

What is Baby Milk Action?

Baby Milk Action was originally formed in 1978 by a coalition of development and health groups. We work to stop misleading marketing by the baby feeding industry and protect babies' health.

We were a founder member of the International Baby Food Action Network (IBFAN) – the global network that helped the World Health Organisation bring in rules that improve the safety of baby feeding products and - for the first time - state how such products should be marketed. IBFAN now has 270 groups in over 160 countries and governments all over the world rely on and trust our evidence and advice.

Our work is essential for all mothers and babies - whether they are rich or poor, breastfed or formula-fed.

This leaflet explains how leaving a legacy or making a gift can help our work continue.



IBFAN Calendar 2017. Photo: Enrico Atrigna, Italy



Baby Milk Action is incredibly effective for a small organisation and needs all the support it can get.

Emma Thompson, Actor

Leaving a legacy or making a gift

Specialist legal advisors can assist you in drawing up a will or changing an existing will, or you can find information at:

gov.uk/make-will
citizensadvice.org.uk
lawsociety.org.uk

If you want to make a gift go online:

www.babymilkaction.org/shop

Alternatively, send a cheque to the address below with your name and contact details or telephone us with card details.

Policy



Contact Patti Rundall OBE, our Policy Director for information on how we help governments and the United Nations bring in policies to protect children. prundall@babymilkaction.org

Our Patrons



Hollie McNish, one of Britain's most exciting poets, is best known for her poem *Embarrassed* and the collection *Nobody Told Me* that won the Ted Hughes Award for New Work in Poetry.



Gabrielle Palmer, nutritionist and author of the groundbreaking *Politics of Breastfeeding*, a book that has never been out of print since it was first published in 1988. Gabrielle was a founder of Baby Milk Action.

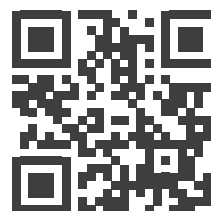
Monitoring and Support

Contact our admin team for information materials, to become a member or to make a donation: info@babymilkaction.org

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Cover Photo UNICEF Burkino Faso



Legacies & Gifts

Help us make a difference

Protecting breastfeeding
Protecting babies fed on formula

A small gift can make a big difference

Imagine a world where a new mother gets the support she needs to care for her new baby and is not misled by companies who profit from the decisions she makes.

Imagine a world where governments do everything they can to support mothers, provide maternity protection at work, train health workers and have laws in place to stop company marketing practices that harm children.

Baby Milk Action is working to make such a world a reality.

Can you help us?

Remembering Baby Milk Action in your will is one way to keep our work going. We know that even just thinking about the future in this way can be hard. We also know that you will want to make sure your loved ones are cared for first. But, no matter how large or how small, your gift could make a significant difference to the next generation.

Why do we need legacies?

In order to protect our independence Baby Milk Action does not accept funding from companies - so legacies and donations help us continue our work.

Our achievements and impact on child survival can be difficult for the public to understand and appreciate. We do not send aid packages that have public appeal. Instead we focus on issues that people rarely think about, but are nevertheless essential: policies, legislation, monitoring and safeguarding.

Baby Milk Action has a small but effective staff and loyal members and supporters. However, so much more could be achieved with increased unrestricted funding. Legacies could help secure the future of the organisation and its contribution to infant and young child health and survival.

“What a wonderful success story Baby Milk Action and IBFAN have been. I have no doubt that it was these action groups which were instrumental in the work that led up to our WHO international Code. Furthermore I have no doubt that it is your continuing action which is assisting in getting this code implemented.

” Marsden Wagner, World Health Organisation.

Breastfeeding -

The cornerstone of child survival

There is no food more locally produced or sustainable than breastmilk and breastfeeding is an important way to achieve child spacing. A breastfed child is less likely to suffer from gastroenteritis, respiratory and ear infections, diabetes, allergies, and other illnesses.

Since the millennium many more people have better access to drinking water, sanitation and health care. But the world is still an unequal and dangerous place for poor children. 2.5 billion people – more than a third of the world's population – have no access to sanitation. Climate change, natural disasters, conflicts and wars make everything much much worse. In such circumstances, bottlefeeding is dangerous: a bottle-fed child is 14 times more likely to die as a breastfed child as a result of diarrhoea.

