



Protecting Women's and Children's Nutrition Rights

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for every child



What's so special about breastfeeding?



Improving breastfeeding would:

- Annually save about 820,000 children under 5 years of age.
- Prevent more than 54% of all diarrhea episodes
- Prevent 32% of all respiratory infections
- Reduce hospital admissions by 72% for diarrhea and 57% for respiratory infections

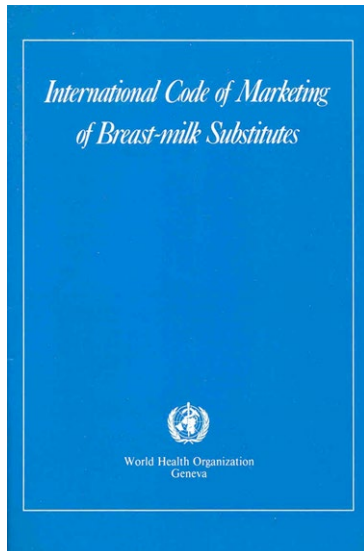
Breastfeeding also protects against:

- Acute otitis media (<2 yrs)
- Malocclusion
- Type 2 diabetes
- Obesity

Longer breastfeeding associated with higher performance on intelligence tests

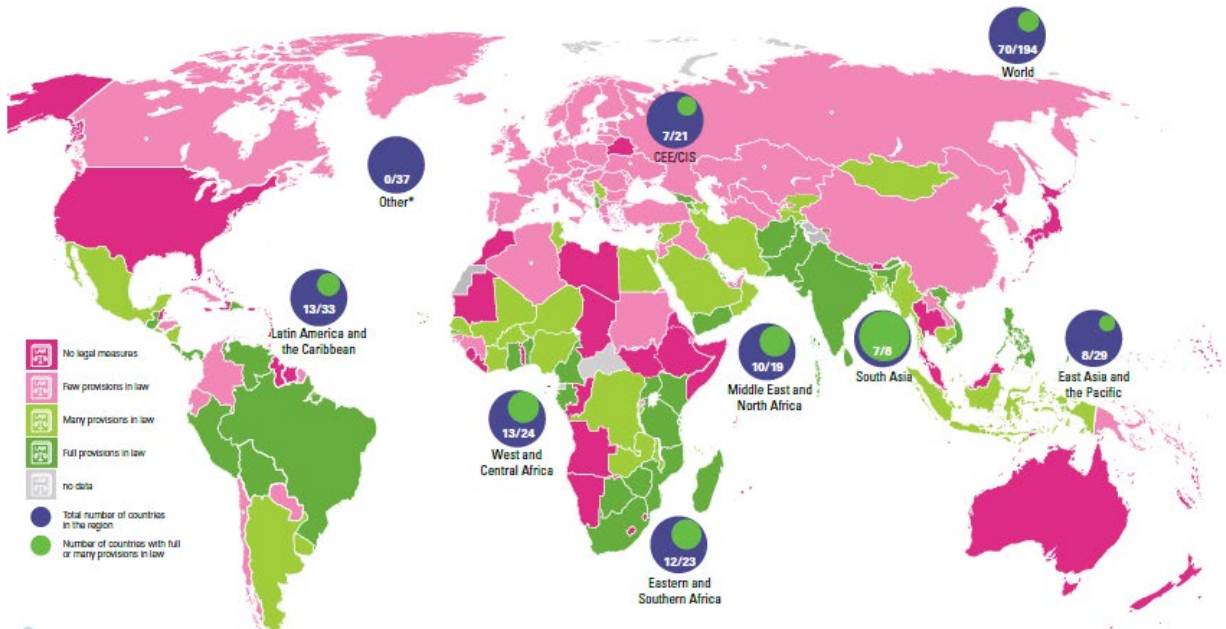
Breastfeeding decreases risk of breast and ovarian cancers

