Ethical Marketing

TRANSLATION TABLE

**INSTRUCTIONS:**

**1)** Please edit the translation in the TARGET column directly.

**2)** To comment on a segment, simply create a new MS-Word comment.

**3)** It is best to edit this file in Normal or Draft view rather than page layout.

**4)** DO NOT alter the ID or SOURCE column text.

**5**) Blank rows should be ignored but not deleted.

**6**) **The following formatting must be maintained throughout:**

* **Paragraph (the number of paragraphs per row must be maintained)**
* **bold**
* **italic**
* **underline**
* **links**
* **lists (bullets and number of items in a list must be maintained)**

**7**) Ctrl+click on an ID in the left hand collumn to view the relevent screen in the online course. Toc ID’s will open the table of contents, ID’s containing \_string\_ have no relevent screen and are not linked.

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| --- | --- | --- |
| ID | SOURCE | TARGET |
| [1\_C\_2](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=1_C_2) | All parents want to provide the best for their children.  At Abbott, we believe proper nutrition – especially for babies – is critical for building lifelong health. We work tirelessly to develop the best, most scientifically forward and innovative, lifesaving nutrition for children everywhere. |  |
| [2\_C\_2a](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=2_C_2a) | Abbott has a long history of doing things the right way.  We have built our reputation on the values of honesty, fairness and integrity. As employees and leaders, it is our responsibility to ensure our words and actions promote these values.  In this course, you will learn how our commitment to the ethical marketing of infant formula reflects these values. |  |
| [3\_C\_3](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=3_C_3) | Upon completion of this course, you will be able to:   * Describe the environment in which we operate, * Articulate Abbott’s beliefs and commitments, * Comply with Abbott’s expectations, and * Know where to go for help and support.   The course will take 20-25 minutes to complete. |  |
| [4\_C\_4](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=4_C_4) | The icons at the top of the screen provide one-click access to key resources:   * The Table of Contents, * Important contact information, and * Reference material.   You can use the Audio icon to turn the audio on or off and the Exit icon to close the course window. |  |
| [5\_C\_5](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=5_C_5) | There are several features to help guide you through the course:   * Back and Forward arrows allow you to move from screen to screen. * A horizontal slider bar at the bottom of the screen allows you to see where you are in the course. * The Table of Contents lets you navigate from section to section. |  |
| [6\_C\_6](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=6_C_6) | Knowledge Check  Once you have reviewed the content of this course, you will be required to complete a 10-question Knowledge Check.  The Knowledge Check can be taken at any time by clicking the Table of Contents icon and selecting Knowledge Check. |  |
| [7\_C\_7](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=7_C_7) | It is our policy to market products in a way that does not interfere with the protection and promotion of breastfeeding.  In this section, we will look at some of the challenges we face as a leader in the infant formula industry. |  |
| [8\_C\_8](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=8_C_8) | The sales and marketing practices of infant formula manufacturers are closely scrutinized.  The reason for this is simple: the health and welfare of infants is something everyone cares about. Across the world, parents, healthcare professionals, governments, manufacturers, non-governmental organizations (NGOs), and others all have an interest in supporting the health and wellbeing of infants through proper nutrition. |  |
| [9\_C\_9](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=9_C_9) | In this global environment, news travels fast.  What happens in one market can quickly spread as news in other markets. Therefore, the illegal or unethical sales or marketing practices of a single rogue player can create a negative impression of an entire industry. |  |
| [10\_C\_10](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=10_C_10) | Abbott takes its responsibility as a leader in the infant formula industry seriously.  We understand that our products affect the health and lives of children in the most crucial ways. We are committed to promoting the delivery of optimum nutrition to infants worldwide. |  |
| [11\_C\_11](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=11_C_11) | Within the infant formula space, there are many stakeholders and influencers – some more prominent and vocal than others.  It is important for us as a company to acknowledge and recognize the positions and goals of these stakeholders. Not only because we all support proper nutrition for infants and young children, but also because governments and regulators look to these stakeholders for expertise and support. |  |
| [12\_C\_12](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=12_C_12) | The World Health Organization (WHO) plays a key role in the promotion of safe and adequate nutrition of infants.  The WHO’s International Code of Marketing Breastmilk Substitutes (WHO Code), adopted in 1981, is an international set of recommendations covering the marketing of infant formula. The WHO Code aims to promote and protect breastfeeding and to ensure the proper use of breast-milk substitutes, when necessary. |  |
