INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES & SUBSEQUENT WHA RESOLUTIONS
Companies put infant health at risk through unethical marketing

“Breastfeeding is the direct competitor of formula”
- Jan Bennink, NUMICO Chairman – 2003
Public Protest 1974 …
Nestle trial/Boycott 1978
WHO/UNICEF responded in 1979:
meeting on marketing of breastmilk substitutes.

governments
scientists
industry
NGOs

four parties
International Code of Marketing of Breast-milk Substitutes

ADOPTED!
WORLD HEALTH ASSEMBLY
1981

4 drafts

18 months

National measures

LAW
The Code is a Global Recommendation

WHA 34.22 (1981)

states that breastfeeding must be actively protected and promoted in all countries;

stresses that adoption and adherence to the Code is a minimum requirement;

urges all Member States to translate the Code into national law and/or regulations.
International Code of Marketing of Breastmilk Substitutes

Scope
Article 3. Definitions

“Breastmilk substitute” means any food being marketed or otherwise represented as a partial or total replacement for breastmilk, whether or not suitable for that purpose.
URGES Member States:

to strengthen activities and develop new approaches to protect, promote and support exclusive breastfeeding for six months as a global public health recommendation

…and to provide safe and appropriate complementary foods, with continued breastfeeding for up to two years of age or beyond…
Stages of Infant and Young Child Feeding

Proportion of nutrients provided by exclusive breastfeeding, partial breastfeeding, and token breastfeeding over the age of the child from birth to 3 years. The graph shows the transition from exclusive breastfeeding to complementary foods as the child grows older.
Products covered by the scope of the International Code
• MORE Pictures?

If TIME allows....

IF NOT.... Skip to 17 .... quickly
Promoting brand recognition in health facilities

promotion by colour & composition

Philippines