

## **CHAPTER I INTRODUCTION**

### **A. Background**

International Baby Food Action Network (IBFAN) is a global network found in 1979 who has several partner such as UNICEF, WHO, and many more that hold principles focus on mother and infant rights. It is divided based on the region with representatives on each region in to IBFAN Coordinating Council that has responsibilities to the network. Its eight regional officers are; Africa, Afrique, Arab World, Asia, Europe, Latin America and the Caribbean, North America, and Oceania which has four Global Programme Offices those are: the Global Liaison Office hosted by Geneva Infant Feeding Association (GIFA), the International Code Documentation Centre (ICDC) hosted by IBFAN Penang; the Global Codex Alimentarius Programme hosted by Infact Canada and the International Campaigns Office hosted by Baby Milk Action (UK) (IBFAN, 2018).

The International Baby Food Action Network is a global network walking through the path of the child and infant feeding arena issues on social justice movement. The network fights for child and mother with infant rights all around the world. Its focus arenas are Baby-Friendly Hospital Initiative, Codex Alimentarius, Global Breastfeeding Initiative for Child Survival, Human Rights, Health and Environmental Impacts, Infant Feeding in Emergencies, Infant Feeding and HIV, International Code of Marketing of Breast milk Substitutes, Maternity Protection, Trainings, World Breastfeeding Conferences, and World Breastfeeding Trends Initiatives (IBFAN, 2018). Aware of the importance of breast milk for infant and substitutes, if it is necessary, and mothers health after giving birth for their breast milk production and quality, and using its supportive vision and mission, IBFAN try to bring a better world on mother and infant field.

The one and only thing baby could get nutrition is from milk. Breast milk is the first choice that mothers can give for their babies

and formula as recommendation for additional nutrition and choice for mothers who are not able to do breastfeeding because of several problems such as health issues or babies with allergic reaction. Infant formula is the best solution for saving babies life by providing the nutrition needed as a result of food composition, physiology, taste perception, and health researches, nutrition and the direction of use have to comprehensively understand by parents.

One of famous company on various infant nutrition and product, Nestle, targeted to be boycotted because it is blamed for violating ethical International Code on baby food supplies and manipulating customers with misleading nutritional claims for their own products (Neslen, 2018).

The company's misleading advertisement about infant formula caused the misunderstanding of parents about infant nutrition and breastfeed. Nestle claimed its product as "natural start" of the nutrition needed by infant for better growth than only breastfeeding, in fact World Health Organization recommends breastfeed as the perfect food for newborn, initiate within the first hour of birth and done exclusively up to 6 months and said that: "Globally, breastfeeding has the potential to prevent about 800,000 deaths among children under five each year if all children 0–23 months were optimally breastfed." Breastmilk contains all energy and nutrient babies need without any supplementary needed, it could decrease the risk of diarrhea and pneumonia which held the higher contribute on the infant death (Mason, Rawe, & Wright, 2013).

Infant formula forced to family in low and middle-income countries targets pregnant and mother of infant around the world using health workers and health professionals as companies promotion agents by giving certain understanding or a clinics owned by formula industries to boost their sales makes mother influenced to wrongly choose formula than breast milk. The formula's sample has been given to mother with newborn babies since in the hospital and the formula usage is believed to have been encouraged by financially incentivized medical practitioners. When they are run out the samples, their breast milk has been interrupted to such an extent that

it can result in a reliance on the substitute, end up with dependency and they have to buy it regularly.

In the Philippines, where only 34% of mothers exclusively breastfeed in the first six months (Ellis-Petersen, 2018), they reportedly hand out “infant nutrition” pamphlets to mothers, which appear to be medical advice but in fact recommend specific formula brands and sometimes have money-off coupons. Hospital staff were also found to be recommending specific formula brands in lists of “essential purchases” handed to new mothers.

In some cases bottle-feed is not affordable, feasible, sustainable, and safe to be implemented, especially in countries with poor economy, poor hygiene, and limited access to clean water, they're also less likely to have the appropriate cooking equipment, it cause malnutrition and diseases. UNICEF estimates that a formula-fed child living in disease-ridden and unhygienic conditions is between 6 and 25 times more likely to die of diarrhea and four times more likely to die of pneumonia than a breastfed child.

In low and middle-income countries, making an effort for formula is not an easy things, breastfeeding is the cheapest and healthiest way to feed babies without additional capital outcome. By consuming formula family has to have more capital to fulfill the needs of formula which each baby needs approximately 6 cans per month (Good, 2012). It could be cost more than their income per month. The poverty constrained parents to mix formula with more water and tended to use less formula than needed to save it a bit longer but hygiene and clean water issues put babies in risk of dirty and contaminated water that permissible for bacteria, viruses, and other microbes to infect. Nestlé's response was that The Boycott's critics should focus on doing something to improve unsafe water supplies, which contributed to the health problems associated with bottle feeding. The company also later used this approach to promote its bottled water (Nestle, 2020).