| [13\_C\_13](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=13_C_13) | At the time of its publication, all World Health Organization Member States were encouraged to give full and unanimous support to the implementation of the WHO Code.  However, the WHO Code was adopted as a recommendation, not as a regulation. Since its adoption, less than half of Member States have enacted legislation implementing the provisions outlined in the WHO Code. Some Member States have limited implementation to specific parts of the WHO Code recommendations. Still many governments look to the WHO for expertise and support. As recently as 2016, the U.N. General Assembly urged Member States to continue to implement the Code. |  |
| [14\_C\_14](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=14_C_14) | The International Baby Food Action Network (IBFAN) is a vocal and influential public interest group that works to promote, protect, and support breastfeeding and infant feeding.  IBFAN is a network of over 200 groups, including consumer organizations, health workers associations, and parent groups. One of its priorities is to bring about the full implementation of the WHO Code by all Member States. |  |
| [15\_C\_15](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=15_C_15) | Although we may not always agree with IBFAN’s policies and methods, we do agree with its goal of supporting the health, growth, and development of all children, especially in early development.  We also agree with IBFAN’s principles that all women should have the right to breastfeed and make informed decisions about infant and young child feeding. |  |
| [16\_C\_16](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=16_C_16) | At Abbott, it is important that we listen to the concerns raised by stakeholder groups.  IBFAN and other organizations, such as Bill and Melinda Gates Foundation and Helen Keller International, are important stakeholders and influencers. Many governments look to them for their expertise and support of nutrition programs. |  |
| [17\_C\_17](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=17_C_17) | The Access to Nutrition Foundation (ATNF) is an important stakeholder actively engaged with the private sector to encourage businesses to do more to achieve good health through improved diets and nutrition.  ATNF’s flagship initiative is the Global Access to Nutrition Index (ATNI). The ATNI provides ratings on how well the marketing practices of leading manufacturers of breastmilk substitutes align with the standards set out by the WHO Code. |  |
| [18\_C\_18](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=18_C_18) | Increasing and competing regulations in the infant formula space also provide challenges.  Some countries have enacted legislation implementing the provisions outlined in the WHO Code. However, each country interprets the WHO Code differently in response to the needs of its local population and changes in the external environment.  As a result, some countries in which Abbott operates have stricter regulations than others. |  |
| [19\_C\_19](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=19_C_19) | The legal landscape surrounding the sale and marketing of infant formula remains dynamic.  All Abbott employees who are involved in the sales and marketing of infant formula must follow the guidance provided by local procedures. |  |
| [20\_C\_20](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=20_C_20) | Finally, differences in local laws and regulations, as well as the fact that many countries have yet to enact legislation, means that some competitors operate in the marketplace aggressively and without regard to local regulations.  The result is that in certain markets, some competitors may push the boundaries of what Abbott would consider acceptable marketing practices. |  |
| [21\_C\_21](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=21_C_21) | Because of these inconsistent, and sometimes questionable competitor practices, Abbott is challenged with how best to respond.  Our policy is to support the goal of the WHO Code, market our products based on the best science, and ensure our practices adhere to the laws and regulations of the countries in which we operate. |  |
| [22\_C\_22](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=22_C_22) | At Abbott, we believe that proper nutrition is the foundation for living the best life possible.  In this section, we will review the beliefs and commitments that guide our marketing and sale of infant formula. |  |
| [23\_C\_23](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=23_C_23) | We believe that the encouragement and protection of breastfeeding is an important part of the health and wellbeing of infants.  We recognize that breast milk provides the best nutrition for healthy growth and development. We also acknowledge breastfeeding helps to form a unique biological and emotional tie between parent and child. |  |
| [24\_C\_24](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=24_C_24) | Our Global Policy on the Marketing of Infant Formula (Global Policy) prohibits marketing infant formula in a way that competes with breastfeeding or interferes with the protection and promotion of breastfeeding.  Abbott employees and partners involved in the marketing, distribution, or selling of infant or follow-on formula products should not state or imply any superiority of formula feeding to breastfeeding. In addition, employees should not present these products in a way that discourages parents or caregivers from breastfeeding or feeding breast milk to their infants. |  |
