

Ministry of Health care and Nutrition
Rev. Baddegama Wimalawansa
Thero Mawatha,
Colombo 10.
24.12.2008

General Circular Letter No: 02-12/2009

Provincial Directors of Health Services
Regional Directors of Health Services
Directors of Teaching Hospitals
Medical Superintendents
District Medical Officers
Medical Officers in Charge

Promotion of Milk powder within Health institutions under the Ministry of Health care and Nutrition

It has been brought to my notice that various multinational companies are using the Ministry of Health care and Nutrition infrastructure and health care providers to promote their brands of milk powder and allied products in the under mentioned manner.

- Advertising milk products directly through posters, display of logos, distribution of printed material etc. within the health institution premises.
- Indirect advertising where the companies provide milk to pregnant mothers attending antenatal clinics (within hospital and MOH clinics) displaying the logo.
- Sponsoring routine workshops and meetings eg: Peri-natal conferences, Monthly conferences and Clinical meetings
- Offering free samples to Consultants, Medical Officers and other health personnel

Using the government health infrastructure including the staff to advertise milk products either directly or indirectly is highly unethical and should be prohibited.

Hereby you are requested to adhere to the instructions given below within your Province, District or Hospital:

- *Prohibit the advertisement of milk food/distribution of free samples /display of milk food company logo within the health institution premises.*
- *Prohibit the sponsorship from milk food companies for routine meetings and conferences since it is a violation of the Sri Lanka Code for the Promotion, Protection and Support of Breast Feeding and marketing of designated products.*
- *Prohibit the distribution of any printed material to promote milk powder using the health staff or by other means within health institution premises.*

Please ensure that all Consultants and Medical Officers in hospitals, Medical Officers Maternal and Child Health (MO-MCH) and Medical Officers of Health (MOH) receive a copy of this circular. Further instruct them to bring the contents of this letter to the notice of relevant health staff.



Dr Ajith Mendis
Director General of Health Services

Cc: Secretary, Ministry of Health care and Nutrition
Additional Secretary, Medical Services
DDG PHS 1&11
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Director, Maternal and Child Health
Director, National Institute for Health Sciences
Sri Lanka College of Obstetricians and Gynecologists
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Sri Lanka College of Community Physicians
Peri-natal Society of Sri Lanka