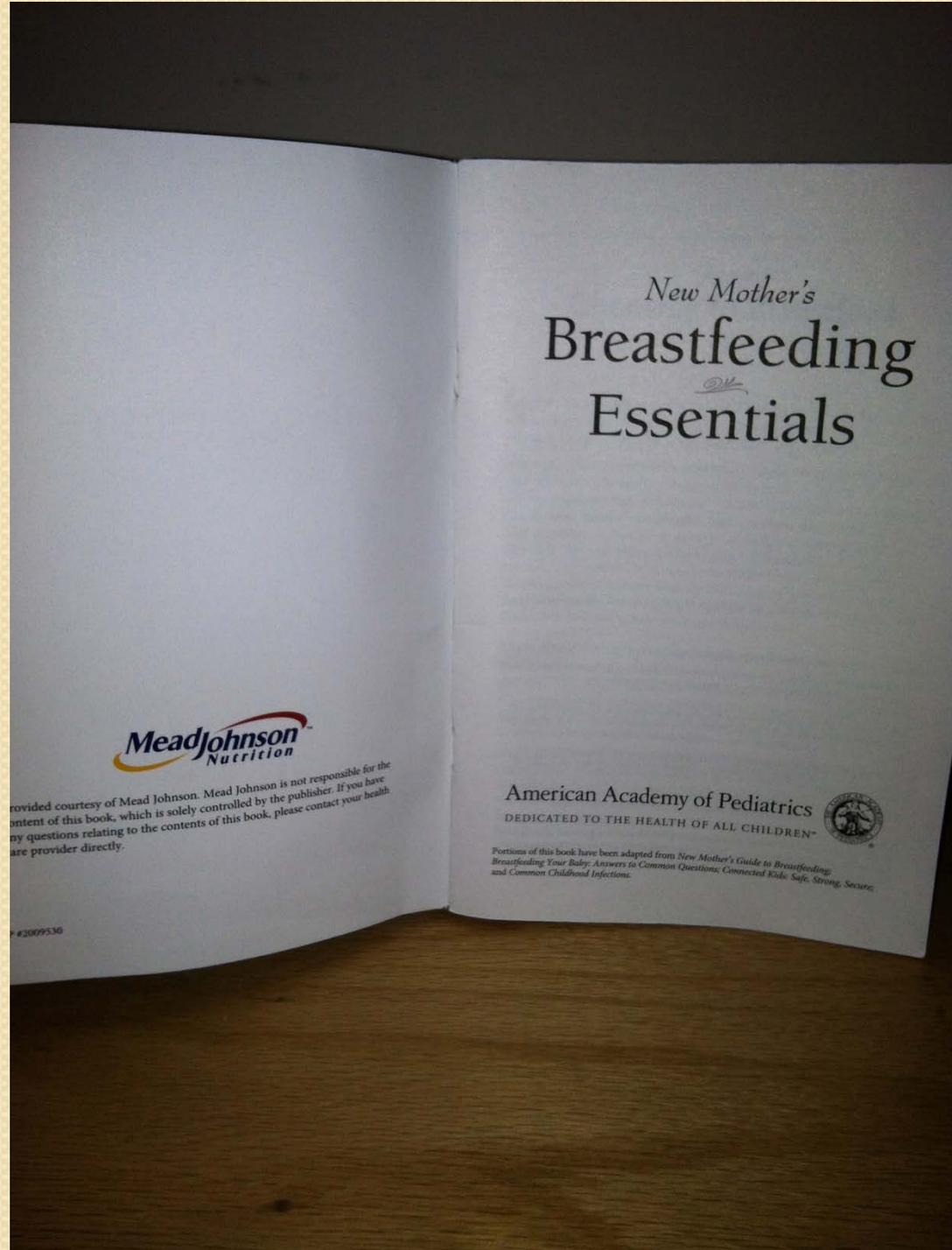
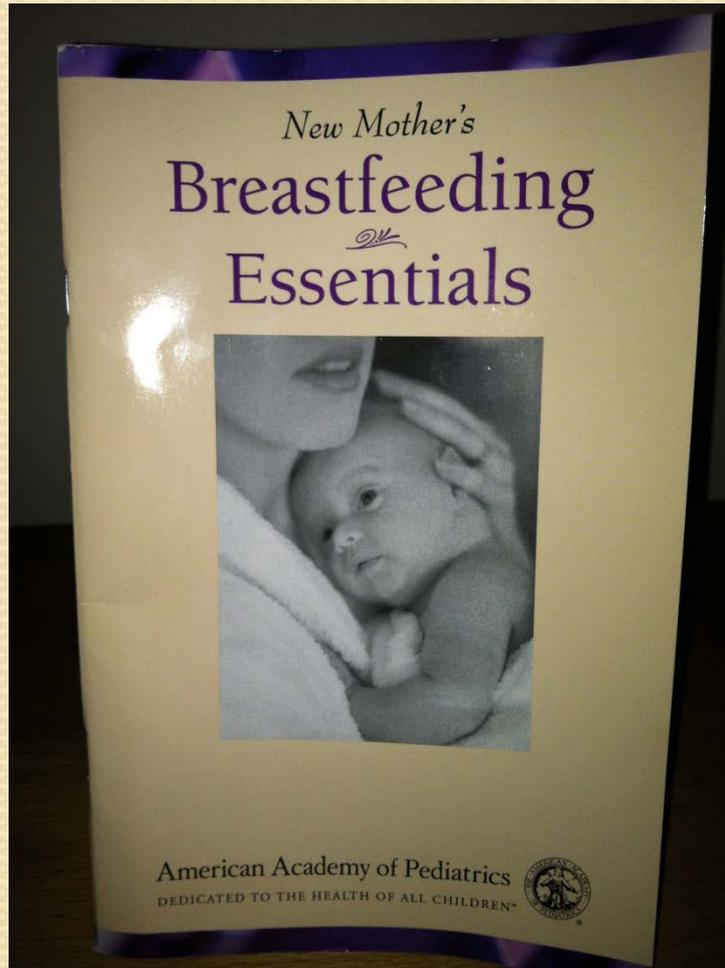
- The vast majority of new mothers received formula sample packs at discharge, and this was associated with reduced exclusive breastfeeding at 10 weeks and 6 months.
- Bags containing breastfeeding supplies or no bag at all were positively associated with exclusive breastfeeding at 10 weeks and 6 months