How we protect babies

With the World Health Organisation (WHO), the United Nations Children's Fund (UNICEF) and our IBFAN partners, we help countries introduce laws that support breastfeeding mothers and curb marketing practices that undermine breastfeeding. These laws tackle the bribing of health workers, free samples and gifts, idealising logos and claims that formulas 'protect' babies or make them cleverer - all these tactics lead to parents being misled.

In 1978 – when Baby Milk Action was founded – one baby died every 20 seconds because it was not breastfed. Today, our work has helped halve this rate.¹ But still, far too many babies live without the protection they need to survive or reach their full potential.

“All infants with diarrhoea, near death with dehydration and sent to hospitals straight from C-130 (planes) are all bottle - and formula-fed... All babies who are breastfed are well and not even sick despite getting soaked cold last Friday (when Typhoon Yolanda hit)”.
”

Haide Acuna, breastfeeding supporter, the Philippines

¹ 'The deaths of 823,000 children and 20,000 mothers each year could be averted through universal breastfeeding, along with economic savings of US\$300 billion' Lancet Breastfeeding Series, 2016



Fabella Hospital, Manila, the Philippines where infection rates were dramatically reduced when routine bottlefeeding was stopped. We helped introduce laws that curb marketing and allow mothers and babies to stay together. Photo: UNICEF

“Breastfeeding is a natural safety net against the worst effects of poverty ... exclusive breastfeeding goes a long way towards cancelling out the health difference between being born into poverty or being born into affluence. It is almost as if breastfeeding takes the infant out of poverty for those few vital months in order to give the child a fairer start in life and compensate for the injustices of the world into which it was born.”

” James P. Grant, Executive Director, UNICEF 1980-95

What is Baby Milk Action?

Baby Milk Action, as part of a global network, acts to stop misleading marketing by the baby feeding industry. We protect breastfeeding and babies fed on formula to prevent unnecessary illness, death and suffering.

We are a not-for-profit organisation and, to preserve our independence, we take no corporate funding. We are funded by development organisations, charitable trusts, our members and supporters. We are the UK member of the International Baby Food Action Network (IBFAN), consisting of more than 270 groups in over 160 countries.



Your support helps us to monitor companies, work for strong laws and expose conflicts of interest. Above left: Carbon Footprint of Formula, Status of the Code Report, WHO/UNICEF/IBFAN. Above right: Patti being interviewed about Nestlé on CNN Mexico.

Protecting breastfeeding

Breastfeeding is the cornerstone of child survival. There is no food more locally produced or sustainable than breastmilk. A breastfed child is less likely to suffer from gastroenteritis, respiratory and ear infections and other illnesses.

In areas with poor water, sanitation or health care, improved breastfeeding practices and reduction of artificial feeding could save 800,000 children's lives a year - 1 baby every 40 seconds - more than would be saved by the provision of adequate water, sanitation and vaccination.

Protecting babies fed on formula

Breastmilk substitutes are legitimate products, but must be marketed appropriately. We work to protect the right of all families and health workers to accurate, independent information on infant feeding. The International Code requires companies to comply with its provisions on composition, labelling and marketing, independently of government action, so that the risks of artificial feeding are minimised.

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

Join or donate to Baby Milk Action

Your support is essential to keep us going as an independent organisation. To become a member or donate online visit: www.babymilkaction.org/shop

Annual membership is £12 unwaged, £36 waged, £48 family. There is also a pay monthly option. Organisations can affiliate (fee depends on turnover).

Alternatively, send a cheque to the address below with your name and contact details or telephone us with card details.

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Monitoring and Support

If you see harmful marketing report it! Caroline Harrower, who coordinates our volunteer monitoring team, will help you. monitoring@babymilkaction.org

For everything else contact our admin team. info@babymilkaction.org

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Cover Photo from IBFAN Calendar 2019 / © LLL France



What we do & How to help us

**Protecting breastfeeding
Protecting babies fed on formula**

Holding companies to account

Baby Milk Action works to protect the right of parents to accurate, independent information and support on infant and young child feeding, whether they are breastfeeding or using formula. With our partners in the global network IBFAN we monitor baby feeding companies to see if they obey internationally agreed marketing standards.

