

Contents

Preface.....	i
Introduction and Background	2
Why breastfeeding is important	2
Recommendation from WHO	4
When formula products are necessary	5
Breastfeeding is declining. Why?	6
Why a marketing code?.....	8
How was the International Code developed?.....	9
The International Code: Overview.....	10
The International Code is universal	10
Scope of the International Code.....	11
Bottles and teats...also under the Code	12
What can health workers do to make the International Code work?	13
Article 4 Information & Education	14
Time to change the paradigm	15
No product promotion to parents	16
Article 6 Health Care Systems	18
Health authorities should promote breastfeeding, not formula feeding	18
No promotion of products in health facilities	20
No company mothercraft nurses	21
Ban on free supplies	22
Infants who have to be fed on breastmilk substitutes	23
No brand names on donated equipment.....	25
BFHI- Best start for breastfeeding	26
Article 7 Health Workers	29
No promotion to health workers	29
No gifts to health workers	31
A ban on samples	32
Disclosure.....	33
Sponsorship & Conflicts of Interest	34
Taking a stand against sponsorship	36
How the Code affects Health Workers, Health Facilities and Professional Associations	38
New Marketing Trends	40
Code Watch by Health Workers.....	42
Complementary Foods.....	46
HIV, Breastfeeding and the Code	52
Infant Feeding in Emergencies and the Code	55
HIV and Infant Feeding in Emergencies.....	58
Annex A. Summary of the International Code and Resolutions	59
Annex B. Quick and Easy Monitoring Form	64
Annex C. Recommendations on HIV and Infant Feeding ...	66