



# YEAR REPORT

OCT 2018 — SEPT 2019

## The Year of the Tiger



At long last, following Zee5.com's indian launch in **October**, *Tigers*, the movie about IBFAN and Syed Aamir Raza, the Nestlé whistleblower, can now be streamed online in many countries. We were also able to arrange over 60 screenings in UK cinemas. Aamir, Dr Diamond (the other main protagonist), Andy Paterson (Producer), Danis Tanovic (Director), Maryam d'Abo (Actor), Fiona Duby, Patti Rundall and many others, helped with Q&A sessions. In April, Ireland's first Lady, Sabina Higgins (see cover and above) attended a 'special permission' screening in Dublin, organised by *Baby Feeding Law Group Ireland*. (BFLGi). Since we had no promotion budget thanks must go to all supporters who helped pack the cinemas. Special thanks to Mike Brady and to Andy who helped launch the fast-selling DVD that can also be used for campaigning and teaching purposes.

## UK monitoring and policy

UK Code violations are collected by the volunteer monitoring group set up by the Baby Feeding Law Group (BFLG). We founded the BFLG in 1997 and thanks to First Steps Nutrition Trust it continues to grow and have impact. The Infant Feeding and Inequalities Parliamentary group led by Alison Thewlis (SNP) continues. We raised questions at party conferences and support the NGOs working to strengthen trade rules and hold companies to account. Thanks to all those who maintained our presence at conferences

## Infant feeding in Emergencies

As founder members of the *Infant Feeding in Emergencies* group, we attend monthly and face-to-face meetings to help ensure that emergency responses are culturally appropriate and do not undermine breastfeeding and bio-diverse foods.

## Conflicts of Interest successes

The Royal College of Paediatrics and Child Health, (a founder member of the BFLG that played a key role in improving EU legislation) stopped taking funding from baby food companies in **February 2019** after Prof Neena Modi's term as President ended. Prof Modi joined Nestlé's Advisory Board in **November 2018**. The British Medical Journal (BMJ) stopped baby food adverts in all its journals in **April 2019**.

## Multi-stakeholder platform failures



Patti Rundall (far right) and EU NGOs tell EU Health Commissioner, Vytenis Andriukaitis that we are leaving the Platform because it wastes our time. **Sept. 2019**

Corporations claim that the reduction of obesity needs their voluntary 'help' rather than strong legislation. We have represented IBFAN on the *EU Platform for Action on Diet, Physical Activity and Health* since 2007, so know first hand how such strategies delay and sabotage real progress. Along with six leading citizens groups we resigned from the Platform in **July** describing it as '*not fit for purpose*'. The *EU Alcohol Platform* ended in 2015 when NGOs walked out.

Worryingly, the EU Platform, the *Scaling Up Nutrition Initiative* and the *World Economic Forum's Redesign Initiative*, have all promoted the idea that *multi-stakeholderism* - partnerships with corporations – is the best and only way forward - with no evidence that it works. We continue to be invited to present the alternative view, for example by the *Committee on Food Security* in Budapest in **September** and **October**.

## Advocacy at the United Nations

As usual we gave presentations on behalf of IBFAN at several WHO meetings, the Executive Board and World Health Assembly (**January** and **May**), at Codex Alimentarius meetings on nutrition in Berlin (**November**) and labelling in Ottawa (**May**) and the Codex Commission (**July**). We attend the monthly meetings of the UNICEF-WHO-led Global Breastfeeding Collective.

## Baby Milk Action supports IBFAN's principles

- The right of infants and young children everywhere to the highest standard of health
- The right of families and in particular women and children, to access adequate and nutritious food and sufficient and affordable water
- The right of women to make informed decisions about infant and young child feeding
- The right of women to full support to breastfeed for two years and more and to exclusively breastfeed for the first six months.
- The right of all people to quality health services free from commercial influence.
- The right of all people to advocate for change which protects, promotes and supports basic health, in international solidarity.

## IBFAN Funding Policy

In line with IBFAN's principles, and to preserve our ability to speak out, Baby Milk Action and IBFAN do not seek or accept funds, donations, gifts or sponsorship from manufacturers or distributors (or their trusts or foundations) of infant and young child feeding and related products. [www.ibfan.org/our-funding-policy](http://www.ibfan.org/our-funding-policy)

## Financial support this year:

During the year Baby Milk Action was funded by membership fees, donations, grants, consultancies and speaker fees from partner health and development organisations. We are very grateful to IBFAN, Bread for the World, the 1971 Trust and Jam Today, as well as Ingrid Broad, Lisa Woodburn and several other individuals who gave substantial donations.

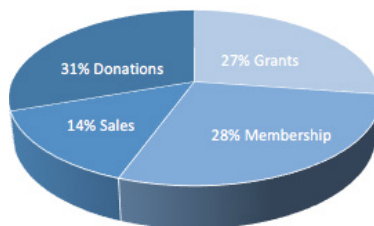
**Front Cover:** Syed Aamir Raza talks to Ireland's First Lady Sabina Higgins. April 2019. For more information about Tigers and new audience reactions: [www.babymilkaction.org/tigers](http://www.babymilkaction.org/tigers)

## Baby Milk Action income:

October 2018 - September 2019

**Total income = £60,400**

1.Grants & project income (£16,718)	27%
2.Membership (£17,067)	28%
3.Publications & sales (£8,310)	14%
4.Donations (£18,305)	31%

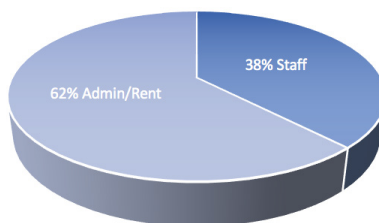


## Baby Milk Action expenditure

October 2018 - September 2019

**Total expenditure = £57,516**

1. Staff costs and travel (£21,804)	38%
2. Admin, rent, bookkeeping, overheads (£35,712)	62%



Surplus £2,884.

**WE ARE NOT ANTI-FORMULA - WE ARE ANTI-IRRESPONSIBLE MARKETING**

## Council of Directors

Fiona Duby  
Susan Last  
Rosie Dodds  
Jim Paterson  
Deborah Barnes (coopted 2020).

## Staff

Patti Rundall - Policy Director  
Paul Bott - Book-keeper (retired 2019).

## Advisors

Mike Brady, 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.

## Patrons

Hollie McNish  
Gabrielle Palmer

## Area contacts

Warm thanks to our Area Contacts:  
Adele M McGarry-Watson, Carl Richards,  
Colin Dunham, Jane Tapp, Janette Westman,  
Jennifer Inman, Jenny Richardson,  
Lesley Backhouse, Marianne Cowpe,  
Liz Berry, Patricia Wise, Sally Etheridge,  
Sarah Saunby, Sharon Breward and Sue Malpass  
Special thanks to Caroline Harrower and the  
volunteer Monitoring Team, Lisa Woodburn and  
volunteers in Cambridge and all our supporters  
who are essential to our effectiveness.

## Baby Milk Action

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