

# INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES

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## WHAT IS IT?

A living document which originated in 1981 by the World Health Organization and UNICEF designed as a global public health strategy to protect, promote, and support breastfeeding. It does this by providing guidelines to

institutions, companies, governments, and healthcare providers on the marketing of breastmilk substitutes. **The Code is not aimed at parents who use these products**, but instead solely focused on protecting them from predatory marketing.

## WHO IS IT FOR?



### COMPANIES

May not market products as being "like the breast," offer freebies, include photos of infants. Labeling must include proper preparation/storage information.

### HEALTHCARE PROVIDERS

May not display, distribute free samples, accept gifts, speak at conferences, or use materials from violating companies. Must thoroughly educate patient on preparation and use.

### GOVERNMENTS

Ensures any information related to breastmilk substitutes follow the Code and are presented in an unbiased and factual manner. Government also monitors for violations in collaboration with World Health Organization.

## WHAT'S COVERED?



### INFANT FORMULA BOTTLES & TEATS BREASTMILK REPLACEMENTS

Toddler follow-on formula; bottled water, juices, teas, glucose solutions, cereals, or infant foods promoted for use under six months of age or as a replacement for breastmilk from 6 months of age.



#### Did you know?

Most countries have adopted the Code into their laws resulting in increased breastfeeding rates. **The US is one of 6 countries** who have made little to no effort to adopt it