

SUMMARY: INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES

Full text available from www.ibfan.org/English/resource/who/fullcode.html

- 1. Aim** The Code aims to protect and promote breastfeeding by ensuring appropriate marketing and distribution of breastmilk substitutes.

- 2. Scope** The Code applies to breastmilk substitutes, when marketed or otherwise represented as a partial or total replacement for breastmilk. These breastmilk substitutes can include food and beverages such as:
 - infant formula • other milk products • cereals for infants
 - vegetable mixes • baby teas and juices • follow-up milks.The Code also applies to feeding bottles and teats. Some countries have expanded the scope of the Code to include foods or liquids used as breastmilk substitutes and pacifiers.

- 3. Advertising** No advertising of above products to the public.

- 4. Samples** No free samples to mothers, their families or health workers.

- 5. Health care facilities** No promotion of products, i.e. no product displays, posters or distribution of promotional materials. No use of mothercraft nurses or similar company-paid personnel.

- 6. Health workers** No gifts or samples to health workers. Product information must be factual and scientific.

- 7. Supplies** No free or low-cost supplies of breastmilk substitutes to any part of the health care system.

- 8. Information** Information and educational materials must explain the benefits of breastfeeding, the health hazards associated with bottle feeding, and the costs of using infant formula.

- 9. Labels** Product labels must clearly state the superiority of breastfeeding, the need for the advice of a health worker and a warning about health hazards. No pictures of infants, or other pictures or text idealising the use of infant formula.

- 10. Products** Unsuitable products, such as sweetened condensed milk, should not be promoted for babies. All products should be of a high quality (Codex Alimentarius standards), have expiration dates, and take account of the climatic and storage conditions of the country where they are used.