

Year report

Baby Milk Action

Council of Directors

Rachel O'Leary Co-Chair (stood down in April)
Sarah Saunby Co-Chair (stood down in June)
Fiona Dudy
Hugh Simon
Phyll Buchanan

Jane Neesam (Acting Chair)
Susan Last (From April)

Company Secretary

Lisa Woodburn

Staff

Patti Rundall, Mike Brady,
Verity Croft (to June), Sarah Saunby (from
June), Paul Bott.

Advisors

Prof. Anthony Costello, Dr Helen Crawley,
Dr Emmanuel Diamond, Chloe Fisher, Peter
Greaves, Prof. Raymond Hodgson, Sheila
Kitzinger, Dr Tim Lobstein, Gabrielle Palmer,
Belinda Phipps, Dr. Peter Poor, Dr. Andrew
Porter, Prof. Mary Renfrew, Magda Sachs,
Dr. Penny Stanway, Dr.
Tony Waterston, Kevin
Watkins, Prof. Peter
Willett, Jean Rowe,
Carol Williams, Dr. A.F.
Williams, Dr Pam Zinkin.



Lisa Woodburn, Sarah Hansen and
Verity Croft produced the calendar
for the IBFAN network. This is a
major fundraiser for Baby Milk
Action and provides a corporate-
free alternative for health centres
and elsewhere. See front cover for
the January 2015 picture.

Area contacts

Lisa
Woodburn,
Alison Powell,
O'Leary, Mary
Rachel
Wright

Office Volunteers

We would like to express our appreciation to all
our Area Contacts who served during the year:
Adele M McGarry-Watson, Carl Richards,
Colin Dunham, Jane Tapp, Janette Westman,
Jennifer Inman, Jenny Richardson, Lesley
Backhouse, Marianne Cowpe, Mrs Liz Berry,
Mrs Patricia Wise, Sally Etheridge, Sarah
Saunby, Sharon Breward and Sue Malpass.

We would also like to thank the following Area
Contacts who have stepped down:

Alien Banks, Annette Spurr, Barbara Gleave,
Bernadette Walker, Dh. Dharmavandana,
Frankie Taylor, Hannah Bird, Hannah Gregory,
Harriet Smith, Jan Price, Joanna Hindley,
Maggi Ellis, Maria Dowden, Mary Watson, Mary
Pateron, Mr M Walker & Mrs B Walker, Anne
Dowden, Jacqueline Quick, Sarah Squires, Julia
McRae, Steven Lee, Ruth Osofft and Vicky
Islam.

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

Thanks to our supporters who are essential
to our effectiveness. Our Office Manager
and volunteers in Cambridge (special thanks
to Lisa Woodburn), provide materials,
merchandise for stalls and process orders.

Baby Milk Action has been funded by grants
from the A Team, the Kenneth Miller Trust, S.E
Franklin Deceased Charity, Network for Social
Change, OXFAM and SCIAF.

Finances

We have also received speaker fees,
expenses, contract and consultancy fees,
from several UN, consumer protection,
mother support and health organisations.

the right of infants and young children
everywhere to the highest level of health,
the right of families to enough
nutritious food and sufficient and affordable
water,

the right of women to informed choices
about infant and young child feeding,
the right of women to full support for
successful breastfeeding and for sound
infant feeding practices,

the right of all people to health
services which meet basic needs,
the right of health workers and consumers to
health care systems which are free from
commercial influence,

the right of people to organise in
international solidarity to secure changes
which protect and promote basic health, and
ethical behaviour of the baby food industry.

Baby Milk Action supports IBFAN's

Principles:

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Year report 2013 - 2014

Treaty on corporations and human rights potential game changer



Baby Milk Action and IBFAN are supporting the campaign for a new United Nations Treaty to hold corporations accountable for their Human Rights abuses. Baby Milk Action's Policy Director, Patti Rundall, was in Geneva with IBFAN's Geneva-based group, GIFA, and other NGOs working on this. She joined the march through the UN district in support of the Treaty on the evening before the vote at the Human Rights Council on 26 June 2014. Because of the favourable Tax System in Switzerland, many corporations have their HQs in Geneva.

A statement calling for an international legally binding instrument has been signed by 610 civil society organizations and social movements and 400 individuals from 95 countries. Additionally, the Sub-Committee on Human Rights of the European Parliament and the Vatican made statements supporting the creation of such an instrument.

Opposition came from the European Union and United States, which cited the non-binding UN Global Compact as sufficient, despite its demonstrable failure to stop human rights abuses. It will be a tough struggle – and bringing our experience to it will be essential.

UN Global Compact Director fails to answer questions on failed initiative

Baby Milk Action has found this non-binding UN initiative to be worse than useless as we pursue cases against Nestlé's violations of the Global Compact Principles. We wrote to Executive Director, Georg Kell, concerned that no action was taken to censure Nestlé, Patron Sponsor of some of his events. The reply from Mr Kell suggests the role of the Global Compact Office (GCO) under so-called *Integrity Measures* is solely to encourage dialogue. Yet, the text clearly stipulates that the GCO can encourage corporations to take action to end violations and, if they do not act, remove them from the list of participants and publicly name and shame them.

