

END INFANT FORMULA MARKETING IN HEALTHCARE FACILITIES



Make formula companies
see the bigger picture.

Take Action
on May 21!

Join moms and citizens nationwide in
posting images and messages online.

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BACKGROUND

For 33 years, large formula corporations have violated the International Code of Marketing of Breastmilk Substitutes adopted by the World Health Organization on May 21, 1981. They continue to co-opt healthcare facilities to promote formula,* undermining women's breastfeeding* success while costing families.

[Tell formula companies](#) to comply with the WHO Code on its 33rd birthday!

Email eseidelman@citizen.org for more information.

*This message does not advocate against formula use if necessary. Research shows that [breastfeeding](#) and [human milk](#) save lives and provide life-long health protection for mothers and children, and that formula marketing and sample distribution in hospitals undermines breastfeeding.



United States Breastfeeding
COMMITTEE
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OURSELVES



BEST
BABES