AMERICAN ACADEMY OF PEDIATRICS PROMOTION OF FORMULA

Advocates for breastfeeding but promotes formula by distributing commercial bags causing confusion in mothers



INSIDE THE FORMULA BAG FOR BREASTFEEDING MOTHERS



Ban the Bags!

- Website developed – www.banthebags.org
- Toolkit of resources
- A wealth of information and help online at banthebags.org





**All birthing hospitals in Rhode Island,
Massachusetts, Delaware, and
Maryland are bag free!**

Gifts have strings attached

- Distorts informed consent
- Prioritizes financial issues above patient care
- Challenges ethics of where professional duties lie
- Exploits patients' fears of inadequacy
- Implies medical endorsement of formula
- Hospitals as a marketing arm for formula companies



Social media bombards mothers with formula promotion normalizing formula-feeding

- Facebook
 - Links users to find hospitals that give out their brand of discharge bag
- Twitter
- You Tube
- Sponsored reviews or support for parenting blogs
- Mobile apps
- Banner ads
- Webpage with interactive tools
 - Message boards
 - Photo galleries
 - Tell a Friend
 - Ask the feeding expert
- Google+ allows businesses to connect with consumers
- Educational materials
- Contests



Special gifts
in the hospital and at home.



Formula samples
designed for baby's stages



Timely advice
through mailers and emails.



Valuable coupons
online and in the mail.



tinyprints

Special offers
like custom stationery from Tiny Prints.