International Code adopted by the World Health Assembly in 1981



- Recommendation to all Governments to adopt national regulations
- Updated regularly by subsequent WHA Resolutions to deal with new marketing tactics or products
- Protects women from misinformation by prohibiting all advertising or any other forms of promotion of breastmilk substitutes, feeding bottles and teats
- Prohibits the use of the health care system to promote BMS
- Requires Governments to provide parents and caregivers with objective and consistent information on IYCF

135 countries have some legal measures in line with the Code - yet most of these need to be further strengthened

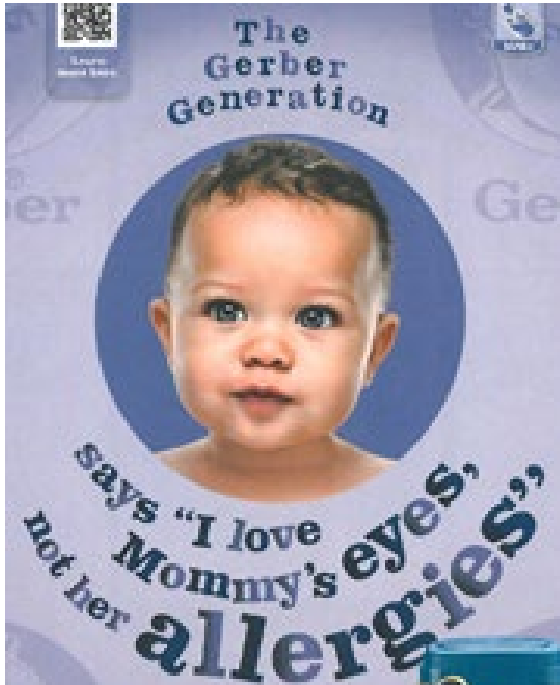


Status of national measures on the International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly resolutions, by country and by region*, 2016

Source: WHO, UNICEF, IBFAN. Marketing of Breast-milk Substitutes: National Implementation of the International Code, Status Report 2016. Geneva: World Health Organization; 2016. * denotes countries have no dedicated Code legislation, but have Code-related provisions incorporated in other legal measures. The regional summaries indicate the number of countries with a full provision or many provision law (green circle) out of all countries in the region (blue circle). *Other refers to mainly high income countries not included within UNICEF programme regions (see annex 2). Note: These maps are stylized and not to scale and do not reflect a position by UNICEF on the legal status of any country or territory or the delimitation of its frontiers. The dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties. The final boundary between the Sudan and South Sudan has not yet been determined. The final status of the Abyei area has not yet been determined.

How companies manipulate and mislead parents

Health and nutrition claims

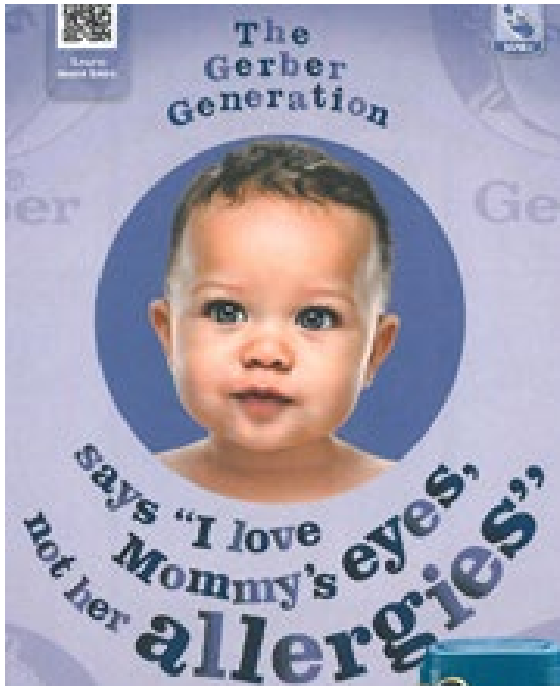


October 30, 2014

The Federal Trade Commission charged Gerber Products Co., aka Nestlé Nutrition, with deceptively advertising that feeding its Good Start Gentle formula to infants with a family history of allergies prevents or reduces the risk that they will develop allergies.

