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.

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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Cambridge CB2 8BB

Email: info@babymilkaction.org
Telephone: + 44 (0) 1223 464420

www.babymilkaction.org
www.babymilkaction/shop

Legacies & Gifts

Help us make a difference

Protecting breastfeeding
Protecting babies fed on formula

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

Emma Thompson, Actor

IBFAN Calendar 2017. Photo: Enrico Atrigna, Italy
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

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

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