

National Institute for Health and Care Excellence

PUBLIC HEALTH GUIDELINE – Maternal and child nutrition

Consultation on the Review Proposal from  
17 July – 31 July 2014

Comments on the Review Proposal to be submitted  
no later than 5pm on 31 July 2014

Please note you may find it easier to complete this form by changing the layout of the word document to 'Draft'. You can do this by clicking "View" and selecting "Draft". If you have any queries please feel free to contact us.

Stakeholder Comments

Please use this form for submitting your comments to the Institute.

1. Please put each new comment in a new row.
2. Please insert the **section number** in the 1<sup>st</sup> column. If your comment relates to the document as a whole, please put '**general**' in this column
3. Please note - Comments forms with attachments such as research articles, letters or leaflets cannot be accepted. If comments forms do have attachments they will be returned without being read. If the stakeholder resubmits the form without attachments, it must be by the consultation deadline.

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<b>Section number</b>  Indicate <b>section number</b> or ' <b>general</b> ' if your comment relates to the whole document	<b>Comments</b>  Please insert each new comment in a new row.
General	The <b>Baby Feeding Law Group (BFLG)</b> is a coalition of 22 leading UK health professional and lay organisations working to bring UK and EU legislation into line with the <i>International Code of Marketing of Breastmilk Substitutes</i> and subsequent World Health Assembly resolutions.

Please add extra rows as needed

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NB: The Institute reserves the absolute right to edit, summarise or remove comments received on during consultation on draft scope where, in the reasonable opinion of the Institute, they may conflict with the law, are voluminous or are otherwise considered inappropriate.

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	The BFLG believes that updated guidance is needed as soon as possible. The review should start in early 2015 and should absorb new data as it is published. There is an urgent need for renewed commitment to independent information that is free from commercial influence and critical appraise promotional claims used by the baby feeding industry.

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