



Key Points

From The International Code of Marketing of Breastmilk Substitutes

AIM



To protect and promote breastfeeding by ensuring appropriate marketing and distribution of breastmilk substitutes.

BREASTMILK SUBSTITUTES INCLUDE:

infant formula, follow-up formula, other milk products, baby teas and juices. THE CODE also applies to feeding bottles and teats.

1. Breastmilk substitutes should not be advertised or otherwise promoted to the public.
2. Mothers, pregnant women, and their families should not be given free samples of products.
3. Health workers should not be given gifts or samples of products by breastmilk substitute manufacturers or marketers, except the samples are for professional evaluation or research.
4. There should be no promotion of products in the health care facility; no product displays, no posters or distribution of promotional materials.
5. There should be no free or low-cost supplies of breastmilk substitutes to any part of the health care system.
6. People responsible for marketing breastmilk substitutes should not try to contact mothers or pregnant women or their families.
7. The labels on products should not use words or pictures, including pictures of infants, to idealize the use of the products.
8. Information and educational materials for health workers should contain only scientific and factual information and must not imply or create a belief that bottle-feeding is equivalent or superior to breastfeeding.
9. All information and educational materials for pregnant women and mothers, including labels, should explain the benefits and superiority of breastfeeding. The health hazards of unnecessary or improper use of infant formula and other breastmilk substitutes should be explained.
10. All products should be of a high quality and meet applicable standards.

