Global Compact as sufficient, despite its demonstrable failure to stop human rights abuses. It Opposes came from the European Union and United States, which cited the non-binding UN Additional to this, the Sub-Committee on Human Rights of the European Parliament and the Vatican have called for a more comprehensive approach to corporate accountability.

Additionally, the Sub-Committee on Human Rights of the European Parliament and the Vatican have called for a more comprehensive approach to corporate accountability. Many corporations have their headquarters in Switzerland, where favorable tax systems are common. Corporate leaders have significant influence over governments, and many corporations have their headquarters in Switzerland, where favorable tax systems are common.

On the evening before the vote at the Human Rights Council on 26 June 2014, Baby Milk Action and IBFAN were in Geneva with IBFAN’s Geneva-based group, GIFA, and other supporters. Patti Rundall, Director of Baby Milk Action, was in attendance.

Supporters from around the world gathered to support a resolution condemning Nestlé’s violations of the Global Compact Principles. They warned that the Global Compact (GC) under so-called Integrity Measures is solely to encourage dialogue. Yet the text clearly stipulates that the GC can encourage corporations to take action to end violations and, if they do not act, remove them from the list of participants.

We therefore called for a new United Nations Treaty on corporations and human rights, which would require corporations to hold accountable for their Human Rights abuses. Baby Milk Action’s Policy Director, Patti Rundall, was in Geneva with IBFAN’s Geneva-based group, GIFA, and other organizations.

We hope this brings a change corporate behaviour. Read the correspondence on our website.
Baby Milk Action is an independent voice that protects babies and their families. We are the UK member of the International Baby Food Action Network (IBFAN). We work to stop misleading marketing by the baby feeding industry.

We take no funding from companies.

We work to protect the right of all families and health workers to accurate, independent information. We protect breastfeeding and babies fed in a way that prevents unnecessary death and suffering. We are not anti-formula, but we are anti-irresponsible marketing.

IBFAN

We are members of IBFAN's Coordinating Council (IBCCoC) and are responsible for campaign and Code advocacy in Europe. Our Policy Director was Co-Chair of IBFAN's Global Council (G5) from 2012 - 2014 and oversaw our application for official NGO status with WHO – we were accepted in January without having to change our non-hierarchical network structure.

As a member of G5 we helped oversee the redesign of IBFAN's website and communications channels for the 270 groups in over 160 countries.

In October we attended IBFAN's partners training in Delhi on the new Breastfeeding Costing Initiative. We were the keynote speaker on Conflicts of Interest at IBFAN's One Asia Partners Forum in Laos in November.

Monitoring and reporting

We helped IBFAN's International Code Documentation Centre launch the Breaking the Rules 2014 monitoring report at the World Health Assembly in May. We raised the findings at Nestlé’s shareholder AGM in April. The Nestlé board responded that 90% of the violations comply with its policies. This proves the point: it needs to change its policies.

We provide training to health workers, peer supporters and the public on monitoring and reporting violations, including through the online Iaction conference.

Our new monitoring kit for the UK was developed in conjunction with LIFIB (see Networking). We launched it at the Baby Friendly Initiative Conference in Glasgow in November. Spot it - Report it cards help people to act on violations. We receive many reports every week and take up as many as we can with the companies involved. Trading Standards and the Advertising Standards Authority.

We produced a poster on health workers, conflicts of interest and the baby feeding industry in September for the UK Milk Bank Conference. It proved so popular we have made it available on our website.

IBFAN UK

We organised protests outside Nestlé and Danone events at hotels and other venues, distributing leaflets on the conflicts of interest involved in taking company sponsorship. This is how companies attempt to bypass the restrictions many health facilities have on company representatives targeting staff.

We continued to expose the failings of the UN Global Compact. The US and EU said this voluntary initiative means binding regulations are not necessary. When they unsuccessfully opposed a resolution at the UN Human Rights Council in June to draft a Treaty to hold corporations to account (see editorial).

In May we briefed the Lancashire District Synod on the Methodist Central Finance Board investment in Nestlé. The Methodist Conference agreed to its most significant for a full report on Nestlé violations and the impact of investing in order to prompt changes.

We responded to numerous consultations on EU Policy. As members of the European Commission's controversial Plan for Action on Diet, Physical Activity and Health, we highlight the risks of 'multi-stakeholder' approaches.

In February, the EU Action Plan on Childhood Obesity 2014-2020 was adopted in the face of industry’s objections. Member States insisted on staying “in the driver’s seat”

Networking

As a founder member of the Conflict of Interest Coalition we raise awareness of the need to safeguard health policy setting from commercial interests.

We are the Secretariat of the UK Baby Feeding Law Group (BFLG) including the Forum on Infant and Breastfeeding, Nursing and Paediatrics, the Community Practitioners and Health Visitors’ Association, NCT and UNISON.

We are a Trustee of the Children’s Food Bill, the UK Consortium on AIDS, the UK Food Group. Trade Justice Movement and the European Public Health Alliance.

We provide support for the Lancashire Infant Feeding Information Board (LIFIB) that evaluates baby food company information and provides accurate independent briefings to health workers in the region.

Publishing and marketing

Members are extremely important in spreading the word about our work and supporting our campaign. About 40% of our income comes from membership, donations and merchandise sales.

In March we sent our Update newsletter to members, supporters and policy makers around the world, both paper copies and electronically. We relaunched our website in May with a new responsive design that displays well on smartphones, tablets and computers.

In June we introduced new Nestlé-Free Zone and Danone merchandise to target the two main problem companies.

IBFAN

We were delighted that the International Society for Social Pediatrics (ISSSP) launched its strong position statement on avoiding baby food company sponsorship at our Press Conference in May before the WHA.

Above: Matt Rundall with Geir Gunnlaugsson, then Chief Medical Officer of Iceland and ISSSP General Secretary.

Nestlé held one of its health worker study days at the Grand Connaught Rooms in London in July, with an ‘SMA product update’ and refreshments. Our Campaigns Coordinator, Mike Brady, and our supporters gave a leaflet pointing out: it’s not a free lunch - it’s a marketing strategy.

Syed Aamir Raza was tasked with targeting health workers who he worked for Nestlé in Pakistan. The 90-minute feature film Tigers dramatises his efforts (with IBFAN's help) to stop Nestlé putting profits before health. Tigers premiered in London and Singapore in September and will be in cinemas in 2015.

The IBFAN team at the World Health Assembly (WHA) in May. L-R: Professor Annelies Attane, Switzerland (Joyce Chatnatt) Genova (Lisa Uhtoila) India (Dr. Arun Guada), UK (Matt Rundall) and India (Dr Shoba and Dr JP Gadchiro).

We produced the 2015 IBFAN Calendar.

We produce an annual calendar so popular we have made it available on our website.

IBFAN

The IBFAN team at the World Health Assembly (WHA) in May. L-R: Professor Annelies Attane, Switzerland (Joyce Chatnatt) Genova (Lisa Uhtoila) India (Dr. Arun Guada), UK (Matt Rundall) and India (Dr Shoba and Dr JP Gadchiro).

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