

BTR Press Launch



ICDC Director, Annelies Allain (right), speaking at the launch of the BTR 2014 at the Club Suisse de la Presse, Geneva on 16 May 2014. ICDC Director, Annelies Allain (right), speaking at the launch of the BTR 2014 at the Club Suisse de la Presse, Geneva on 16 May 2014.



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In Geneva, on 16 May, IBFAN-ICDC launched **Breaking the Rules, Stretching the Rules, 2014, (BTR 2014)** just days before the start of the World Health Assembly. In the large Conference room of the Swiss Press Club, Annelies Allain, Director of ICDC, explained to an audience of over 30,

how the Code violations had been collected, assembled, verified and published. She highlighted the current trends in commercial product promotion and pointed to some of the worst examples in the **Abridged BTR: in Brief** (click here for a free pdf copy, 40 pages). It is organized by theme.

Mike Brady, Campaigns Director, Baby Milk Action (UK), continued the press briefing by pointing out the various ways IBFAN intends to use BTR 2014 as a tool to "Name & Shame" the companies who compete with breastfeeding and do not comply with the International Code of Marketing of Breastmilk Substitutes. Mike asked: "What can be done when companies get away with breaking the rules? Tell the world. That's why we are here today. And encourage people to take action.



"Companies cannot be trusted to do what is right. There needs to be action to force them to comply. Where laws are lacking or ineffective, it falls to civil society and the media to hold these powerful corporations to account." Mike went on to announce two new campaign plans: inviting people to

declare their homes and workplaces to be 'Nestlé-Free Zones'. There are logos, mugs and other resources to display. Nestlé is the largest company violating the Code. Once its executives accept BMA's four-point plan to bring policies and practices into line, the boycott can be called off.

The struggle with Danone, the second largest producer will intensify. Danone companies are trying to bypass the restrictions by many health facilities on company representatives meeting with staff. They do this by holding their own events at hotels and other venues and inviting staff there. So we have a "Say NO to formula company sponsorship" campaign. We ask health workers not to partner with this company. It leads to conflicts of interest. When Danone comes calling, say **DanoNO** !

A representative of ISSOP (the International Society for Social Pediatrics and Child Health), Dr Olivier Duperrex, was glad to join IBFAN's press conference to announce a brave decision. ISSOP had just released a statement calling for an end to sponsorship of medical education from all baby food producers. He said:

"Sponsorship by its nature creates a conflict of interest (see side bar for definition). 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." Click here for the press release from **ISSOP**, which links to the full statement.