| [25\_C\_25](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=25_C_25) | Imagine . . .  You overhear an Abbott representative say, “Breastfeeding may be fine for women who have the luxury to take time off work, but for most working women, infant formula is more convenient and a better option.”  That's not correct!  That's correct!  That's partially correct! |  |
| [27\_C\_25](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=27_C_25) | What do you do?  [1] Nothing. Abbott has no control over the views and opinions of third parties.  [2] Explain to the third party that while it is okay to say infant formula is more convenient than breastfeeding, they should avoid saying it is better.  [3] Explain to the third party that they should never state or imply any superiority of formula feeding to breastfeeding.  Submit |  |
| [26\_C\_25](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=26_C_25) | You should explain Abbott’s expectation that all employees and partners involved in the marketing, distribution or selling of Abbott Infant formula or follow-on formula products should not state or imply any superiority of formula feeding to breastfeeding. |  |
| [28\_C\_26](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=28_C_26) | We recognize and respect the aims and principles of the WHO Code to contribute to the provision of safe and adequate nutrition for infants.  We agree that breast milk provides the best nutrition for infants, and we support the goal of increasing breastfeeding. |  |
| [29\_C\_27](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=29_C_27) | Our Global Policy commits us to follow the laws and regulations in the countries in which we operate.  We expect that our employees and partners will follow national regulations where they are stricter than Abbott policy and our local policies in those countries will be consistent with the national regulations. In countries where national regulations are weaker than our standards, employees and partners should follow Abbott policy. |  |
| [30\_C\_28](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=30_C_28) | We are committed to ethically and responsibly promoting our products.  We believe responsible marketing and communication have value in helping parents and caregivers engage in more informed conversations with their Healthcare Professionals, ultimately leading to better health outcomes. |  |
| [31\_C\_29](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=31_C_29) | Our Global Policy commits us to ensuring all statements—in all our materials and communications—are science-based, balanced and factual.  We expect that all claims made about Abbott products are accurate, supported by sound scientific evidence and compliant with all pertinent laws and regulations. |  |
| [32\_C\_30](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=32_C_30) | Imagine . . .  You learn that a salesperson working in your region has been creating their own sales aids. When you ask about the sales aids, the salesperson tells you that no new content is being added, the material is just being rearranged and simplified to make it easier for parents to understand the information.  That's not correct!  That's correct!  That's partially correct! |  |
| [34\_C\_30](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=34_C_30) | What do you do?  [1] Nothing. Since the original material was approved for use and no new material is being added, the salesperson can continue to use the sales aids.  [2] Check to confirm that the modified sales aids remain science-based, balanced and factual. If you review the materials, they are good to go.  [3] Tell the salesperson to stop using the sales aids. Explain that all marketing materials must be used in exactly the same form in which they were originally approved for use.  Submit |  |
| [33\_C\_30](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=33_C_30) | Abbott’s Global Policy is supported by local promotional review procedures to ensure that all marketing materials are accurate, supported by sound scientific evidence and compliant with all pertinent laws and regulations. Once approved, marketing materials must be used in exactly the same form in which they were approved without alterations of any kind. |  |
| [35\_C\_31](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=35_C_31) | We recognize that Healthcare Professionals (HCPs) and institutions play an important role in guiding infant-feeding practices and providing patient advice.  We believe that parents should be able to rely on that advice without concern that it has been improperly influenced by incentives from companies seeking to promote their products. |  |
| [36\_C\_32](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=36_C_32) | Our Global Policy makes clear that advice from HCPs should be independent and free from undue commercial influence.  We expect that all interactions with HCPs be appropriate and conducted in accordance with all Abbott policies. No item, gift or benefit shall be offered or given as an inducement for the purchase, sale or recommendation of Abbott products. |  |
| [37\_C\_33](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=37_C_33) | Imagine . . .  You are a member of Abbott’s Grant Committee. A sales colleague calls you and explains that they are in the process of helping a pediatrician put together a research grant application. Your colleague tells you, “The doctor is really influential, they have a big say in whether or not we get our products in rotation at the regional healthcare system.” Your colleague asks for your advice.  That's not correct!  That's correct!  That's partially correct! |  |
