

essential details...

Name

Address

.....

..... **Postcode**

I enclose for goods overleaf

I enclose annual Baby Milk Action membership/subscription
(£18 waged, £7 unwaged, £25 family, £50 organisation affiliation)

I have completed the membership standing order overleaf.

I enclose a donation of: £5 £10 £20 £50 other

Total enclosed:

I enclose a cheque payable to Baby Milk Action

Please debit my Visa / Mastercard / Maestro

Card No.

Valid from Issue No..... (Maestro only)

Expiry date

Signature

(needed for credit card orders and membership applications)

Telephone Today's date

E-mail

(useful for queries)

Do not send me merchandise information or appeal letters

Prices include Postage and Packing in the UK. PLEASE COMPLETE AND RETURN THIS WHOLE LEAFLET to Baby Milk Action, 34 Trumpington St. Cambridge, CB2 1QY
Tel: 01223 464420 or visit our **Virtual Shop: www.babymilkaction.org**

Baby Milk Action aims to save lives and to end the avoidable suffering caused by inappropriate infant feeding. We do this by strengthening laws controlling the marketing of the baby feeding industry - laws which protect breastfeeding and protect babies fed on formula. There is no food more locally produced, sustainable and environmentally friendly than breastmilk, which needs no packaging or transportation. UNICEF has said: "Marketing practices that undermine breastfeeding are potentially hazardous wherever they are pursued: in the developing world, WHO estimates that some 1.5 million children die each year because they are not adequately breastfed. These facts are not in dispute." Baby Milk Action is the Secretariat of the Baby Feeding Law Group, representing 22 leading health professional and lay organisations working to strengthen UK legislation.



www.babymilkaction.org
Baby Milk Action is the UK member of the
International Baby Food Action Network (IBFAN)
a network of 200 citizens groups
in more than 100 countries.



Campaign materials



Because of the dedicated efforts of Baby Milk Action we have been able to repeatedly say to the media and government partners that "the world is watching".

Dr Nicholas Alipui, UNICEF Philippines Dec 06

Baby Milk Action is one of the world's most impressive public health campaigns.

George Monbiot, The Guardian June 07

BAGS, T-SHIRTS, MUGS, CALENDARS....

Monitoring by Baby Milk Action and its partners around the world finds Nestlé responsible for more aggressive marketing of baby foods than any other company - marketing which risks children's lives. Buying these items helps bring in laws which stop all companies from harming children's health.

FIGHT THE NESTLE MONSTER SHOPPING BAG (Fairtrade-cotton)

x £5.00 =

NESTLE PRODUCT LIST 100 credit-card-sized cards with a short explanation of the Nestlé Boycott and the main brands.

x £3.00 =

BREASTFEEDING CALENDAR

2008 12 fabulous A4 full-colour photos from around the world.

x £7.00 =

T-SHIRT (baby and child sizes)

Indicate: 0-6 m, 6-12 m, 12-18, 18-24 m, 2-3 yrs, 3-4 yrs pink or blue.

x £11.00 = Colour/size

T-SHIRT (adult) See front cover. Indicate sizes (small, medium, large, extra large) and colours (white or grey).

x £15.00 = Colour/size

MUG x £8.00 =

POSTCARDS Set of 6 (below) x £4.00 =



CAMPAIGN PACK

Pack includes this DVD from UNICEF Philippines 2007 (left) which shows the impact of baby food company strategies, Campaign for Ethical Marketing letter-writing action sheets, Nestlé Boycott petition, Boycott badge and leaflets.

x £20.00 =

membership offer - 2008



Members have a right to vote and receive an introductory pack and a twice-yearly newsletter which keeps them up-to-date with the campaign.



If you support Baby Milk Action with a **Standing Order** of a minimum of £1.50 per month (£18 per year) you qualify for **ONE of the following gifts** (please tick):



Fridge magnet These magnets are handmade in Brazil and exclusive to this offer. Choose (please circle):
breastfeeding or pregnant.
Skin colour: white/brown/black

Nestlé Monster shopping bag
The 6 Postcards

BANKERS ORDER FORM

To the Manager, Name of Bank:

Address

Sort Code...../...../.....

Please pay Baby Milk Action £..... Monthly £..... Annually

Starting on (date):.....until further notice.

(Please date at least one month from now)

Please debit my account no.

Name

Address

Postcode.....

Signature.....

Baby Milk Action, Cooperative Bank, 75 Burleigh Street, Cambridge, CB1 1DF.

A/C No: 50588718 Sort Code 08-90-43

Office use only: Notice to remitting bank when making payment, please quote:

Please turn over to complete your order