How companies manipulate and mislead parents

Health and nutrition claims



The World Health Assembly has called on Governments to prohibit health and nutrition claims on foods for infants and young children!

Promotion through Claims

Introducing our Biofactors System

VISUAL & MENTAL DEVELOPMENT

SUPPORTED IMMUNITY

GI TOLERABILITY

OPTIMAL GROWTH

Iron

VISUAL & MENTAL DEVELOPMENT

AA-DHA

BioFactors System™
Integrated nutrition for their 1st golden years

Uganda



SMA's Biofactors support:

- Optimal Growth
- Immune Function
- Optimal, Visual & Mental Development

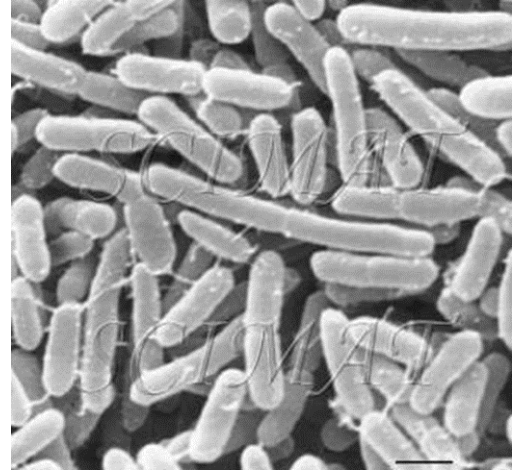
“Those who make claims about infant formula that intentionally undermine women’s confidence in breastfeeding are not to be regarded as clever entrepreneurs just doing their job, but as human rights violators of the worst sort”

Stephen Lewis, then
Deputy Executive Director,
UNICEF, April 1999



Not disclosing risks

- Powdered infant formulas are **NOT sterile products**
- They can become contaminated at factory level with heat resistant, pathogenic and highly contagious bacteria such as ***Cronobacter sakazakii*** (which before 2007 was named *Enterobacter sakazakii*)



In 2005, WHA called on governments to:

- Inform that powdered infant formula may contain **pathogenic microorganisms** and must be prepared and used appropriately
- Ensure explicit warning on packaging

Idealizing artificial feeding or making it seem equivalent



Breast feeding

In addition to the optimal nutrition that it provides, breast feeding contributes immensely to the bonding process. Cuddling, fondling, and the rhythm and warmth of the mother's heartbeat bring mother and infant closer physically and emotionally. Breast feeding provides a warm relationship between you and your child, which is important for your baby's healthy psychological and emotional growth.

VIOLATION



Bottle feeding

If you cannot breast-feed your baby or have decided not to, you can still establish bonding with bottle feeding. During feedings, hold your baby close to you and maintain direct eye contact. The infant will feel your heartbeat and sense your warmth, feeling content and secure.

Where are the potential conflicts of interest in ECN?



- Health professionals' and policy makers' primary interest to improve health and nutrition outcomes

- Increase breastfeeding

- Baby food industry's primary interest to increase profits for shareholders

- Sell more BMS
- Reduce breastfeeding

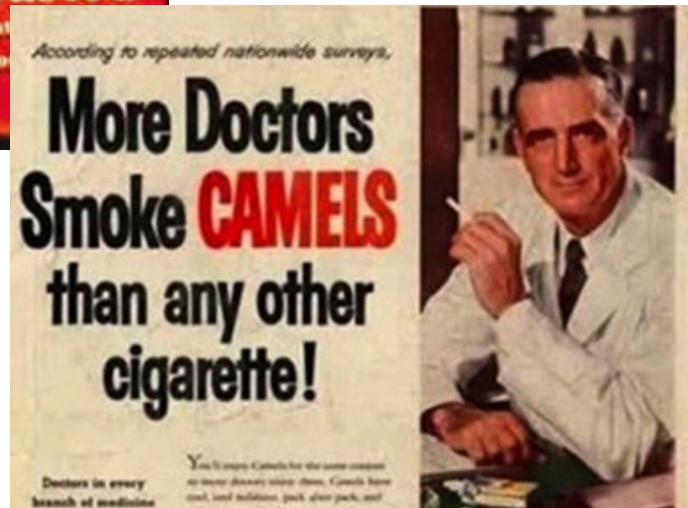


The commercial benefit of medical endorsement has been sought and used for decades.