Corporate image repair

- Companies need to maintain a good reputation
- Companies under attack use their website to promulgate a positive public image that helps reduce the effectiveness of public health campaigns against the problems they perpetuate
- Certain companies referred to as “corporate disease vectors” try to minimize their responsibility and the consequences of their actions
- Use relationships with health organizations as strategic image repair

Deflecting responsibility

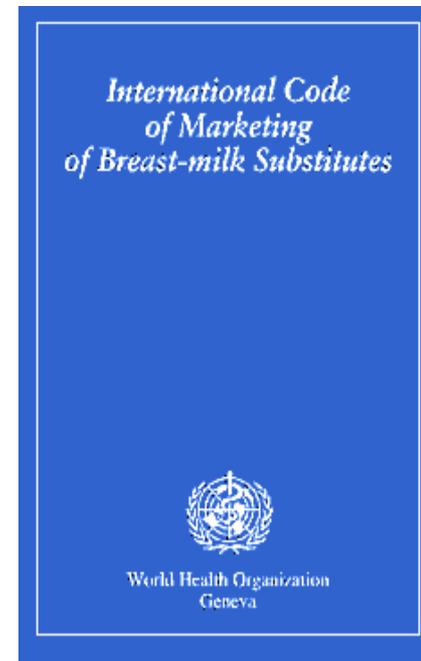
- International Formula Council refutes important breastfeeding research
- Advocacy efforts are being deliberately targeted for defeat by corporate funding, partnerships and co-optation.



Curbing formula marketing

What is the Code?

- The Code is a set of recommendations to regulate the marketing of breast-milk substitutes, feeding bottles, and artificial nipples
- The Code was formulated in response to the realization that poor infant feeding practices were negatively affecting the growth, health and development of children, and were a major cause of mortality in infants and young children.





- A tool to curb the unethical marketing practices, false and misleading advertising, and complicity by health workers, health care systems, and governments that combine to influence a mother to replace her breast milk with a commercial substitute, either completely or partially
 - Does not ban the sale or use of breast milk substitutes, bottles, or nipples
 - Has articles and resolutions that apply directly to hospitals and healthcare providers to remain free from conflicts of interest

The Code is part of the foundation of BFHI

- **GUIDELINE:** The facility will demonstrate its compliance with the International Code of Marketing of Breast-milk Substitutes by
 - refusing to accept supplies of breast milk substitutes and feeding supplies at no cost or below fair market cost
 - protecting new parents from influence of vendors of such items
 - practicing in accordance with its vendor/ethics policy regarding appropriate interaction between vendors of such items and facility staff
 - educating staff members about the Code and its role in ethical health care practices.

Fair Market Price: The Code and subsequently, the BFHI, calls for health systems to purchase infant foods and feeding supplies at a fair market value. Fair market pricing can be determined by

1) purchasing through a buying group that the facility participates in

2) determining the margin of retail price the facility pays on other items available on the retail market. To do this, take the following steps:

Ask a facility purchasing agent to provide unit prices for 3 or more items purchased for use on the maternity unit that are also available on the retail market (e.g., diapers, wipes, sanitary napkins, etc.). Price those items, as well as the brands of infant formula and feeding supplies (bottles, nipples, pacifiers, etc.) used in the hospital, at retail and discount outlets and average the unit retail price.

Calculate the percentage of retail price paid for those items by the hospital.

For example, if the hospital purchases diapers at 55% of retail cost, wipes at 75% and sanitary napkins at 40%, then the hospital pays a range of 40- 75% of retail price.

A price paid for formula in that discount range would be considered a fair market price.

Compliance with the WHO International Code of Marketing for Breast-milk Substitutes

A guide for calculating Fair Market Price (FMP) for formula and feeding accessories to accompany the FMP tool

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<http://www.mass.gov/eohhs/docs/dph/wic/calculating-formula-fair-market-price-tool-instructions.pdf>

