

UPDATE



See the NUK Test in action today: 

The natural choice for combined feeding

False claims stopped

NUK

NUK First Choice® Bottles & Teats
The natural choice for baby and you

NUK First Choice® teats are inspired by Mother Nature: the special shape of the teat is designed to mimic a mother's nipple during breastfeeding, it encourages latch on and has been clinically tested and proven for combined feeding. The natural shape encourages healthy oral development and has been approved by the British Dental Health Foundation. Add into the mix an AOE-Care Air System and you have a bottle specifically designed to make life easier for both parent and child.

NUK. Understanding Life.

 nuk.co.uk/first-choice-plus  **NUK Babies UK**

*Consult your GP for an optimal combination of breast and bottle feeding. Most of all, NUK understands you.

Look What They're Doing in the UK monitoring report

... Keeping an eye on emergency appeals

... Nestlé's new CEO takes charge

... *State of the Code* and *Guidance* for marketing laws

babymilkaction.org

SPOT THE DIFFERENCE?



Original DEC Appeal (22nd March).



Revised Appeal (25th March).

While we applaud the Disasters Emergency Committee (DEC) for drawing attention to the famine unfolding in East Africa, we were alarmed to see the appeal that was published on 22nd March in several papers including *The Guardian* and *Metro*. The headline: "Bisharo has no milk to feed her child" was followed by text saying: "Bisharo is too malnourished to produce her own milk, so is having to use water to feed her one month old baby."

We contacted the aid agencies and DEC immediately and they agreed to issue a new, revised appeal that was published in the *Observer* and several other newspapers on 25th and 26th March.

The new appeal gave a much improved message. Its headline, this time: "Help make this Mother's Day" was followed by this text: "In East Africa mums are desperately trying to keep their children alive in a drought that has left 16 million on the brink of starvation. Many mothers like Bisharo are

malnourished and struggling to feed their babies. Our member charities are supporting mothers to ensure they get the nutrition they need to survive and continue breastfeeding. If we can feed mothers, they in turn can breastfeed their babies, which is immediate and lifesaving."

We are pleased that all the agencies recognised the importance of making the change. The original appeal reinforced commonly held misconceptions about breastfeeding and failed to warn of the risks of formula feeding in emergencies. If breastmilk substitutes are needed - as they sometimes are - they should be "purchased, distributed and used according to strict criteria" while every effort is made to sustain and support breastfeeding.

www.babymilkaction.org/archives/12664

Update online

Many people now follow news online. Baby Milk Action frequently posts updates to its website. Patti Rundall, Policy Director, and Mike Brady, Campaigns and Networking Coordinator, both have blogs with posts on developments as they happen. Our press releases are also available.

This printed *Update* is to draw attention to recent posts. Baby Milk Action members who do not use the internet are welcome to contact us by post or telephone to request printed copies of any of the articles highlighted here. Write to us, telephone or email with your request: Baby Milk Action, 4 Brooklands Avenue, Cambridgeshire, CB2 8BB, UK. Tel: (01223) 464420. Email: info@babymilkaction.org

The links to the articles are given with the summaries that follows. These posts are highlighted in the *Update* section of our website. We also send out email alerts every month, or more frequently if events require. For sign up and past alerts see: www.babymilkaction.org/alert-archive

Look What They're Doing in the UK 2017



Baby Milk Action's monitoring report shows how formula, feeding bottle and teat companies and retailers market their products. The number of profiles continues to grow as we document the practices of more companies.

Exposing company practices is already

prompting changes. One formula company (Kendamil) has promised to change its labels and marketing messages. The company behind NUK feeding bottles and teats (Mapa Spontex) has agreed to drop misleading claims from future advertising following our complaint to the Advertising Standards Authority.