| [39\_C\_33](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=39_C_33) | What do you do?  [1] Outline the criteria that will be used by the committee to award the grant but take care to provide no other advice.  [2] Explain that while it is okay for your colleague to help the doctor with the application, it would not be okay for you to provide any advice.  [3] Explain to your colleague that the doctor needs to apply for the grant on their own, and that assistance should not be provided.  Submit |  |
| [38\_C\_33](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=38_C_33) | Sales colleagues should not assist requestors with their grant applications. Assisting with grant applications could create the appearance that the awarding of a grant is tied to past, present, or future purchases of Abbott products. Remember that parents need be able to rely on the advice of HCPs without concern that their advice has been improperly influenced by incentives from companies seeking to promote their products. |  |
| [40\_C\_34](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=40_C_34) | We believe there is no one better to decide the most appropriate ways to feed a child than parents.  We fully support a parent’s right to choose. |  |
| [41\_C\_35](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=41_C_35) | Our Global Policy states that we respect and support every parent’s right to choose the most appropriate methods to feed their children, whether that’s breast milk, formula or a combination.  We expect that all employees involved in marketing activities show respect for consumers’ choices, including people who choose not to use our products. |  |
| [42\_C\_36](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=42_C_36) | All employees and partners of Abbott must act responsibly and ethically.  In this final section, we will outline some simple things we can do to ensure we continue to operate in a manner consistent with the beliefs, commitments, and expectations set out in Our Global Policy on the Marketing of Infant Formula. |  |
| [43\_C\_37](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=43_C_37) | Know and comply with the policies, laws and regulations in the countries in which you operate.  We expect that our employees and partners will follow national regulations where they are stricter than our Abbott Global policy and our local policies in those countries will be consistent with the national regulations. In countries where national regulations are weaker than our standards, employees and partners should follow Abbott policy. |  |
| [44\_C\_38](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=44_C_38) | Always promote infant formula in a balanced, fair and accurate way.  Only use Abbott-approved materials and, where communications are permitted, ensure that they are accurate, supported by sound scientific evidence, and compliant with all pertinent laws and regulations. |  |
| [45\_C\_39](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=45_C_39) | Ask questions and raise concerns.  If you have a question about an interaction or activity, talk to your manager. If you have a concern, raise the issue. The sooner you raise your concern, the better. A list of resources can be found at the end of this training. |  |
| [46\_C\_40](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=46_C_40) | Never discourage breastfeeding.  Infant formula should NEVER be promoted to compete with breastfeeding; nor should marketing materials be presented in a way that discourages breastfeeding. |  |
| [47\_C\_41](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=47_C_41) | Abbott leaders have additional responsibilities. |  |
| [48\_C\_42](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=48_C_42) | Set clear expectations.  All employees must receive training on relevant policies and follow applicable procedures. Make sure your team knows, understands, and complies with all relevant policies, laws and regulations. If there are changes to these policies and regulations, make sure your team is notified. |  |
| [49\_C\_43](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=49_C_43) | Lead by example.  Take personal responsibility for creating a culture that supports ethical behavior. Foster an open environment where employees feel secure asking questions and raising concerns. |  |
| [50\_C\_44](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=50_C_44) | Monitor and respond.  Finally, always check to make sure your team is complying with all relevant policies and regulations. If issues are identified, take appropriate action to ensure improvements are made to prevent further issues. |  |
| [51\_C\_45](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=51_C_45) | Manager or Supervisor  If you have questions or concerns about an activity or interaction, the best place to start is with your manager or supervisor.  Code of Business Conduct  For Abbott’s fundamental set of expectations about interactions with others, consult the [Code of Business Conduct](https://www.abbott.com/investors/governance/code-of-business-conduct.html).  Office of Ethics and Compliance (OEC)  The OEC is a global resource available to address your questions or concerns about our company’s values and standards of conduct.   * **OEC Policies and Procedures** – For our company’s global and country-specific OEC policies and procedures: * Abbott employees should visit [iComply](https://icomply.abbott.com/Default.aspx). * ARDx employees should visit the [Written Standards](https://www.onealere.com/en-us/Pages/Written-Standards.aspx) page on the OEC website on Abbott World Rapid Diagnostics. * Click [here](https://abbottlabs-lcec.lrn.com/custom/Global%20Infant%20Formula%20Policy.pdf) to access Our Global Policy on the Marketing of Infant Formula. * **OEC Contacts** – You are encouraged to contact the OEC at any time with any ethics and compliance questions, or to discuss concerns about possible violations of our written standards, laws, or regulations. * Visit the [Contact OEC](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance/About/Pages/Contacts.aspx) page on the [OEC website](https://abbott.sharepoint.com/sites/abbottworld/EthicsCompliance) on Abbott World. * Visit the [Contact OEC](https://www.onealere.com/en-us/Pages/Contact-OEC.aspx) page on the [OEC website](https://www.onealere.com/en-us/functional-resources/office-of-ethics-and-compliance) on Abbott World Rapid Diagnostics. * **Ethics and Compliance Helpline** – Visit our multilingual Ethics and Compliance [“Speak Up” Helpline](http://speakup.abbott.com/) to voice your concerns about a potential violation of our company’s values and standards of conduct. The Helpline is available 24 hours a day, 7 days a week and allows you to submit concerns online or by calling an operator who speaks your language. You can also email [investigations@abbott.com](mailto:investigations@abbott.com) to report a potential violation. |  |
| [52\_C\_46](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=52_C_46) | Course Transcript  Click [here](reference/Transcript.pdf) for a full transcript of the course. |  |
| [53\_C\_47](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=53_C_47) | The Knowledge Check consists of 10 questions. You must score 80% or higher to successfully complete this course.  When you are ready, click the **Knowledge Check** button. |  |
| [54\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=54_C_48) | All World Health Organization (WHO) Member States have fully implemented the International Code of Marketing Breastmilk Substitutes (WHO Code).  [1] True.  [2] False. |  |
| [55\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=55_C_48) | The Code was adopted as a recommendation, not as a regulation, and since its adoption in 1981, less than half of Member States have enacted legislation implementing the provisions outlined in the WHO Code and some Member States have implemented only specific parts of the WHO code recommendations.  For more information about the correct answer, see *Section 2.3, Important Stakeholders and Influencers.* |  |
| [56\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=56_C_48) | As a leader in the infant formula industry, it is important to listen to the concerns raised by which stakeholder group:  [1] The World Health Organization (WHO).  [2] International Baby Action Network (IBFAN).  [3] Access to Nutrition Foundation (ATNF).  [4] All of the above. |  |
| [57\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=57_C_48) | Within the infant formula space there are several stakeholders and influencers – some more prominent and vocal than others. It is important for us as a company to acknowledge and recognize the positions and goals of all these stakeholders. Not only because we share the same goal: to support proper nutrition for infants and young children; but also, because governments and regulators look to these stakeholders for expertise and support.  For more information about the correct answer, see *Section 2.3, Important Stakeholders and Influencers.* |  |
| [58\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=58_C_48) | Why is it important for Abbott employees involved in the sales and marketing of infant formula to closely follow the guidance that their local procedures provide?  Check all that apply.  [1] The legal landscape is dynamic.  [2] Abbott does not have a global policy governing the marketing of infant formula.  [3] There are differences in local laws and regulations. |  |
| [59\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=59_C_48) | Abbott employees involved in the sale and marketing of infant formula need to closely follow the guidance of their local procedures because of differences in local laws and regulations, as well as the fact that the legal landscape in most countries remains dynamic.  For more information about the correct answer, see *Section 2.4, Increasing Regulations.* |  |
| [60\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=60_C_48) | Abbott employees and partners involved in the marketing, distribution or selling of Abbott infant formula or follow-on formula products should never:  Check all that apply.  [1] State or imply any superiority of formula feeding to breastfeeding.  [2] Promote our products directly to Healthcare Professionals (HCPs).  [3] Present our products in a way that discourages parents or caregivers from breastfeeding or feeding breast milk to their infants. |  |
| [61\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=61_C_48) | Abbott employees and partners involved in the marketing, distribution or selling of Abbott infant formula or follow-on formula products should never state or imply any superiority of formula feeding to breastfeeding, nor present our products in a way that discourages parents or caregivers from breastfeeding or feeding breast milk to their infants.  For more information about the correct answer, see *Section 3.2, The Best Nutrition for Babies is Breast Milk.* |  |
| [62\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=62_C_48) | You recently began work in an emerging market. One of your distributors tells you, “All the local companies here ignore the milk code. In order to be competitive, we need to do what they are doing.” What do you do?  [1] Since the local distributor clearly knows the market, follow their advice.  [2] Explain to the distributor that local customs should never take priority over Abbott’s global standards in support of WHO goals.  [3] Follow the advice of the local distributor because it is probably in compliance with local laws and regulations. |  |
