

- information on artificial feeding should explain the benefits of breastfeeding and the costs and dangers associated with artificial feeding;
- unsuitable products, such as sweetened condensed milk, should not be promoted for babies.

Who is a “health worker” for the purposes of the Code?

According to the Code, any person working in the health care system, whether professional or non-professional, including voluntary and unpaid workers, in public or private practice, is a health worker. Under this definition, ward assistants, sweepers, nurses, midwives, social workers, dieticians, counsellors, in-hospital pharmacists, obstetricians, administrators, clerks, etc. are all health workers.

What are a health worker’s responsibilities under the Code?

1. *Encourage and protect breast-feeding.* Health workers involved in maternal and infant nutrition should make themselves familiar with their responsibilities under the Code, and be able to explain the following:

- the benefits and superiority of breastfeeding;
- maternal nutrition, and the preparation for and maintenance of breastfeeding;
- the negative effect on breastfeeding of introducing partial bottle-feeding;
- the difficulty of reversing the decision not to breastfeed; and
- where needed, the proper use of infant formula, whether manufactured industrially or home-prepared.

When providing information on the use of infant formula, health workers should be able to explain:

- the social and financial implications of its use;
- the health hazards of inappropriate foods or feeding methods; and
- the health hazards of unnecessary or improper use of infant formula and other breast-milk substitutes.

2. *Ensure that the health facility is not used for the display of products within the scope of the Code,* for placards or posters concerning such products. Ensure that packages of breast-milk substitutes and other supplies purchased by the health facility are not on display or visible to mothers.

3. *Refuse any gifts offered by manufacturers or distributors.*

4. *Refuse samples* (meaning single or small quantities) of infant formula or other products within the scope of the Code, or of equipment or utensils for their preparation or use, unless necessary for the purpose of professional evaluation or research at the institutional level.

5. *Never pass any samples to pregnant women, mothers* of infants and young children, or members of their families.

6. *Disclose any contribution made by a manufacturer or distributor* for fellowships, study tours, research grants, attendance at professional conferences, or the like to management of the health facility.

7. *Be aware that support and other incentives for programmes and health professionals working in infant and young-child health should not create conflicts of interests.*