Working for responsible marketing

We have helped stop many harmful marketing practices. For example, baby pictures have been removed from labels of formulas for newborn babies and 'breastfeeding is best' messages have been added. But there is still much more to do. We helped the European Parliament vote to reduce sugar levels in baby foods and label them from 6 months, but this is not yet law. Products for babies over 6 months are still aggressively advertised and carry idealising logos and claims suggesting that they will 'protect' babies or make them cleverer. In the UK, but not everywhere, companies must admit that formula is not sterile and may contain harmful bacteria.



The feature film *Tigers* dramatises the true story of a Nestlé baby milk salesman from Pakistan who exposed unethical marketing practices with our help. Nestlé is the target of an international boycott because of its harmful baby food marketing.



Helping the public to force changes

Nestlé is the world's largest food company and uses its power to drive down standards and grow a lucrative market expected to be worth \$70bn by 2019. The Nestlé boycott and the laws that we've helped bring in have stopped some dangerous tactics, but Nestlé and other baby feeding companies such as Danone, Abbott, Reckitt Benkiser/Mead Johnson continue to market in ways that mislead and harm child health. A key tactic is to pour funds into marketing that masquerades as 'education'. Through such sponsorship companies pretend that they can be trusted as partners in child health. We are supporting the campaign for a new Treaty to hold corporations accountable for their Human Rights abuses.

Protecting health in emergencies

We helped bring about the adoption of the International Code of Marketing of Breastmilk Substitutes at the 1981 World Health Assembly, the first global tool to control marketing. We work with health ministries at the Assembly to bring in new Resolutions that keep pace with marketing practices and scientific knowledge. We work to improve the safety and quality of baby foods and integrate the Code and Resolutions into global trading standards and Guidance for Emergency Relief workers.



We work with IBFAN, UNICEF, WHO and partners to protect babies during emergencies where breastfeeding is a lifeline. Appeals for help in emergencies can be misleading. Companies exploit this with donations that can do more harm than good.

IBFAN volunteers helping Filipino mothers after Typhoon Yolanda.
Photo: Arugaan, Philippines

Countering risky trade agreements

We help governments deconstruct industry arguments and resist the 'chilling' effect that the prospect of new trade agreements is having. Governments have a sovereign right and duty to protect child health. Over 70 countries have now introduced laws implementing the International Code and Resolutions, but the industry continues to fight "a rearguard action against regulation on a country-by-country basis" (Euromonitor 2008). Laws can have a marked impact on formula sales, breastfeeding rates and health. Kenya brought in a strong law in 2012 with IBFAN's help. The Kenyan national survey shows that by 2014 exclusive breastfeeding rates almost doubled from 2008/9 (up from 32% to 61%). This contributed towards the reduction of infant mortality from 52/1000 to 39/1000.

Training & monitoring the regulations

We offer online training to our supporters and other organisations on monitoring the International Code and Resolutions and taking action.

The Baby Feeding Law Group

We are the secretariat of the Baby Feeding Law Group (BFLG) bringing UK health professional and mother support organisations together. BFLG works to improve EU and UK legislation in line with the International Code and Resolutions. It speaks with one voice to the UK Government and the EU.

Reporting harmful marketing

Our volunteer team coordinates the BFLG monitoring project and encourages the public to report Code violations to Trading Standards and the Advertising Standards Authority. We have won cases against misleading advertising.



Above: Launching the Conflict of Interest Coalition at the United Nations.

Left: IBFAN's Breaking the Rules 2017 global monitoring report.

Conflicts of Interest

Because we are independent we are free to speak out about company influence and malpractice. In 2000 we helped change the conflicts of interest rules governing scientific advisors in Europe. In June 2011 we helped launch the Conflict of Interest Coalition at the United Nations. It is supported by 162 organisations and networks representing over 2,000 groups. We help professional bodies improve their policies. Our common objective is to safeguard public health policy-making from undue commercial influence.

Resources and membership

Our website has a resources that you can use to explain what is happening. Your support is vital, so please become a member, send a donation or buy the IBFAN Breastfeeding Calendar 2019!