

## YOUR ADDRESS

### Please provide your billing address below:

If you want the items delivered to a different address, please include this in a cover letter and tick here:

Name .....

Address .....

.....

.....Post code .....

Phone ..... (in case we have a query)

Email .....

Prices are for UK delivery. Contact us for overseas.

## PAYMENT DETAILS

To pay for the items detailed overleaf (tick as appropriate)

I enclose a cheque / post-order payable to 'Baby Milk Action'

Please debit my Visa / Mastercard / Maestro (please circle)

Card No:

Valid from ..... Expiry date ..... Issue No ..... (Maestro)

Signed .....

## GIFT MEMBERSHIP

Please enter the contact details below for the person for whom you are purchasing membership of Baby Milk Action. Tick the box to indicate whether you want us to send the membership pack to your friend  or to you . If they are already a member, the annual fee will be credited to their account.

Name .....

Address .....

.....

.....Post code .....

Detach this form and send to:

Baby Milk Action, 4 Brooklands Avenue,  
Cambridge, CB2 8BB.

## 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 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.



### Join Baby Milk Action to help keep our work going.

Receive a membership pack. Elect our Board.

Gain access to exclusive content on our website.

Sign up online or return the form.

## 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, breastfeeding 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. 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 work to protect the right of all families and health workers to accurate, independent information on infant feeding.

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



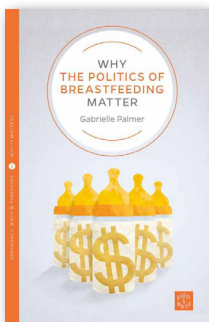
## RESOURCES

### 2018

Protecting breastfeeding  
Protecting babies fed on formula

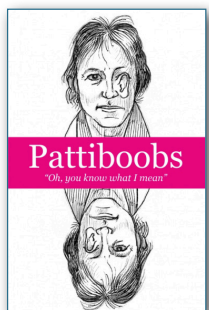
## MONITORING BABY FOOD COMPANIES

We monitor baby food companies and take action against aggressive marketing practices. Members of the public can help by reporting their concerns to us. Health workers also have responsibilities under the *International Code of Marketing of Breastmilk Substitutes* and subsequent Resolutions adopted by the World Health Assembly.



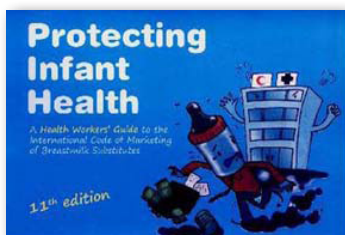
**Why the Politics of Breastfeeding Matter** (£7.99) by Gabrielle Palmer.

A distilled and updated version of the classic book *The Politics of Breastfeeding*. The perfect introduction to understanding the complex forces that govern what many think of as a simple choice to breastfeed or not.



**Pattiboobs - Oh, you know what I mean** (£5.00) edited by Gabrielle Palmer.

*Pattiboobs* is a hilarious compilation of verbal mishaps and malapropisms by Patti Rundall OBE, Policy Director of Baby Milk Action. Containing more than 40 of Patti's best sayings in a delightful little book. Illustrated by Philip Rundall and with an afterword by Mike Brady, this is an ideal gift.



**Protecting Infant Health - A Health Workers' Guide to the Code** (£7.00) sets out how companies should behave and how health workers can maintain their independence.

Our **Monitoring Kit** (£6.00) provides quick as well as in-depth information about UK marketing regulations, what to do when you see them being broken, and where to find independent information on infant formula.

Buy *Protecting Infant Health - A Health Workers' Guide to the Code* and the *Monitoring Kit* together for **£12.00**

## SAY NO TO FORMULA COMPANY SPONSORSHIP

**Nestlé** (SMA) and **Danone** (Aptamil and Cow & Gate) target health workers with sponsorship for the purpose of gaining 'brand endorsements' (to quote Nestlé's Clinical Representative job description). So **say NO to formula company sponsorship** with this range of **Nestlé-Free Zone** and **DanoNO** items.



Also see our poster on **Health workers, conflicts of interest and the baby feeding industry** (£3.00)



Fridge magnets, keyrings and mugs. Plus, Nestlé-Free Zone boycott t-shirt.



**IBFAN Breastfeeding Calendar 2019** (£10.00) The corporate-free alternative to promotional materials from formula companies. Contains 12 colour pictures of breastfeeding from around the world.



**Infant Feeding and Obesity** (£5.00) Poster with key facts about infant feeding and obesity and the importance of protecting a mother's right to receive independent information.

Order form Price Quantity Total

Merchandise and Publications			
<b>2019 Calendar (1 to 9 copies)</b>	£10.00		
<b>2019 Calendar (10 or more)</b>	£8.00		
<b>Nestlé-Free Zone items</b>			
Fridge magnet	£2.00		
Fridge magnet (NO sponsorship message)	£2.00		
Keyring	£2.00		
Mug (boxed)	£9.00		
T-shirt (indicate S/M/L)	£15.00		
<b>DanoNO items</b>			
Fridge magnet	£2.00		
Keyring	£2.00		
Mug (boxed)	£9.00		
<b>Why the Politics of Breastfeeding Matter</b>	£7.99		
<b>Pattiboobs</b>	£5.00		
<b>Monitoring Kit</b>	£6.00		
<b>Protecting Infant Health</b>	£7.00		
<b>Monitoring Kit with Protecting Infant Health</b>	£12.00		
<b>Obesity poster</b>	£5.00		
<b>Conflicts of interest poster</b>	£3.00		
<b>Join Baby Milk Action</b>			
Annual subscription (select):			
Unwaged	£12.00		
Waged	£36.00		
Family	£48.00		1 year
Gift membership (see overleaf)			1 year
<b>Donation</b>			
<b>Total to pay</b>			

Complete payment details overleaf

Or place your order online at:  
[www.babymilkaction.org](http://www.babymilkaction.org)

