



#PROTECTBREASTFEEDING: KEY MESSAGES

- **The Code protects all mothers and babies.** When properly implemented, the International Code of Marketing of Breastmilk Substitutes, AKA The Code, regulates the commercial milk industry's aggressive and unethical marketing practices, which undermine breastfeeding, endangering children's lives and society at large.
 - **Celebrating 40 Years of the Code.** On the Code's 40th anniversary, we have much to celebrate, but much remains to be done. A&T has launched a [Code Resource Hub](#) that features materials from around the world to spread awareness, help advocates implement the Code, and support breastfeeding.
 - **Breastmilk has no substitute.** There is no debate that breastfeeding's benefits save lives and lift up communities, providing health and economic benefits for both mom and baby – but the fight to protect breastfeeding is more crucial than ever as formula companies' tactics become more and more aggressive.
 - **[The cost of not breastfeeding](#) is steep and deadly.** Undermining breastfeeding has serious consequences for everyone: the world loses USD \$1 billion a day, and 820,000 infants a year, from suboptimal breastfeeding practices.
 - **The Code is a human rights issue.** Parents have the right to make informed choices, with clear and accurate information, on how to feed their infants, while babies have a right to health, nutrition, and development without interference from billion-dollar companies.
 - **Companies put their business before babies.** The global commercial milk market was forecast to reach USD \$71 billion industry by 2019, and it continues to grow: it is projected to reach USD \$119 billion by 2025. Over decades, corporations have contributed to untold millions of child deaths, and they continue to negatively affect families and nations. Everyone has a role to play in holding the baby food industry to account and protecting children's health.
- Formula production is bad for the environment.** The industry is a significant emitter of greenhouse gases, and formula requires significant energy and resources to produce, package, distribute, and prepare. A ground-breaking study in 2016 showed the formula industry's emissions from just six Asia Pacific countries were equivalent to 6 billion miles of car travel.

KEY FACTS

- Breastfeeding
 - Breastmilk is a baby's first vaccine: it reduces infant morbidity and mortality as well as stunting and wasting, guards against infections, supports recovery from illness, and

reduces childhood obesity and chronic illness. For mothers, breastfeeding can prevent breast and ovarian cancers as well as type II diabetes.

- Increasing breastfeeding practices globally to optimal levels could save more than 820,000 infant lives and 100,000 maternal lives every year. The [costs of not breastfeeding](#), both to health systems and economies, are steep.
- Breastfeeding also improves cognitive development, translating to higher intelligence levels, greater educational achievement, and even higher wages and productivity.
- History of the Code – [TIMELINE LINK](#)
 - 40 years ago, in 1981, The Code was adopted after a global outcry against infant formula corporations and their harmful, nefarious practices. The adoption of the Code was a hard-won victory, but the battle is far from over. There's consistent and constant pressure from industry to weaken Code implementation and subsequent resolutions.
- The Formula Industry's Unethical, Aggressive Marketing
 - Commercial milk formula companies grew from a USD \$1.5 billion dollar industry in 1978 to a USD \$71 billion dollar industry in 2019 – an amount expected to nearly double by 2025, reaching \$USD199 billion – by creating a need where none existed.
 - BMS Companies aggressively and unethically market their products, utilizing increasingly nefarious tactics such as false health claims, digital media, and preying on parental emotions and emergencies such as COVID-19 to sell their products.
- Advocacy
 - Only 12% of WHO member states' measures strongly align with all aspects of the Code. Governments need to pass laws to implement the Code and establish effective monitoring and enforcement mechanisms to ensure it really works.
 - We must demand that BMS companies commit to full compliance with the Code; we all have a responsibility to protect, promote and support breastfeeding.
- Environment
 - Stakeholders need to raise awareness among decision-makers around the impact of commercial milk formula production and consumption on food security, climate change, and the environment.
 - Breastfeeding is a sustainable, equitable food system that provides babies an optimal start. We must protect breastfeeding to protect the environment.

SOCIAL MEDIA

HASHTAGS

- Primary: #BMSCoAt40 #BabiesBeforeProfits
- Secondary: #ProtectBreastfeeding #ThereIsNoSubstitute #BMSCoDe

