

Advertising Act

Published by:

Government

Is the policy document adopted?:

No / No information

Country(ies):
[Armenia](#)
Date:

1999

Published year:

May 1999

Adopted year:

1999

Type of policy:
[Legislation relevant to nutrition](#)

Advertising Act

Reference:

WHO (2013) Country implementation of the International Code of Marketing of Breast-milk Substitutes: Status report 2011 (<http://www.who.int/nutrition/publications/infantfeeding/statusreport2011...>) / Link to eLENA "Regulation of marketing breast-milk substitutes"
: http://www.who.int/entity/elena/titles/regulation_breast-milk_substitute...

Further notes:

Scope of the Code: 0-6 months of age

Policy topics:

- Breastfeeding
- International Code of Marketing of Breast-milk Substitutes
- Functioning implementation and monitoring mechanism - Fully implemented
- Labelling: Message on superiority of breastfeeding
- Promotion to the general public: Prohibition of advertising of BMS - Fully implemented

Links

[1] <http://www.who.int/nutrition/publications/infantfeeding/statusreport2011/en/index.html> [2] http://www.who.int/entity/elena/titles/regulation_breast-milk_substitutes/en/index.html