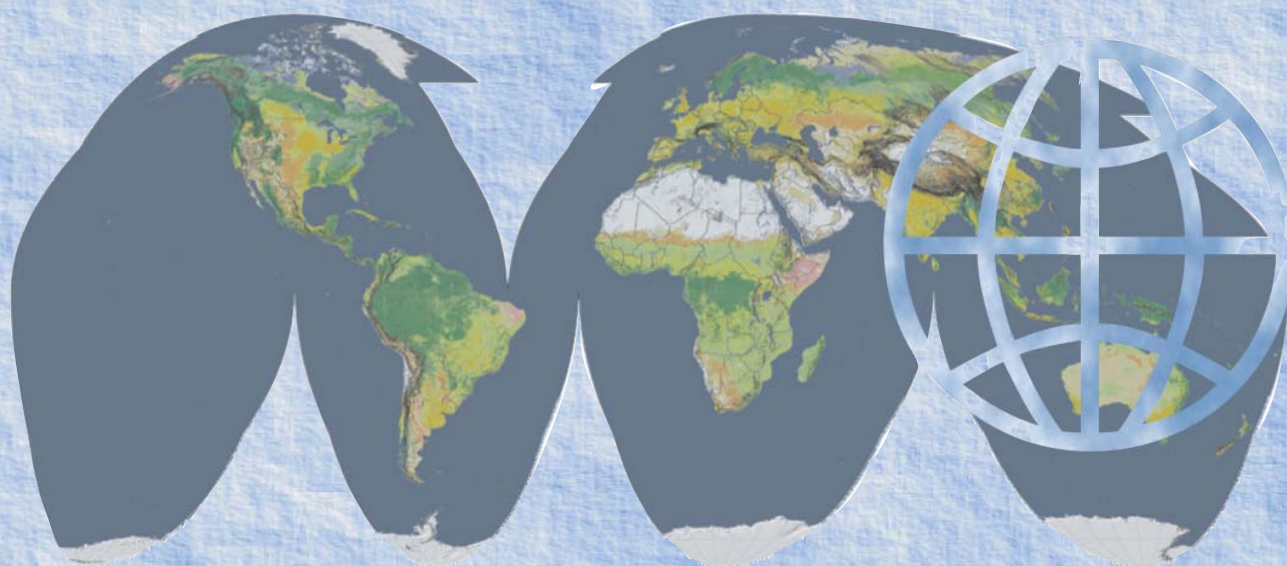
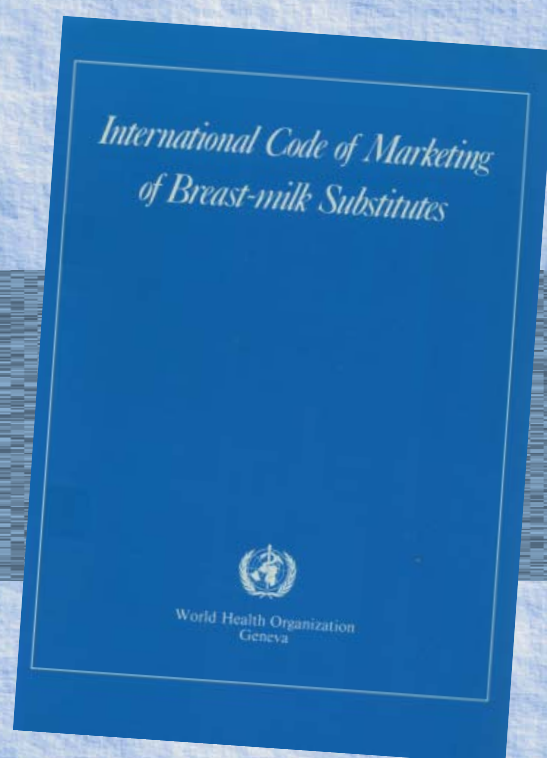


Code Essentials 1:

Annotated International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions



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INTERNATIONAL
CODE
DOCUMENTATION CENTRE

***Annotated International Code of Marketing of
Breastmilk Substitutes and subsequent WHA
resolutions***

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**International Baby Food Action Network
International Code Documentation Centre**

