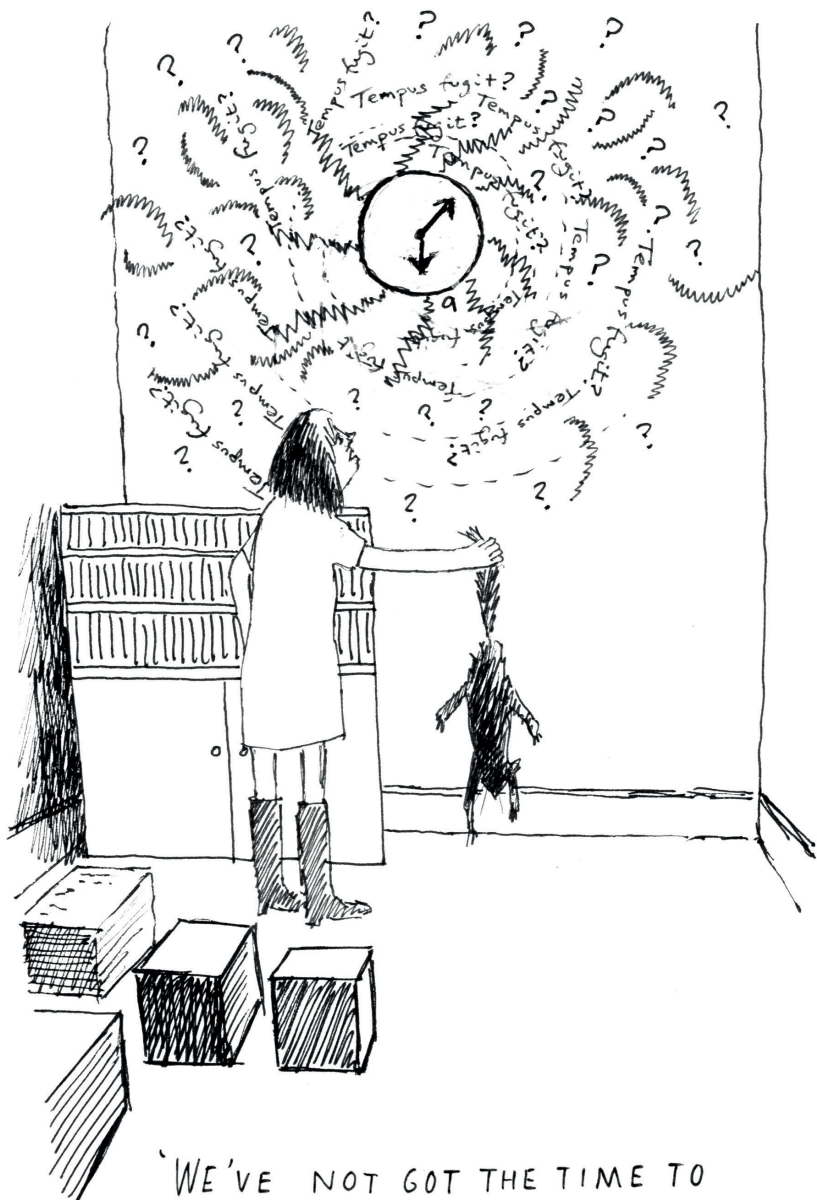


YEAR REPORT



'WE'VE NOT GOT THE TIME TO
SWING A CAT IN THIS OFFICE'

P.R.

October
2015 — **2016**
September

Year report 2015 - 2016

The UK made the momentous decision to leave the European Union in **June** that presents risks and opportunities for infant and young child health in the UK. We have worked for decades to strengthen EU marketing requirements for baby feeding products with partial success. Led by the Green Party, the European Parliament voted in **January** to lower levels of sugar in baby foods in line with World Health Organisation (WHO) recommendations and to stop baby foods being promoted for use before 6 months of age. The new regulations come into force in 2020/21, but fail to fully implement UN marketing requirements, for example they still allow promotion of formulas marketed for use over six months of age. With the coming *Great Repeal Bill* we will work to ensure that the EU safeguards we have succeeded in getting, such as the *Precautionary Principle* and the partial ban on claims, are not lost.