In other case Nestle is in partnerships with numerous British charities including Red Cross to promote its product in Africa. The infection of HIV/AIDS in Sub-Saharan Arica which has 3 ways

mother can transmit the disease to her child; during pregnancy, during birth, or during breastfeeding and studies have shown that viruses pass to the infants during pregnancy or delivery in about 15–25% of cases and an additional 5–20% of infants may become infected postnatally during breastfeeding (World Health Organization, 2007). Nestle spotted a profit from the African suffering of HIV epidemic and its risk of breastfeeding as a chance to promote their breast milk substitutes products because it will be safer for mother to bottle-milk their babies in order to prevent the disease transmissions (INFACT Canada). It possibly raised the perception to better bottle-feed the babies than breastfeed, but it is not always the case like this in Africa. The thing is that bottle-feeding is not the solution of Africa because it will damage the babies digestion system and make the disease easier to enter the system, especially for mix-feeding, making the risk of formula feeding is higher than the virus transmission from mother.

The need of attaching national language on the label in low educated society is important to give better understanding about the nutrition and other additional information related to the product regarding increasing consumption and allergic issues. So, mothers have no idea what they're giving their babies or how much to give them. Instead, these women have to rely on the often-spotty, self-serving advice of doctors and nurses. Some products include under-lid leaflets in other languages, means that they only will get the information needed after buying the product. The importance of understanding of breast milk substitutes warnings are required to make sure their choice on choosing substitutes are precise. In term of harm reduction company supposed to has the technical and marketing expertise to oversee the process and regulation (World Health Organization, 2016).

Furthermore, U.S. health regulators warned units of Nestle about overstating the nutritional value of baby food, nuts and other product on their labels for example, trans fat content, antioxidant advantages, and omega-3 benefits claims on their packages and websites that fail to Food and Drug Administration guidelines (Dorfman & Heavey, 2010)

The company figure it self as ambassador of breastfeeding and infant nutrition by doing research, promoting and financing breastfeeding activities, partnering with community organization, joining hands with healthcare facilities and NGO's to sponsored in order to branding and image building. Nestle's image branding as "health trust" to collect public trust hijacked UNICEF's 1000 Days Campaign which provides "excellent care for 1000 days, excellent lifetime protection" to promote their "Start Healthy, Stay Healthy" slogan on pregnancy and two years age in 2014 (Executive Summary Breaking The Rules, Stretching The Rules 2017, 2017).

Discrepancies were found if we look carefully on Nestle advice against giving sucrose to infants on product label marketed in Brazil and Hong Kong but ironically the other Nestle infant milk marketed in South Africa were found to contain the ingredient. It means it ignore its own nutrition advice in certain markets and underlying a use of nutritional science as a marketing tool rather than a criterion for product formulation in the interests of child health.

Boycott against Nestle products is the public response to Nestle's dirty marketing and campaign that continue harming infant. They accused Nestle method of promoting infant formula over breast milk to poor mother in developing countries by its campaign against breastfeeding and change the nutrition in its products.

***Table 1. The Problems in Africa and The Philippines***

Country	General Problem	Special Problem
Africa	Low income, hygiene, lack clean water access, low educational background.	HIV / AIDS.
The Philippines	Low income, hygiene, lack clean water access, low educational background.	Working mothers.

Sources: Nestle in Africa by INFACCT Canada and Formula for Disaster: UNICEF documentary (FULL VIDEO) by Lions of Good

The problem that happened in Africa and The Philippines are similar but quite different. Both countries are having issues on low income, hygiene, lack clean water access, and low educational background, but Africa with HIV/AIDS and The Philippines with working mother as their special case which booth becomes opportunity for Nestle on promoting their products to mothers, ignoring The Code of Marketing of Breast Milk Substitutes.

## **B. Research Question**

Based on the background of the research, the thesis is going to focus on addressing research question as follows:“How is the role of Transnational Advocacy Network on Nestle’s advertisement issues of its infant formula products?”

## **C. Theoretical Framework**

### **1. Transnational Advocacy Network**

Regarding to the case, theory that can be used is Transnational Advocacy Network. To understand more, advocacy networks are transnationally, regionally and domestically significant. It can be the contribution to a convergence of social and cultural norms able to support processes of regional and international integration. It also multiplies the opportunities for dialogue and exchange by building new links among actors in civil societies, states and international organizations. In the issues of human rights, they also make international resources available to new actors in domestic political and social struggles. (Keck & Sikkink, 2002)

Those who advocate for certain issues, ideas, or values and norms do not work independently, and do not recognize national borders in fighting for what they believe in. Initial research conducted by Keck & Sikkink states that NGOs, both international and domestic, play a central role in the advocacy network. This is usually because various NGOs often act as initiators of actions and pressure other actors who are more powerful. NGOs introduced new

ideas, provided information, and lobbied for the purpose of changing policies. There are seven main actors; Non-Governmental Organization (NGO) either national or international scale, local social movement, foundation, media, religious organization, trade activist and researcher, regional and intergovernmental organization, government executive body and parliament.

