

1. Vetting Committee on the Code of Ethics for the Marketing of Infant Foods and Related Products. 2. Disciplinary Committee on the Code of Ethics for the Marketing of Infant Foods and Related Products 3. State Committee on the Code of Ethics for the Mark

Established year:

1979

Type of mechanism :

Monitoring

Monitoring:

- Monitoring compliance
- Public dissemination of monitoring results
- Applying sanctions to identified violations

Lead government agency:

Ministry of Health Malaysia

Country(ies)

Malaysia

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Mandate:

Mandated to monitor compliance with national legislative or other appropriate measure. Monitoring in: health facilities, media, billboards, retail shops, pharmacies, other (child care centres).

Notes:

Monitoring has been conducted since 1979 on a monthly basis. The last monitoring exercise reported to WHO in 2014 took place in August the same year. Monitoring of the Code is conducted in every one of the 16 states in Malaysia. State Committee Meetings are conducted in 16 states in Malaysia. Vetting Committee Meetings are conducted monthly at the Ministry level. Disciplinary Committee Meetings are conducted quarterly at the Ministry level. Monitoring is done in health facilities, media, retail shops, pharmacies, other (Child care centres). Report has been published: Decision for vetting and disciplinary actions are minuted. Sanctions were imposed on the violations identified during monitoring, including administrative and other sanctions (e.g. written warning, suspension of vetting of all new materials, notification to WHO and UNICEF, notification to the International Association of Infant Food Manufactures, press release, and black-listing). The responsible agency for imposing sanctions is the Disciplinary Committee on the Code of Ethics for the Marketing of Infant Foods and Related Products in the MOH. There was a public dissemination of the sanctions as needed. Monitoring of the Code is carried out by trained Code Monitoring team at state and district levels. The state monitoring teams report all alleged Code violations to the National Disciplinary Committee on the Code of Ethics for the Marketing of Infant Foods and Related Products.

Link to policy(ies):

- Food Regulations 1985

Topics:

- International Code of Marketing of Breast-milk Substitutes

Partners in policy implementation

- Government Sectors
 - Health

- Consumer affairs
- Details:
more
Ministry of Health Malaysia, Ministry of Domestic
Trade and Consumer Affairs Malaysia

- Others

- Details:
more
Federation of Malaysian Consumers Associations
(FOMCA)
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