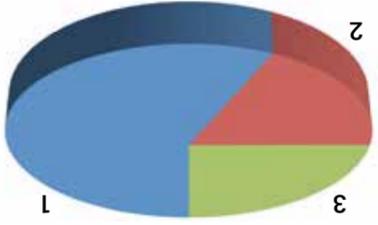
The GCO said it would not provide a 'point-by-point' response when we quoted the relevant provisions of the *Integrity Measures*. Mr Kell also failed to provide the clarifications requested, while continuing to promote his failed initiative as the way to change corporate behaviour. Read the correspondence on our website.

Cover photo: Rosamaria Gruber, Italy. From the 2015 IBFAN Calendar



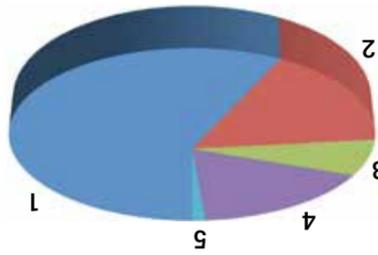
October
2013 - 2014
September

Net Deficit: £9,150
Reserves: £4,601



Total expenditure = £106,618
October 2013 - September 2014

Baby Milk Action expenditure



Total income = £97,468
October 2013 - September 2014

Baby Milk Action income

Based on draft audited figures and prior year audit adjustment.
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Cambridge, CB2 1QY

Raising awareness

- Members and supporters were essential in raising awareness of the importance of protecting optimal infant and young child health. Area contacts and staff ran stalls and workshops at events in the UK including those of the **Association of Breastfeeding Mothers, Baby Friendly Initiative, La Leche League and UNISON.**
- We coordinate the **International Nestlé Boycott** and **DanoNO** campaigns, targeting the market-leading companies that systematically break marketing rules.
- We promoted *International Nestlé-Free Week* at the end of **October**, a week for those who boycott Nestlé products to tell their friends and colleagues – and for those who don't boycott, to give it a go. Nestlé organised its *Creating Shared Value* event in Colombia at the same time and we ran a Twitter campaign exposing Nestlé malpractice.
- We organised protests outside Nestlé and Danone events at hotels and other venues, distributing leaflets on the conflicts of interest involved in taking company sponsorship. This is how companies attempt to bypass the restrictions many health facilities have on company representatives targeting staff.
- We continued to expose the failings of the UN Global Compact. The US and EU said this voluntary initiative means binding regulations are not necessary when they unsuccessfully opposed a resolution at the UN *Human Rights Council* in **June** to draft a Treaty to hold corporations to account (see editorial).
- In **May** we briefed the Lancashire District Synod on the Methodist Central Finance Board investment in Nestlé. The **Methodist Conference** agreed to its motion calling for a full report on Nestlé violations and the impact of investing to prompt changes.

IBFAN

- We are members of IBFAN's Coordinating Council (IBCoCo) and are responsible for company campaigns and Code advocacy in Europe. Our Policy Director was Co-Chair of IBFAN's Global Council (G5) from 2012 - 2014 and oversaw our application for official NGO Status with WHO – we were accepted in **January** without having to change our non-hierarchical network structure.
- As a member of G5 we helped oversee the redesign of IBFAN's website and communications channels for the 270 groups in over 160 countries.
- In **October** we attended IBFAN's partners training in Delhi on the new *World Breastfeeding Costing Initiative*. We were the keynote speaker on Conflicts of Interest at IBFAN's One Asia Partners Forum in Laos in **November**.

Monitoring and reporting

- We helped IBFAN's *International Code Documentation Centre* launch the *Breaking the Rules 2014* monitoring report at the World Health Assembly in **May**. We raised the findings at Nestlé's shareholder AGM in **April**. The Nestlé board responded that 90% of the violations comply with its policies. This proves the point: it needs to change its policies.
- We provide training to health workers, peer supporters and the public on monitoring and reporting violations, including through the online **iLactation** conference.
- Our new monitoring kit for the UK was developed in conjunction with LIFIB (see Networking). We launched it at the Baby Friendly Initiative Conference in Glasgow in November. *Spot it - Report it* cards help people to act on violations. We receive many reports every week and take up as many as we can with the companies involved, Trading Standards and the Advertising Standards Authority.
- We produced a poster on *health workers, conflicts of interest and the baby feeding industry* in **September** for the UK Milk Bank Conference. It proved so popular we have made it available on our website.



Baby Milk Action is an independent voice that protects babies and their families. We are the UK member of the International Baby Food Action Network (IBFAN). We work to stop misleading marketing by the baby feeding industry.

We take no funding from companies.