We presented to the *All Party Parliamentary Group (APPG) on Infant Feeding and Inequalities* in **May**, distributing the short monitoring report that we sent to our members in **March**. We submitted monitoring evidence to the UN Committee on the *Rights of the Child* and the UN Committee on *Economic, Social and Cultural Rights* hearings on the UK in **June**. Swiss-based IBFAN-GIFA made an oral presentation on our behalf. Both Committees called for the UK Government to give legal force to the *International Code of Marketing of Breastmilk Substitutes* and WHA Resolutions. We work with leading UK health professional and mother support organisations to this end through the *Baby Feeding Law Group* (BFLG), for which we are the secretariat.

In **July**, a *Statutory Instrument* introduced new *Improvement Notices*, which Trading Standards can issue against companies breaking existing marketing laws in England, Northern Ireland and Wales. Initially it was proposed these would not be legally binding, but a campaign with the APPG in Parliament in **January** reversed this thinking.

We provided training to health workers in Northern Ireland in **November** and had stalls at conferences including: ABM, Baby Friendly, First Steps Nutrition Trust, LLL, NCT and UNISON Women's Conference. Thank you to all area contacts and volunteers who helped out. We

asked questions at Fringe meetings at the Labour and Conservative Party Conferences in **September**. As a member of the *World Breastfeeding Trends initiative* (WBTi) core group we helped prepare a report on the implementation of the *Global Strategy for Infant and Young Child Feeding* in the UK. Special thanks to Helen Gray, Clare Meynell and team for their work and to *First Steps Nutrition Trust* for financial support.

With our IBFAN partners we organised an international conference on conflicts of interest (COI) in London in **December** * and spoke on COI at conferences in Uganda (**February**), Malaysia (**October**), London, Oxford and Geneva.

We represented IBFAN-ICDC at the launch of the first joint *WHO/UNICEF/IBFAN State of the Code* report in Geneva in **May**. Immediately afterwards we showed *Tigers*, the film about the Nestlé whistleblower, to government missions. Before *Tigers* is officially launched, we are helping groups around the world set up special screenings.

We played a key role in NGO advocacy at WHO's Executive Board meeting in **December** and the *World Health Assembly* in **May**. Several key documents were adopted, including: WHO's *Framework of Engagement with Non-State Actors* and *Ending Childhood Obesity Report* and the *Guidance for Ending Inappropriate Marketing of Foods for Infants and Young Children*. The Guidance clarifies that all formulas targeting babies 0-36 months should be considered as breastmilk substitutes and is helping our advocacy at *Codex*, where global food trading standards are set. We helped organise press conferences and were filmed by German and French TV.

We spoke at a side event at the *United Nations Forum on Business and Human Rights* in **November** in support of a legally-binding Treaty to hold corporations accountable for human rights abuses. With IBFAN-GIFA we attended Nestlé's 150th anniversary AGM in **April**. We are members of UNICEF's Global Breastfeeding Advocacy Initiative that will be launched in 2017.

We moved office in September. Many thanks to all the volunteers who helped staff move equipment and our archive to the new Cambridge address.

* COI conference included in income and expenditure figures.

We are not anti-formula - we are anti-irresponsible marketing

Baby Milk Action supports IBFAN's principles:

- the right of infants and young children everywhere to the highest level of health,
- the right of families to enough nutritious food and sufficient and affordable water,
- the right of women to informed choices about infant and young child feeding,
- the right of women to full support for successful breastfeeding and for sound infant feeding practices,
- the right of all people to health services which meet basic needs,
- the right of health workers & consumers to health care systems which are free from commercial influence,
- the right of people to organise in international solidarity to secure changes which protect and promote basic health, and ethical behaviour of the baby food industry.

Finances

Baby Milk Action has been funded by grants from the Save the Children, Network for Social Change, IBFAN, SCIAF and donations, large and small, from members and supporters.

We received speaker and consultancy fees from several UN, consumer protection, health and development organisations.

Thanks to our supporters who are essential to our effectiveness. Special thanks to Lisa Woodburn and volunteers in Cambridge.