20,679^{*} Physicians
say "LUCKIES are
less irritating"
"It's toasted"
Your Throat
against irritation

LUCKY STRIKE CIGARETTES



According to repeated nationwide surveys,
**More Doctors
Smoke CAMELS
than any other
cigarette!**

Doctors in every
branch of medicine

You'll enjoy Camels for the same reason
as these doctors enjoy them. Camels have
mild, soft nicotine, pack after pack, and

Health workers often used in the past to promote unhealthy products

Just a drink that... when a drink
And in other... including
Coca-Cola is served in a beverage in
leading hospitals. It fits a need
There's wholesome... because in its
its and... for... the
... there's a...
... to...



"Something that will refresh you"
Served in Leading Hospitals



5¢

* You can be sure it is pure and wholesome.
Coca-Cola is a pure drink of natural products,
with no artificial flavors or coloring. Comparing
with pure food items all over the world.

"... and she can have all the Canada Dry she wants"



Doctors . . . nurses . . . hospitals have been recommending Canada Dry Ginger Ale for years. They know, from professional experience, that Canada Dry has always been dry, wholesome, high in energy. For dryness—which means less sweet—is no new fad with Canada Dry. From the very beginning, it has been deliciously dry . . . less sweet . . . far more refreshing. That's what has made it the stand-by of three generations . . . one of the fastest-growing, best-liked beverages in the world. Enjoy some today . . . for a healthy change.



FOLLOW THE LEADER . . . YOU'LL GET THE BEST

Insist on
"The Champagne
of Ginger Ales"

Today the endorsement can be more subtle



Recommended by the Russian Pediatric Association

<http://nutrilak.com/home/o-brende-nutrilak.html> (3 Oct 2015)



Providing doctors' coats, growth charts ...



Cozying up to the health care system



Endorsement by
Association

Manipulation by
Assistance

Historically, Health Care System & Health Workers have been important sales conduit.

“Our interest in this important phase of medical economics springs, not from any motives of altruism, philanthropy or paternalism, but rather from a spirit of enlightened self-interest ...”
(Mead Johnson, 1930s)



“In less developed countries, the best form of promoting baby food formulas may well be the clinics which the company sponsors ...”
(Nestlé, 1960s)

Sponsorship by its very nature creates a conflict of interests. Whether it takes the form of gift items, meals or help with conference expenses, it creates a sense of obligation and a need to reciprocate in some way. The “gift relationship” thus influences our attitude to the company and its products and leads to an unconscious unwillingness to think or speak ill of them.

C.M Right and A.J.R Waterston. “Relationship between paediatricians and infant formula companies”. Archives of Disease in Childhood 2006;91:383-385;doi:10.1136/adc.2005.072892;
BMJ Publishing Group Ltd & Royal College of Paediatrics and Child Health 2006

Code was weak on sponsorship



Art. 7.5 – Contribution for fellowships, study tours, attendance at professional conferences etc.