We work to protect the right of all families and health workers to accurate, independent information. We protect breastfeeding and babies fed on formula to prevent unnecessary death and suffering. **We are not anti-formula, but we are anti-irresponsible marketing**



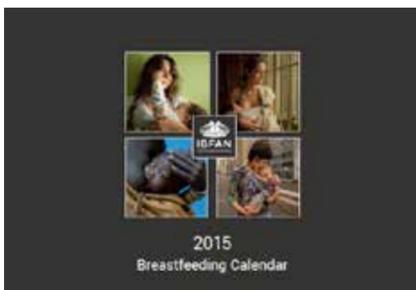
The IBFAN team at the World Health Assembly (WHA) in **May**. L-R: From Penang (Annelies Allain), Swaziland (Joyce Chanetsa) Geneva (Lida Lhotska) India (Dr. Arun Gupta), UK (Patti Rundall) and India (Dr Shoba and Dr JP Dadhich)..

We were delighted that the **International Society for Social Pediatrics (ISSOP)** launched its strong position statement on avoiding baby food company sponsorship at our Press Conference in **May** before the WHA. **Above:** Patti Rundall with Geir Gunnlaugsson, then Chief Medical Officer of Iceland and ISSOP General Secretary.



Nestlé held one of its health worker study days at the Grand Connaught Rooms in London in **July**, with an 'SMA product update' and refreshments. Our Campaigns Coordinator, Mike Brady, and our supporters gave arrivals a leaflet pointing out: *It's not a free lunch - it's a marketing strategy.*

Syed Aamir Raza was tasked with targeting health workers when he worked for Nestlé in Pakistan. The 90-minute feature film **Tigers** dramatises his efforts (with IBFAN's help) to stop Nestlé putting profits before health. **Tigers** premiered in Toronto and San Sebastian in **September** and will be in cinemas in 2015..



We produced the 2015 IBFAN Calendar.

- www.babymilkaction.org
- www.ibfan.org
- www.babyfeedinglawgroup.org.uk
- coicoalition.blogspot.co.uk
- www.nestlecritics.org

Code advocacy

- IBFAN works to bring the safeguards of the *International Code* and Resolutions into all health policies and to keep policy setting free from commercial influence.
- As part of IBFAN's team at the World Health Assembly in **May** we highlighted the serious weaknesses in WHO's Reform Process, in particular its engagement with *the Private Sector*. WHO now uses the worrying term *Non State Actors*, grouping NGOs and businesses (and their front groups) together as one homogenous entity. The matter was taken back to Member States for more detailed discussion on conflicts of interest and the role of the private sector.
- We took part in consultations preparing for the WHO *Commission on Ending Childhood Obesity* and the *Second International Conference on Nutrition (ICN2)*.
- We responded to numerous consultations on EU Policy. As members of the **European Commission's** controversial **Platform for Action on Diet, Physical Activity and Health**, we highlight the risks of 'multi-stakeholder' approaches.
- In **February**, the *EU Action Plan on Childhood Obesity 2014-2020* was adopted in the face of industry's objections. Member States insisted on staying "in the driver's seat" keeping key safeguards in the Plan that aim to protect breastfeeding and – for the first time – end food and drink sponsorship in schools – something we have advocated for years.
- We attended the UN Codex Alimentarius Commission meeting in Germany in **November**, supporting WHO's efforts to bring Codex standards into line with the Assembly Resolutions. Our main concern now is formulas for older babies.
- The **Scaling Up Nutrition (SUN)** initiative still has not addressed conflicts of interest, properly, especially on its lead group. SUN also encourages developing countries to set up platforms and partnerships with businesses. The *Global Alliance for Improved Nutrition (GAIN)* is on SUN's lead group and in 2014 overcame rejection to its NGO status the year before by folding its Business Alliance into the SUN Business Network.
- The *Transatlantic Trade and Investment Partnership (TTIP)* and the *Investor State Dispute Settlement (ISDS)* agreements between the EU and the USA are another important concern. We attend regular meetings with the *UK Business, Innovation and Skills Department* and the EU Commission, warning of the risks to health, child rights and global policy setting.

Networking

- As a founder member of the **Conflict of Interest Coalition** we raise awareness of the need to safeguard health policy setting from commercial interests.
- We are the Secretariat of the UK **Baby Feeding Law Group (BFLG)** including the Royal Colleges of Midwives, Nursing and Paediatrics, the Community Practitioners and Health Visitors' Association, NCT and UNISON.
- We are a Trustee of **Sustain**, and member of the Children's Food Bill, the UK Consortium on AIDS, the **UK Food Group, Trade Justice Movement** and the **European Public Health Alliance**.
- We provide support to the **Lancashire Infant Feeding Information Board (LIFIB)** that evaluates baby food company information and provides accurate independent briefings to health workers in the region.

Publishing and marketing

- Members are extremely important for spreading the word about our work and supporting our campaign. About 40% of our income comes from membership, donations and merchandise sales.
- In **March** we sent our *Update* newsletter to members, supporters and policy makers around the world, both paper copies and electronically. We relaunched our website in **May** with a new responsive design that displays well on smartphones, tablets and computers.
- In **June** we introduced new *Nestlé-Free Zone* and *DanoNO* merchandise to target the two main problem companies.