Printed copies of the report will be available to purchase once all profiles have been completed. You can download the individual profiles and introduction to the report at:

www.babymilkaction.org/monitoringuk17

Action in Parliament

Baby Milk Action gave a presentation in Parliament to the *All Party Parliamentary Group (APPG) on Infant Feeding and Inequalities* on 17 May 2016 on action required to bring UK law into line with international standards. You can watch this here: archive.babymilkaction.org/scrolling/en/appgmay16.html

The Chair of the APPG, Alison Thewliss MP, tabled a Bill in November 2016 to address some of these issues. It did not progress as the Government did not give it the Parliamentary time necessary. The APPG is now conducting a national consultation on infant feeding services to inform its next steps. Details of these developments here:

www.babymilkaction.org/archives/12617

How to help mothers breastfeed as long as they want

Most mothers in the UK say they wanted to breastfeed for longer. The World Breastfeeding Trends initiative (WBTi) report sets out the progress and shortfalls in implementing the policies known to be necessary to support them. For the press release of the launch in November and to access the report see:

www.babymilkaction.org/archives/11403

New Nestlé management

Mark Schneider was appointed as the new CEO of Nestlé in January 2017. We are calling on him to accept our four-point plan for saving infant lives which was repeatedly rejected by the previous CEO and Chairman, Peter Brabeck-Letmáthé.

www.babymilkaction.org/archives/12812

www.babymilkaction.org/archives/12833

European Parliament votes to reduce sugar in baby foods

Led by the Green Party, two of our campaign aims – to lower levels of sugar in baby foods in line with WHO recommendations and require six-month labelling – passed in the EU Parliament.

www.babymilkaction.org/archives/8274

Global report on how to protect health

The global World Breastfeeding Trends initiative (WBTi) report launched in December shows the progress 84 countries have made in implementing the *Global Strategy for Infant and Young Child Feeding*. Find out how your country has done: www.babymilkaction.org/archives/11689

State of the Code

For the first time WHO and UNICEF have joined with IBFAN in publishing an assessment of how well countries have implemented the *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant Resolutions of the World Health Assembly. Available at: www.babymilkaction.org/archives/9531

UN calls for Code action in the UK

Baby Milk Action submitted the monitoring report sent to members in 2016 to the UN Committee on the Rights of the Child and the UN Committee on Economic, Social and Cultural Rights. Our colleagues at IBFAN-GIFA in Geneva made oral presentations on our behalf. Both Committees called on the UK Government to better support breastfeeding and to implement the *International Code* in legislation. Details at: www.babymilkaction.org/archives/9904

New WHO Guidance on formulas and baby foods

The World Health Assembly in 2016 adopted new *Guidance on ending the inappropriate marketing of foods for infants and young children*. This makes it clear that all formulas marketed for babies up to three years of age function as breastmilk substitutes and should not be promoted. www.babymilkaction.org/archives/9786

WHO opens door to corporations

The above article also reports on the Assembly adopting a Resolution on the *Framework of Engagement with Non-State Actors (FENSA)*. FENSA replaces WHO's existing rules that confined its formal Official Relations status to NGOs that are not "primarily of a commercial or profit-making nature." Details here: www.babymilkaction.org/archives/9786

Breastfeeding a human rights issue

Special Rapporteurs appointed by the UN Human Rights Commission reiterated in November that breastfeeding is a human rights issue and should be supported and protected by governments. www.babymilkaction.org/archives/11519

Mothers themselves have every right to decide how to feed their baby.

They always remain fully sovereign over their own body.

It is States who have a duty to ensure that mothers don't face obstacles to breastfeeding.

Tigers film update

This feature film is based on the true story of a former Nestlé baby milk salesman in Pakistan called Syed Aamir Raza taking on the industry with the help of IBFAN when he realises that babies are dying as a result of his work pressuring doctors to promote formula. News on future screenings and DVD release at: www.babymilkaction.org/tigers

Codex follow-on formula standard

The importance of this WHO/FAO body for setting food standards can be gauged by how the baby food industry packs many government delegations with its representatives. Baby Milk Action and IBFAN partners attend to defend the public interest. At present standards for follow-on formula, with far-reaching consequences, are being developed. Follow developments on our consultations page:

www.babymilkaction.org/consultations

Much more on the blogs, including...

- Health professional bodies and industry funding, including RCPCH consultation
- Nestlé boycott product barcode scanner
- New *Improvement Notice* regime for enforcing formula law in the UK.