To advocate an issue, transnational advocacy network should work on several step which are: creating main circle, selecting the strategic issues, managing the data and framing the information, rallying allies and advocacy supports, submitting the movement plan, influencing the policy making, form general opinion, and establishing the basis movement (Azizah, 2013). They are not always successful on their efforts but they could create progress on the issues solving. By framing issues transnational advocacy network make the issues comprehensible to hook the audience, collect attention, and encourage action to fit in the most beneficial institution (Keck & Sikkink, 1998).

Transnational advocacy networks do not rely on power in the traditional sense such as physical strength (military) or economic power, because they do not have that capacity. In the traditional sense of 'power' in the international arena, they are players who can be said to be relatively weak. But in reality groups like them, they have an increasing influence from time to time, making them one of the actors who should also be taken into account in the international political arena. They do not necessarily enter into the international political arena, but look for ways that the issues they carry out can attract attention to be discussed by traditional actors. Their main means are information that is produced quickly, arranged accurately, and disseminated effectively.

## **2. Human Rights**

Human Right Theory explain about the right of the human being. Human rights are rights inherent to all human beings, regardless of race, sex, nationality, ethnicity, language, religion, or any other status. Human rights include the right to life and liberty, freedom from slavery and torture, freedom of opinion and

expression, the right to work and education, and many more. Everyone is entitled to these rights, without discrimination (United Nations). On the right of babies and mothers with infant are violated by what has been done by Nestle.

Based on Universal Declaration of Human Right, the right of human are devided into five; civil right, social right, political right, economic right, and cultural right. The basic Principles of the Human Rights Framework are universality which means that human rights must be afforded to everyone without exception, indivisibility which ensure all aspects including economic, social, and cultural rights to guarantee civil and political rights, participation which means people have the right to participate on decision making, accountability which practice of rights has to have mechanism so that the government could know rather the rights standards can be held or not, transparency which guarantee that all information and decision-making processes related to rights are carried out openly and non-Discrimination which means human rights must be guaranteed the people rights without discrimination.

Babies rights are likely different from adult, some of them are; be fed on demand, in accordance with his/her body's need for food, rather than by an arbitrary imposed schedule. All babies should be considered for breastfeeding, as breast milk has been proven to be the superior food for infants; and be spared any painful procedure that is not absolutely necessary for his/her health or well being (The Natural Child Project).

#### **D. Argument**

Bassed on the description and by the theory and concept we have we can argue that:

1. Regarding transnational advocacy network theory, IBFAN has the authority to provide ideas and norms for cases that occur. The cooperation carried out with other organizations and other institutions are able to facilitate global civil society

to finish the Nestle's misleading advertisement by advocating the government.

2. By using the theory of human rights, the writer argues that this theory can strengthen the position of an organization to get involved in helping the problems of each country. Using that tools, IBFAN is seen to had a strong opportunity to deliver ideas and provide programs to directly offering hands regarding solve problems in each country to uphold the right of mother and infant. IBFAN helps the human rights issues by promoting the importance of breastfeeding and creating programs.

### **E. Research Objectives**

1. To analyze how far IBFAN contribution on the problems related to Nestle's advertisement and sales.
2. To analyze the impact of Nestle Boycott campaign by IBFAN towards countries and society response.

### **F. Research Methodology**

The method used in the thesis is qualitative analysis supported by both primary and secondary sources. The thesis is based on academic literature, official government reports, journals, credible news reports, articles, and other electronic data that are relevant.

### **G. System of Writing**

This thesis tructure consists of five chapters, those are introduction, problembackground, the step IBFAN takes, the impact of the boycott, and conclusion.

CHAPTER I : This chapter consists of the background of the issue, research question, theoretical framework, hypothesis, research method, research scope and research outline.

- CHAPTER II : This chapter explains about International Baby Food Action Network, their background, focus area, partners, and their action.
- CHAPTER III : This chapter elaborates more on the root problem of Nestle boycott and what Nestle has done so that they are accused of contributing on children death in low and middle income countries. Furthermore, in this chapter, the researcher also discusses on low and middle income countries need of supplementary food and their health issues.
- CHAPTER IV : This chapter discusses the role of IBFAN on the boycott, how the act and how far their impact toward global civil society's views and government decision and policy making. It tries to analyze the method they are using to approach the society and government to make them realize the urgent of this problem. In this chapter the writer tries to measure the power of IBFAN on global civil society and government response to the related problem.
- CHAPTER V : This chapter summarizes and provides conclusions of the entire discussion within the thesis.