| [63\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=63_C_48) | We expect that our employees and partners will follow national regulations where they are stricter than the Abbott Global policy and our local policies in those countries will be consistent with the national regulations. In countries where national regulations are weaker than our standards, employees and partners should follow Abbott policy.  For more information about the correct answer, see *Section 3.4, Compliance with Local Laws and Regulations.* |  |
| [64\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=64_C_48) | Our Global Policy commits us to ensuring all statements – in all our materials and communications – are:  [1] Science-based.  [2] Balanced.  [3] Factual.  [4] All of the above. |  |
| [65\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=65_C_48) | Our Global Policy commits us to ensuring all statements—in all our materials and communications—are science-based, balanced and factual.  For more information about the correct answer, see *Section 3.5, Commitment to Ethical and Responsible Marketing.* |  |
| [66\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=66_C_48) | Meals, gifts and other items of benefit may be provided to HCPs as a reward for past or present purchases of our products only if offered in accordance with national laws and regulations.  [1] True.  [2] False. |  |
| [67\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=67_C_48) | No item, gift or benefit should ever be offered or given as an inducement for the purchase, sale or recommendation of Abbott products. Remember that parents need be able to rely on the advice of their HCPs without concern that their advice has been improperly influenced by incentives from companies seeking to promote their products.  For more information about the correct answer, see *Section 3.6, Respecting the Independence of Healthcare Professionals.* |  |
| [68\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=68_C_48) | We believe there is no one better to make the decision about the most appropriate ways to feed a child than:  [1] Government agencies.  [2] Parents.  [3] Healthcare professionals.  [4] Manufacturers.  [5] Non-governmental organizations. |  |
| [69\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=69_C_48) | We believe there is no one better to make the decision about the most appropriate ways to feed a child than parents. Our Global Policy states that we respect and support every parent’s right to choose the most appropriate methods to feed their children, whether that’s breast milk, formula or a combination.  For more information about the correct answer, see *Section 3.7, Support for the Rights of Parents.* |  |
| [70\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=70_C_48) | You are a salesperson who recently began work in a new market. You have concerns about the activities of a local distributor in your area. What should you do?  [1] Have a quiet word with the local distributor.  [2] Report your concern to your manager or the OEC.  [3] Nothing. The activities of third-party distributors are not Abbott’s responsibility.  [4] Nothing. It is safe to assume the local distributor knows the local market. |  |
| [71\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=71_C_48) | If you have a concern, you should raise the issue. The sooner you raise your concern, the better.  Normally, it is best to raise the concern with your manager. Your manager knows you and your work environment. You can also report your concern to the OEC, via Speak Up.  For more information about the correct answer, see *Section 4.2, Responsibility of All Employees and Partners.* |  |
| [72\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=72_C_48) | If you have a leadership role in Sales and Marketing, you are responsible for:  Check all that apply.  [1] Making sure your team is notified of any updates to relevant policies, laws and regulations.  [2] Fostering an open environment where employees feel secure asking questions and raising concerns.  [3] Assisting requestors with applications for research and educational grants.  [4] Checking to make sure your team is complying with all relevant policies and regulations. |  |
| [73\_C\_48](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=73_C_48) | If you operate in a leadership role in Sales and Marketing, you are responsible for:   * Making sure your team is notified of any updates to relevant policies, laws and regulations; * Fostering an open environment where employees feel secure asking questions and raising concerns; and * Checking to make sure your team is complying with all relevant policies and regulations.   Sales and Marketing personnel, including managers, should never assist requestors with their grant applications. Assisting with grant applications could create the appearance that the awarding of a grant is tied to past, present or future purchases of Abbott products.  For more information about the correct answer, see *Section 4.3, Responsibility of Leaders.*  All questions remain unanswered |  |
| [74\_C\_49](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=74_C_49) | No results are available as you have not completed the Knowledge Check.  Congratulations! You have successfully passed the Knowledge Check and completed the course.  Please review your results below by clicking on each question.  Once you are done, you must click the **EXIT [X]** icon in the course title bar before closing your browser window or browser tab.  Sorry, you did not pass the Knowledge Check. Take a few minutes to review your results below by clicking on each question.  When you are done, click the **Retake Knowledge Check** button. |  |