OK, but subject to disclosure





WHA Resolution 58.32 (2005)

Urges Governments “to ensure that financial support and other incentives for programmes and health professionals working in infant and young child health do not create conflicts of interest



Guidance on Inappropriate Promotion of Foods for Infants and Young Children

World Health Assembly in May 2016 (A69/7)

Recommendation 6: Conflict of Interest



Companies that market foods for infants and young children should not create conflicts of interest in health facilities or throughout health systems. Health workers, health systems, health professional associations and nongovernmental organizations should likewise avoid such conflicts of interest. Such companies, or their representatives, should not:



Companies should not:

- provide free products, samples or reduced-price foods for infants or young children to families through health workers or health facilities, except:
 - as supplies distributed through officially sanctioned health programmes. Products distributed in such programmes should not display company brands;
- donate or distribute equipment or services to health facilities;
- give gifts or incentives to health care staff;
- use health facilities to host events, contests or campaigns;
- give any gifts or coupons to parents, caregivers and families;
- directly or indirectly provide education to parents and other caregivers on infant and young child feeding in health facilities;
- provide any information for health workers other than that which is scientific and factual;
- sponsor meetings of health professionals and scientific meetings.

Growing awareness of the harms of sponsorship



Scottish Public Health Network: building a healthier Scotland without multinational sponsorship

"In view of your decision (some would suggest error) in accepting sponsorship from a transnational confectionery and breast milk substitute manufacturer, we will be recommending to colleagues that they should not attend or participate in your conference."

May, 2014

UK Paediatricians protest at formula company sponsorship of RCPCH Conference in Egypt

Paediatricians and health campaigners have written to the President of the UK Royal College of Paediatrics and Child Health (RCPCH) to protest about its decision to allow an [international conference in Egypt](https://rcpchmena-eg.org/) to be sponsored by baby food companies Nestlé, Danone and Abbott (<https://rcpchmena-eg.org/>)- [all major violators of the WHO Code of Marketing of Breastmilk Substitutes](#). The authors state that the RCPCH is contravening [the clear and repeated recommendations of the World Health Assembly that such sponsorship is an unacceptable conflict of interest](#).

The RCPCH have issued [a statement](https://www.rcpch.ac.uk/news-events/news/rcpch-statement-sponsorship-mena-conference) on their website claiming the the companies have passed the RCPCH Robust 'Due Diligence Criteria'.
<https://www.rcpch.ac.uk/news-events/news/rcpch-statement-sponsorship-mena-conference>
[CLICK HERE](#) for Change.org petition



RCPCH
Royal College of
Paediatrics and Child Health
Leading the way in Children's Health

1. End sponsorship by Code violators
2. Correct RCPCH's public statement
3. Commit to protecting infant health by following the Code in the UK and globally

selling out

Civil society protest led to policy change ...

QUARTZ

WHITE GOLD

Why the UK's largest body of pediatricians will no longer take money from baby-formula companies

London • February 15, 2019



By **Annabelle Timsit**
Geopolitics reporter




Concerns over the financial influence of infant formula companies has led to a backlash

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On Wednesday (Feb. 13), the UK's Royal College of Pediatrics and Child Health (RCPCH) [announced](#) it would no longer accept financial contributions from the baby formula industry. That decision will cost the group somewhere around **£40,000 (\$51,150) a year**. The RCPCH

On-going battles in South Africa ...

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SAMJ **IN PRACTICE**

ISSUES IN PUBLIC HEALTH

Child health, infant formula funding and South African health professionals: Eliminating conflict of interest

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Despite clear evidence of the benefits of exclusive and continued breastfeeding for children, women and society, far too few children in South Africa (SA) are breastfed. One of the major impediments to improving this situation is the continued and aggressive marketing of breastmilk substitutes (BMSs) and infiltration of the BMS industry into contexts with exposure to health professionals. In this article we, as academics, practitioners and child health advocates, describe contraventions of the regulations that protect breastfeeding in SA and argue that bold, proactive leadership to eliminate conflict of interest in respect of the BMS industry is urgently required, together with far greater investments in proven interventions to promote and support breastfeeding.

A close-up photograph of a young child with dark hair, winking with their right eye and smiling slightly. The child is wearing a light-colored t-shirt. The background consists of vertical panels in bright colors: orange, green, orange, red, and blue.

THANK YOU!

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for every child