

October 28, 2012

Pre-Meeting Workshop for Public Health and Communities
“World Health Organization (WHO) International Code of Marketing Breast-Milk
Substitutes: taking the next step on the baby-friendly journey”

Barbara King, IBCLC, Minnesota Breastfeeding Coalition

Resources

World Health Organization, International Code of Marketing Breast-Milk Substitutes, 1981

http://www.who.int/nutrition/publications/code_english.pdf

WHO: Choosing Good Nutrition – e-LENA

<http://www.youtube.com/watch?v=3jBsLsJvu80&feature=youtu.be>

WHO/UNICEF, Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding. 1990

http://www.unicef.org/nutrition/index_24807.html

WHO/UNICEF, 2005, Innocenti Declaration 2005 on Infant and Young Child Feeding.

http://www.unicef.org/nutrition/files/innocenti2005m_FINAL_ARTWORK_3_MAR.pdf

(Signed by: American Academy of Breastfeeding Medicine, International Lactation Consultants Association, Wellstart International, Regione Toscana, WABA, IBFAN, La Leche League International, UNICEF, WHO)

“We who are assembled . . . declare that these actions are urgent and necessary to ensure the best start in life for our children, for the achievement of the Millennium Development Goals by 2015, and for the realisation of the human rights of present and future generations.”

Lauwers, Judith and Anna Swisher, *Counseling the Nursing Mother*, Jones & Bartlett Learning, LLC, 2011, Sudbury MA

Selling Out Mothers and Babies: Marketing of Breast Milk Substitutes in the USA by Marsha Walker, RN, IBCLC (106 pp). Published 2001 by the National Alliance for Breastfeeding Advocacy (NABA). Available from NABA, Educational Services, 254 Conant Road, Weston, MA 02493-1756 (<http://www.naba-breastfeeding.org>)

Branching Out: New Dimensions in Infant Formula and Baby Bottle Marketing, by Marcia Walker, (13-page brochure) National Alliance for Breastfeeding Advocacy, 2011.

<http://www.naba-breastfeeding.org/images/BranchingOut2011.pdf>

National WIC Association, *NWA Statement on the WHO International Code of Marketing Breast-Milk Substitutes*, July 2011. Accessed 10/21/2012:

http://www.nwica.org/sites/default/files/Statement%20on%20WHO%20International%20Code%20of%20Marketing%20of%20Breast-Milk%20Substitutes_0.pdf

American Public Health Association (APHA), *A Call to Action on Breastfeeding: A Fundamental Public Health Issue*. Policy Date: 11/6/2007; Policy Number 200714. Accessed 10/21/2012:

<http://www.apha.org/advocacy/policy/policysearch/default.htm?id=1360>

International Baby Food Action Network, www.ibfan.org

IBFAN aims to improve the health and well-being of babies and young children, their mothers and their families through the protection, promotion and support of breastfeeding and optimal infant feeding practices.

National Alliance for Breastfeeding Advocacy, <http://www.naba-breastfeeding.org>

The National Alliance for Breastfeeding Advocacy (NABA) was formed to fill the existing gaps in breastfeeding protection, promotion, and support. NABA advocates for breastfeeding at the state and federal levels, to move breastfeeding into the public health arena, and restore breastfeeding as the cultural norm. NABA is the organization representing IBFAN (International Baby Food Action Network) in the United States and as such monitors the International Code of Marketing of Breast-milk Substitutes in the US. NABA is a member of the US Breastfeeding Committee and is represented on USDA's Breastfeeding Promotion Consortium.

Federal Trade Commission <http://www.ftc.gov/index.shtml>

To prevent business practices that are anticompetitive or deceptive or unfair to consumers; to enhance informed consumer choice and public understanding of the competitive process; and to accomplish this without unduly burdening legitimate business activity.