TABLE 1	HOSPITAL DISCOUNT for MATERNITY ITEMS								
	Hospital Price			Retail Price per Unit				Discount	
<u>Maternity Floor Product</u>	<u>Price</u>	<u>Quantity</u>	<u>Price Per Unit</u>	<u>Retail Chain Pharm</u>	<u>Online General Retailer</u>	<u>Chain Baby Products Retailer</u>	<u>Chain General Retailer</u>	<u>Avg Retail Price per unit</u>	<u>Hospital Discount</u>
Wipes	\$2.00	100	0.02	0.05	0.02	0.03	0.03	0.03	38%
Diapers	\$3.00	100	0.03	0.34	0.25	0.32	0.26	0.29	90%
Hydrocortisone cream	\$35.00	100	0.35	2.995	2.6	N/A	4.99	3.53	90%
Dubicaine cream	\$40.00	100	0.40	N/A	5.89	N/A	N/A	5.89	93%
Tucks/witch hazel pads	\$3.00	100	0.03	0.089	0.069	N/A	N/A	0.08	62%
Bulb syringe	\$40.00	100	0.40	3.99	2.28	N/A	0.5	2.26	82%
Baby Wash	\$3.00	100	0.03	0.3	0.52	0.266	0.199	0.32	91%
Sanitary Napkins	\$4.00	100	0.04	0.20	0.22	N/A	0.2	0.21	81%

TABLE 2	Retail prices for Cans of Formula Powder				
<i>Product</i>	<u>CVS</u>	<u>Amazon</u>	<u>Babies are Us</u>	<u>Target</u>	<u>Gram/scoop of Powder</u>
<i>Abbott Nutrition</i>					
Similac Expert Care Alimentum	29.99 for 454g	20.45 for 454g	29.99 for 454g	27.49 for 454g	8.7
Similac Advance	16.19 for 352g	20.99 for 658g	24.99 for 658g	23.99 for 658g	8.7
Similac Expert Care Neosure	17.99 for 371g	17.79 for 371g	17.99 fro 371g	16.59 for 371g	9.6
Similac Sensitive Soy Isomil	17.99 for 352g	19.98 for 352g	N/A	26.49 for 658g	8.8
<i>Mead Johnson</i>					
Prosobee Lipil	16.99 for 366g	16.99 for 366g	N/A	N/A	8.9
Enfamil Enfacare Lipil	16.99 for 363g	15.53 for 363g	N/A	16.59 for 363g	9.8
Enfamil Newborn	25.99 for 629g	24.98 for 663g	24.99 for 629g	24.99 for 629g	8.7
Enfamil Premium infant	25.99 for 629g	24.98 for 629g	24.99 for 629g	24.99 for 629g	8.8
<i>Nestle</i>					
Good Start Gentle	16.99 for 340g	8.49 for 340g	24.99 for 658g	N/A	8.9
Good Start Soothe	27.99 for 658g	24.99 for 658g	24.99 for 658g	N/A	8.7
N/A = item not for sale in online retailer					

TABLE 3	Retail Prices per ounce of prepared formula				
<u>PRODUCT</u>	<u>Price per Ounce</u>				
<u>INFANT FORMULA POWDER</u>	<u>CVS</u>	<u>Amazon</u>	<u>Babies are Us</u>	<u>Target</u>	<u>AVERAGE</u>
<i>Abbott Nutrition</i>					
Similac Expert Care Alimentum	0.29	0.20	0.29	0.26	0.30
Similac Advance	0.20	0.14	0.17	0.16	0.20
Similac Expert Care Neosure	0.23	0.23	0.23	0.21	0.20
Similac Sensitive Soy Isomil	0.22	0.25	N/A	0.18	0.20
<i>Mead Johnson</i>					
Prosobee Lipil	0.21	0.21	N/A	N/A	0.20
Enfamil Enfacare Lipil	0.23	0.21	N/A	0.22	0.20
Enfamil Newborn	0.18	0.16	0.17	0.17	0.20
Enfamil Premium infant	0.18	0.17	0.17	0.17	0.20
<i>Nestle</i>					
Good Start Gentle	0.22	0.22	0.22	N/A	0.20
Good Start Soothe	0.19	0.17	0.17	N/A	0.20
				<u>AVG --></u>	<u>0.20</u>

