

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, 34 Blinco Grove, Cambridge, CB1 7TS.

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.

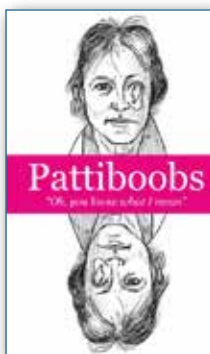
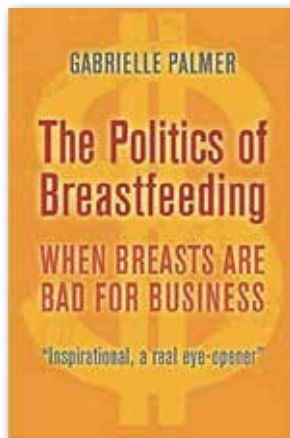
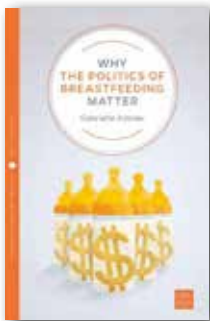
We are not anti-formula – we are anti-irresponsible marketing



RESOURCES

2020

Protecting breastfeeding
Protecting babies fed on formula



Two classic easy-to-read books by Gabrielle Palmer who also edited the compilation of verbal mishaps of Patti Rundall - our Policy Director.

IBFAN's Breastfeeding Calendar 2020
12 full-colour photos from around the world (£10.00)



The WBTi UK report - with score cards for England, Northern Ireland, Scotland and Wales. (£15)

See online shop for download options to monitoring and other reports from IBFAN partners

The DVD of the long-awaited whistle-blower movie Tigers. 24 page True Story booklet gives the background to movie.

Materials (mugs, stickers, key rings etc) to help raise awareness and monitor the harmful marketing and devious tactics of Nestlé, Danone and other companies.

Order form Price Quantity Total

Merchandise and Publications			
2020 Calendar (1 to 9 copies)	£10.00		
Tigers DVD (for UK distribution only, 94 mins)	£12.00		
Tigers True Story booklet	£10.00		
The Politics of Breastfeeding	£12.00		
Why the Politics of Breastfeeding Matter	£7.99		
Pattiboobs	£5.00		
World Breastfeeding Trends Initiative Report (UK)	£15.00		
Spot-it Report it cards (10)	£3.00		
Monitoring briefings)	£5.00		
Obesity Poster	£5.00		
Protecting Infant Health (Guide for Health Workers)	£6.00		
Nestlé Boycott car sticker	£3.00		
Nestlé Free Zone key ring	£3.00		
DanoNo key ring	£3.00		
100 Nestlé product list cards	£6.00		
DanoNo Mug	£9.00		
Nestlé Free Zone Mug	£9.00		
Infant Formula Explained DVD	£10.00		
2x48 DanoNo Stickers	£4.00		
2x 48 Nestlé Free Zone stickers	£4.00		
Join Baby Milk Action			
Annual subscription (select):			
Unwaged	£12.00		
Waged	£36.00		
Family	£48.00	1 year	

Complete payment details overleaf

See our online shop for more materials and free downloads:
www.babymilkaction.org/shop

