

WHO/UNICEF International Code of Marketing of Breastmilk Substitutes

The International Code of Marketing of Breastmilk Substitutes is a voluntary code of marketing practices, not a code of conduct or ethics. It is meant as a recommendation of minimum standards to protect healthy feeding practices of infants and young children. The Code includes provisions addressed to governments, infant formula manufacturers, and health care providers. The US endorsed the Code in 1994, and all subsequent resolutions related to it. The Code is designed to provide mothers an atmosphere for making infant feeding decisions free of commercial pressures. The Code includes ten main provisions summarized below in a short list of important issues.

1. *No advertising of breastmilk substitutes to mothers*
2. *No free samples of breastmilk substitutes to mothers*
3. *No promotion of products through health facilities*
4. *No company sales representatives to advise mothers*
5. *No gifts or personal samples to health care workers*
6. *No words or pictures idealizing artificial feeding, including pictures of infants on the labels of the products*
7. *Information to health workers should be scientific and factual*
8. *All information on artificial feeding, including the labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding*
9. *Unsuitable products, such as sweetened condensed milk, should not be promoted for babies*
10. *All products should be of a high quality and take into account the climatic and storage conditions of the country where they are used*

Does This Educational Offering Support the International Code of Marketing of Breastmilk Substitutes?

Name of offering _____

Sponsoring organization _____

Date and place of offering _____

What type of offering was this? (circle) In-service Conference Workshop Seminar Other _____

Is there an exhibitor policy that adheres to the Code? _____

Are formula companies on the committee that makes or advises on exhibitor policy? _____

Is money from the baby food industry** accepted for any of the following? (circle)

organize/planning

provide speakers sponsor the offering provide food provide materials/mailings

partially or fully sponsor any outside speakers—list which company _____

Is hospitality (food, gifts, etc) from baby food companies accepted by the conference conveners or by conference participants? Describe (which companies) _____

Do advertisements from the baby food industry appear in conference materials such as brochures, programs, journals?

Describe _____

Are there signs at the conference site inviting participants to hospitality suites funded by baby food companies? Describe _____

Is the list of conference participants sold or given to the baby food industry? _____

Are there exhibits (or other means of promotion) for infant formula, baby foods, bottles, artificial nipples, or pacifiers?

Describe _____

If any portion of the offering was funded by the baby food industry was this disclosed in the registration brochure? _____

Were any of the speakers employees of the baby food industry? _____

Were any conference events sponsored by the baby food industry? _____

What other vendors did not measure up to the Code? _____

Your name and how we may contact you (optional) _____

Comments:

** (baby food industry includes companies who manufacture or distribute infant formula, bottles, artificial nipples, or pacifiers)