



**Iran's reinforcement/ modification  
for article 2 of national Law on  
Information and education  
promotion- Dec 2010**

**Ratified and  
implemented by MOHME**

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- Printing and publication of
  - **A)** All publications, handout, brochures, magazines, short video clips, PSAs, movies, SMS text, Emails and ... on products under the scope of Code must follow below specification and procedures defined based on MOH's authorization and frame work;


**1) scientific and reliably evidenced based**

- No information on preference of FMs, or even similarity and equality of the BM and FMs
- All must include the benefits and superiority of the BM
- The positive impacts of support and protection of mothers , including emotional support, rest, healthy nutrition on continuity of the BF
- The hazards of the FM feeding with bottles on BF
- The difficulties of the re-establishment of the BF
- The hazards of FM and teats
- The appropriate use of FM when necessary



**2- The materials on FMs and**  
complementary food must include  
below points;

- The social and economical problems and difficulties related to use of BF
- No images or text expressing the superiority of the FMs;



**B)** The information must be exclusively focused on the benefits of BF and with no means direct or indirectly they must include text which promotes the FMs, or use of bottles or pacifiers;

**C)** All advertisements, and information sharing for promotion of products under the scope of law for public through media (audio, visual, written) directly or indirectly is banned.

Media must not show in any news, movies, Tv series, any seen violating the promotion (showing FMs using bottles or pacifiers) unless the objective is to show the hazards of them.

**D)** All publications, printings and IEC materials must get the approval of the National Committee for Promotion of BF under the MOHME;

Presenting the sample products together with aforementioned IEC materials to physicians and all health workers of the health system and to mothers is banned.