TABLE 4	Retail Pricing for feeding Accessories				
<u>Peripherals</u>	<u>Manufacturer Price</u>	<u>Manufacturer units per case</u>	<u>Manufacturer price/unit</u>	<u>Hospital Purchasing Units per Case</u>	<u>Retail Price Per Case</u>
<i>Abbott Nutrition</i>					
Infant Nipple	48.99	50	0.98	100	98.00
Sterile Water	79.00	48	1.65	100	165.00
<i>Mead Johnson</i>					
5% Glucose In Water	84.00	48	1.75	100	175.00
Cross Cut Nipple	94.00	96	0.98	100	98.00
Standard-Flow Nipple	94.00	96	0.98	100	98.00
Soft-Flow nipple	94.00	96	0.98	100	98.00
GradUFeed Nurser	103.00	100	1.03	100	103.00
Sterile water	84.00	48	1.75	100	175.00

TABLE 5	Fair Market Pricing		
Product	*Average Retail Price Per Case	Average Hospital Discount	Fair Market Price Per Case
Abbott Nutrition			
Similac Expert Care Alimentum	\$19.00	78%	\$4.00
Similac Advance	\$19.00	78%	\$4.00
Similac Expert Care Neosure	\$19.00	78%	\$4.00
Similac Sensitive Soy Isomil	\$19.00	78%	\$4.00
Mead Johnson			
Prosobee Lipil	\$29.00	78%	\$6.00
Emfamil Enfacare Lipil	\$29.00	78%	\$6.00
Enfamil Newborn	\$29.00	78%	\$6.00
Enfamil Premium infant	\$29.00	78%	\$6.00
Nestle			
Good Start Gentle	\$29.00	78%	\$6.00
Good Start Soothe	\$29.00	78%	\$6.00
FMP for Average Sized Case of Prepared Formula -->			\$5.20
PERIPHERALS	-		
Abbott Nutrition			
Infant Nipple	\$98.00	78%	\$21.00
Sterile Water	\$165.00	78%	\$36.00
Mead Johnson			
5% Glucose In Water	\$175.00	78%	\$38.00
Cruss Cut Nipple	\$98.00	78%	\$21.00
Standard-Flow Nipple	\$98.00	78%	\$21.00
Soft-Flow nipple	\$98.00	78%	\$21.00
GradUFeed Nurser	\$103.00	78%	\$22.00
Sterile water	\$180.00	78%	\$39.00
Average FMP for Nipples -->			\$21.00
Average FMP for Water -->			\$38.00
Average FMP for Nurser -->			\$22.00

The prices below demonstrate FMP, using the pricing information obtained in this example. For instance, we determined that the average price of retail formula is .20 per oz. The unit size per can is 2oz and the 60 units per case are representative of a typical purchasing unit by the hospital (in this example). This is equivalent to 120 oz per case; therefore, the average retail price of this amount of prepared formula would be \$24.00. Factoring in the average hospital discount of 78%, the FMP for one case of formula is \$5.20.

Hospital Proposed Baby Friendly Pricing				
Item	Unit Size	Units per case	Unit Price	Case Price
Formula	2oz	60	0.087	\$5.20
Nipples	1 nipple	100	0.21	\$21.00
Water	2oz plastic nursette	100	0.38	\$38.00
Nurser	1 nurser	100	0.22	\$22.00

Remove formula marketing from your health care setting

- Eliminate formula company discharge bags from maternity units
- Ask physicians to avoid giving out formula company materials in their offices
- Remove all formula materials from clinics
- Ask ultrasound offices to avoid distributing formula company gifts
- Avoid handing out formula company educational materials
- Do not attend educational offerings sponsored by formula companies
- Do not accept gifts from formula salespeople
- Have a contest to see how many formula company items are present in your facility

Anticipating Resistance

- Anti-business
- Anti-choice
- Government regs are intrusive & unnecessary
- Makes women feel guilty
- Deprives poor women of gifts/elitist
- Formula is safe and healthy/millions raised on it with no problems



Anticipating resistance

- We need to give out these bags
- Bag removal interferes with doctor/patient relationship
- The Code is outdated
- The Code is only for developing countries
- I am not influenced by advertising