| [75\_toc\_1](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=75_toc_1) | Introduction |  |
| [76\_toc\_2](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=76_toc_2) | Welcome |  |
| [77\_toc\_3](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=77_toc_3) | Objectives |  |
| [78\_toc\_4](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=78_toc_4) | Tutorial |  |
| [79\_toc\_5](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=79_toc_5) | The Environment in Which We Operate |  |
| [80\_toc\_6](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=80_toc_6) | Overview |  |
| [81\_toc\_7](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=81_toc_7) | Global Spotlight |  |
| [82\_toc\_8](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=82_toc_8) | Important Stakeholders and Influencers |  |
| [83\_toc\_9](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=83_toc_9) | Increasing Regulations |  |
| [84\_toc\_10](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=84_toc_10) | Inconsistent Competitor Practices |  |
| [85\_toc\_11](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=85_toc_11) | Our Beliefs and Commitments |  |
| [86\_toc\_12](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=86_toc_12) | Overview |  |
| [87\_toc\_13](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=87_toc_13) | The Best Nutrition for Babies is Breast Milk |  |
| [88\_toc\_14](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=88_toc_14) | Support for the WHO Code |  |
| [89\_toc\_15](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=89_toc_15) | Compliance with Local Laws and Regulations |  |
| [90\_toc\_16](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=90_toc_16) | Commitment to Ethical and Responsible Marketing |  |
| [91\_toc\_17](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=91_toc_17) | Respecting the Independence of Healthcare Professionals |  |
| [92\_toc\_18](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=92_toc_18) | Support for the Rights of Parents |  |
| [93\_toc\_19](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=93_toc_19) | Delivering on Our Promise |  |
| [94\_toc\_20](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=94_toc_20) | Overview |  |
| [95\_toc\_21](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=95_toc_21) | Responsibility of All Employees and Partners |  |
| [96\_toc\_22](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=96_toc_22) | Responsibility of Leadership |  |
| [97\_toc\_23](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=97_toc_23) | Resources |  |
| [98\_toc\_24](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=98_toc_24) | Where to Get Help |  |
| [99\_toc\_25](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=99_toc_25) | Reference Material |  |
| [100\_toc\_26](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=100_toc_26) | Knowledge Check |  |
| [101\_toc\_27](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=101_toc_27) | Introduction |  |
| [102\_toc\_28](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=102_toc_28) | Knowledge Check |  |
| [103\_toc\_29](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=103_toc_29) | Question 1 |  |
| [104\_toc\_30](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=104_toc_30) | Question 2 |  |
| [105\_toc\_31](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=105_toc_31) | Question 3 |  |
| [106\_toc\_32](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=106_toc_32) | Question 4 |  |
| [107\_toc\_33](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=107_toc_33) | Question 5 |  |
| [108\_toc\_34](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=108_toc_34) | Question 6 |  |
| [109\_toc\_35](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=109_toc_35) | Question 7 |  |
| [110\_toc\_36](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=110_toc_36) | Question 8 |  |
| [111\_toc\_37](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=111_toc_37) | Question 9 |  |
| [112\_toc\_38](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=112_toc_38) | Question 10 |  |
| [113\_toc\_39](http://www.learnex.co.uk/test/AbbottEthicalMarketing/us/course/index.html?showScreen=113_toc_39) | Feedback |  |
| 114\_string\_1 | The Course cannot contact the LMS. Click 'OK' to continue and review the course. Note, Course Certification may not be available. Click 'Cancel' to exit |  |
| 115\_string\_2 | All questions remain unanswered |  |
| 116\_string\_3 | Questions |  |
| 117\_string\_4 | Question |  |
| 118\_string\_5 | not answered |  |
| 119\_string\_6 | That's correct! |  |
| 120\_string\_7 | That's not correct! |  |
| 121\_string\_8 | Feedback: |  |
| 122\_string\_9 | Ethical Marketing |  |
| 123\_string\_10 | Knowledge Check |  |
| 124\_string\_11 | Submit |  |
| 125\_string\_12 | Retake Knowledge Check |  |
| 126\_string\_13 | Course Description: At Abbott, we believe proper nutrition for babies is critical for building lifelong health. In this course, we outline the beliefs and commitments that guide the marketing and sale of our infant formula and outline some simple things we can do to ensure we operate in a manner consistent with Our Global Policy on the Marketing of Infant Formula. This course will take approximately 20-25 minutes to complete. |  |
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| 128\_string\_15 | Where to Get Help |  |
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