Contents

Foreword

A brief introduction to the International Code of Marketing of Breastmilk Substitutes.....	1
Annotations to the International Code.....	3
Article 1: Aim of the Code.....	8
Article 2: Scope of the Code.....	8
Interpreting Article 2 on Scope.....	9
Article 3: Definitions.....	11
Article 4: Information and Education.....	12
Article 5: The general public and mothers.....	14
Article 6: Health Care Systems.....	16
The official stand on supplies.....	18
Article 7: Health Workers.....	20
Article 8: Persons employed by manufacturers and distributors.....	22
Article 9: Labelling.....	23
Article 10: Quality.....	25
Article 11: Implementation and Monitoring.....	25
Annex 1: The International Code: A 10-point summary.....	28
Annex 2: Relevant WHA resolutions on infant and young child feeding: summary.....	29



This ‘S symbol’ signifies topics with updates. Check supplement to this edition. Readers are welcome to inquire with IBFAN-ICDC at code@ibfan-icdc.org for the latest version.

Foreword

The WHO/UNICEF Consultation on Breastfeeding Protection, Promotion and Support held in Manila in June 2007 recognised that countries in the Asia Pacific region face tremendous challenges in promoting breastfeeding. One obstacle is the persistent promotion of breastmilk substitutes by manufacturers and distributors.

While direct advertising for infant formula has stopped in many countries, more subtle forms of promotion continue. Mothers still receive samples and coupons and there is widespread advertising for follow-on formula, other types of breastmilk substitutes and for feeding bottles and teats. Obviously, this multimillion dollar marketing expenditure is in direct competition with breastfeeding.

Although many countries have taken some action to implement the International Code, not many have incorporated subsequent World Health Assembly resolutions which clarify the Code and try to keep it up to date with marketing trends and scientific knowledge. Other countries either do not have national measures or legally binding ones. There is also an ever present industry influence to weaken existing national measures and prevent any form of marketing control.

The development of Code Essentials 1: Annotated International Code of Marketing of Breastmilk Substitutes and relevant WHA resolutions is one of many follow-up actions recommended at the Manila Consultation to ensure the effective implementation of the International Code and subsequent World Health Assembly Resolutions in the region. ICDC was requested to prepare this annotated version due to its long standing experience with Code implementation worldwide.

Code Essentials 1 is targeted at legislators, policy makers, government officials, health educators and breastfeeding advocates. It will help to develop a deeper understanding of Code provisions and subsequent World Health Assembly resolutions and assist users to carry out their respective responsibilities, particularly when read in conjunction with *Code Essentials 2* and *3*.

ICDC appreciates the encouragement, input and support from UNICEF East Asia and Pacific Regional Office and the WHO Western Pacific Regional Office for the production of this publication. Although prepared for the Asia Pacific region, this publication will also be useful in other regions as the Code and resolutions are universal in their application.

IBFAN-ICDC
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September 2008

This booklet is the first in a series of three on the International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions. Each booklet, listed below, can stand independently and is aimed at different categories of users.

Code Essentials 1: *Annotated International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions*

Code Essentials 2: *Guidelines for Policy Makers on the Implementation of the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions*

Code Essentials 3: *Responsibilities of Health Workers under the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions*

“The International Code of Marketing of Breastmilk Substitutes, the Innocenti Declaration (of 1990 and 2005), and the Baby-Friendly Hospital Initiative (BFHI) are the most significant actions supported by WHO and UNICEF to promote and protect breastfeeding ...The aggressive marketing and advertising strategies of the milk industry producing infant and follow-on formula have thwarted the early and promising gains of the BFHI and made the nationally adopted measures for regulating breast-milk substitutes insufficient.”

Report of the WHO/UNICEF Consultation on Breastfeeding Protection, Promotion, and Support convened by WHO Regional Office for the Western Pacific and UNICEF Regional Office for East Asia and Pacific in Manila, Philippines on 20–22 June 2007