SAMPLE FACEBOOK & TWITTER POSTS

1. Aggressive and predatory marketing of breastmilk substitutes undermines breastfeeding around the 🌍. The #BMSCoAt40 is an important milestone in the long, deadly fight to #ProtectBreastfeeding and put #BabiesBeforeProfits 🙋
2. Advocates need information and support to enforce the Code and hold commercial milk formula companies accountable. Alive & Thrive has launched a Code Resources Hub- check it out to help #ProtectBreastfeeding and put #BabiesBeforeProfits
[➡ https://www.aliveandthrive.org/en/bms-resources](https://www.aliveandthrive.org/en/bms-resources) #BMSCoAt40
3. In the last 40 years since the Code's adoption, research has only continued to prove #ThereisNoSubstitute for #breastfeeding. But over decades, companies have only ramped up their nefarious and unethical marketing efforts - we must enforce the #BMSCoAt40.
4. The Code is a human rights issue: families have the right to accurate information and safe health and development. The BMS industry must be stopped from manipulating families and risking babies' health. The #BMSCoAt40 helps us #ProtectBreastfeeding and put #BabiesBeforeProfits!
5. The Code has now been in existence for 40 years, and the BMS industry has been determined to undermine it at every turn – the history of BMS stretches back even farther. #BMSCoAt40 Explore the interactive timeline of the long, deadly fight to #ProtectBreastfeeding:
<https://adobe.ly/3oYhnIO>
6. Commercial milk formula industry is growing from USD \$1.5B in 1978 ➡ \$71B in 2019 ➡ \$119B by 2025. Industry created a need where none existed. Unethical marketing must be stopped to #ProtectBreastfeeding and put #BabiesBeforeProfit 🙋
7. Forty years ago, the world took a stand to say #BabiesBeforeProfit. Decades later, it's time to end the unethical, aggressive promotion of foods for infants and young children. #BMSCoAt40 🙋 #ProtectBreastfeeding
8. To #ProtectBreastfeeding is to protect the environment. Beyond protecting babies' health, The Code regulates the commercial milk formula industry - improving food security, climate change, and the environment. #BMSCoAt40 #BabiesBeforeProfits
9. David Clark was UNICEF's legal advisor on the Code for 25 years – his series reflects on the significance of #BMSCoAt40 and how we can better put #BabiesBeforeProfits:
<https://bit.ly/3uq21ru>

SOCIAL SHAREABLES

This toolkit provides background information and facts on the Code, including graphics and links to resources. To use any of the graphics on this page, simply right-click on the image you want to use and save it to your computer by selecting, "save image as."

- Save the Children [Video on the Code](#)
- [Don't Push It: How the BMS Industry Breaks the Rules](#)
- [#BMSCoAt40: David Clark on the Code](#)
- [What is the Code? ft. David Clark](#)
- [Video showing Code laws over time](#)
- [History of the BMS Code Interactive Timeline](#)

DIGITAL EVENTS

#BMSCodeAt40 [Twitter Chat Information](#)

#BMSCodeAt40 Twitter Chat

You're Invited!
How can we #ProtectBreastfeeding
and put #BabiesBeforeBusiness?

Wednesday, June 2
11 AM EST / 3PM GMT



#BMSCodeAt40 [Facebook Live Event](#)

#BMSCODEAT40 FACEBOOK LIVE Q&A



DAVID CLARK, WHO SUPPORTED
COUNTRIES TO IMPLEMENT
THE CODE FOR 25 YEARS,
ANSWERS YOUR QUESTIONS!

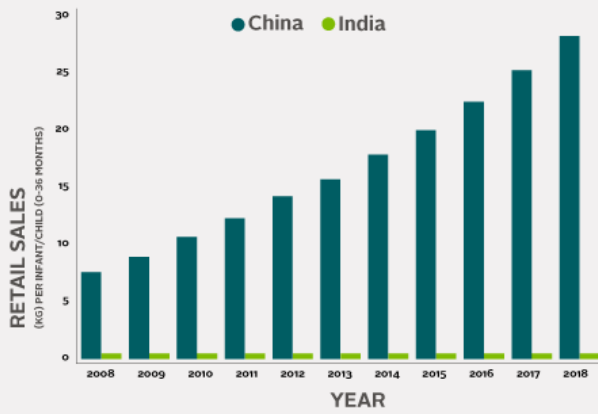
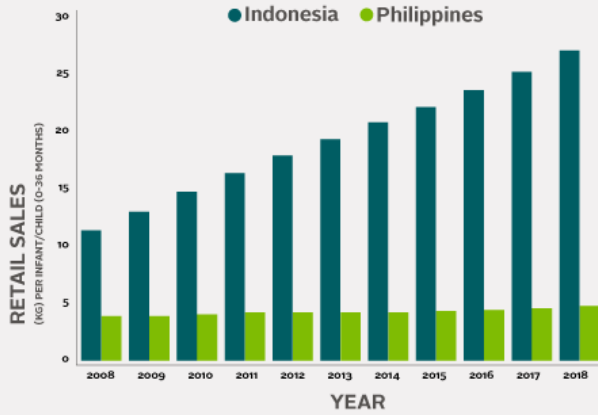
TUESDAY
JUNE 8
9AM EST

ALIVE &
THRIVE
FB PAGE



When implemented effectively, the Code works

Source: Data from Euromonitor International Passport Global Market Information database



National legal status of the Code, 2020