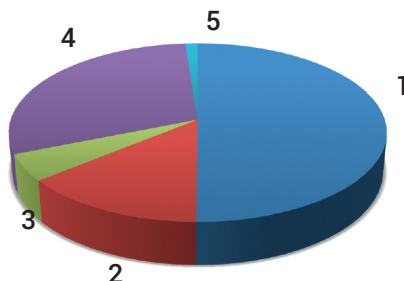
**Baby Milk Action, 4 Brooklands Avenue,
Cambridge, CB2 8BB.
Tel: (01223) 464420
info@babymilkaction.org
www.babymilkaction.org**

Baby Milk Action income

October 2015 - September 2016

Total income = £103,357

1. Grants & project income	50%
2. Membership	14%
3. Publications and merchandise	5%
4. Donations	30%
5. Other income	1%

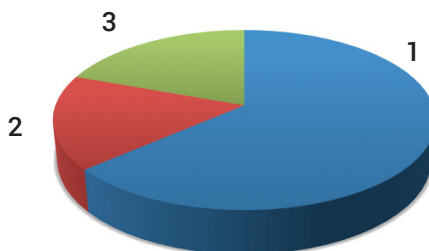


Baby Milk Action expenditure

October 2015 - September 2016

Total expenditure = £100,469

1. Campaigns, code advocacy, publications and merchandise	64%
2. Membership and support services	17%
3. Office, audit and legal costs	19%



Net Surplus: £ 2,888

Reserves: £ 13,114

Based on audited figures.
More detailed accounts are available on our website.

Year report 2015 - 2016

Baby Milk Action

Council of Directors

Verity Croft
Fiona Duby
Susan Last
Jane Neesam
Hugh Simon (stood down in January)

Company Secretary

Lisa Woodburn

Staff

Patti Rundall, Policy Director, Mike Brady, Campaigns and Networking Coordinator, Jennie Evans, Office Manager, Paul Bott, Bookkeeper.

Advisors

Prof. Anthony Costello, Dr Helen Crawley, Dr Emmanuel Diamond, Chloe Fisher, Peter Greaves, Prof. Raymond Hodgson, Dr Tim Lobstein, Gabrielle Palmer, Belinda Phipps, Dr. Peter Poore, Dr. Andrew Porter, Prof. Mary Renfrew, Magda Sachs, Dr. Penny Stanway, Dr. Tony Waterston, Kevin Watkins, Prof. Peter Willetts, Jean Rowe, Carol Williams, Dr. A.F. Williams, Dr Pam Zinkin.

Area contacts

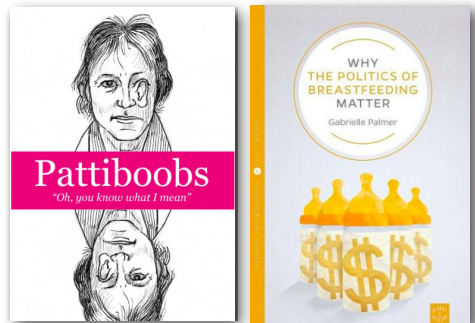
Our thanks to all our Area Contacts who served during the year: Adele M McGarry-Watson, Carl Richards, Colin Dunham, Jane Tapp, Janette Westman, Jenifer Inman, Jenny Richardson, Lesley Backhouse, Marianne Cowpe, Mrs Liz Berry, Mrs Patricia Wise, Sally Etheridge, Sarah Saunby, Sharon Breward and Sue Malpass.

Office Volunteers

Lisa Woodburn,
Rachel O'Leary, Mary Wright



2017 IBFAN Breastfeeding Calendar, produced for the IBFAN network by Lisa Woodburn, Jennie Evans and Jon Rundall. This is a major fundraiser for Baby Milk Action and provides a corporate-free alternative for health centres and elsewhere.



Two new books by Gabrielle Palmer, author of *The Politics of Breastfeeding*:

Pattiboobs "Oh, you know what I mean." This fundraiser, includes 40 of the best blunders from Patti Rundall, our Policy Director, illustrated by Philip Rundall, as on the cover.

Why the Politics of Breastfeeding Matter, distills the central elements of *The Politics of Breastfeeding* into a neat pocket-sized book – the perfect introduction to why we do what we do.