

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

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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.

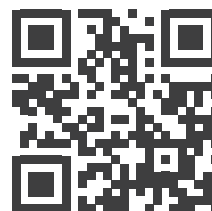
Monitoring and Support

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

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www.babymilkaction.org/shop



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