

Medela violations of the International Code of Marketing of Breastmilk Substitutes and WHA resolutions

Code Article 5.5

*Marketing personnel
in their business
capacity should not
seek direct or indirect
contact with pregnant
women or mothers
with infants and young
children*

Medela Kenya Facebook

30th July 2022

Medela promotion at AAR hospital. AAR hospital is a 140-bed general hospital with an outpatient facility in Nairobi Kenya (<https://aarhospital.com/>)

https://m.facebook.com/story.php?story_fbid=578744617130962&id=112087670463328&mibextid=apRVKm



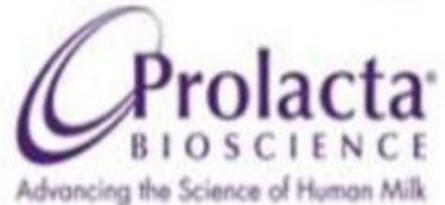
**Find Us This Saturday At
Mom & Baby Fair**

30th July, 2022 9am To12pm - AAR Hospital Kiambu Rd.



WITH SPECIAL THANKS TO

GOLD SPONSORS



SILVER SPONSOR



Bayer Consumer Care AG,
Basel, Switzerland

DONORS



EXHIBITORS

ARLA FOOD INGREDIENTS



“...ensure that financial support and other incentives for programmes and health professionals working in infant and young-child health do not create conflicts of interests”.

WHA Resolution 58.32

The need for sound, commercial-free information and support at the heart of the International Code

Many World Health Assembly Resolutions specifically call for Conflict of Interest safeguards:

WHA 58.32

"...ensure that financial support and other incentives for programmes and health professionals working in infant and young-child health do not create conflicts of interests".

Direct advertising to the public

Code article 5.1

There should be no advertising or other form of promotion to the general public of products within the scope of the Code.

Medela violations of the Code in Latin America

RECOPILACIÓN VIOLACIONES
LAC

10:03 PM

34%

Instagram

Hace 6 horas · Ver traducción



babyktita



7 Me gusta

babyktita Calma es una innovadora solución de alimentación creada para los bebés que toman el pecho ❤️

Está diseñada para no interferir con la lactancia, permitiendo que los bebés puedan alimentarse del mismo modo como si lo hicieran directamente del pecho.

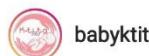
Pedi la tuya al +0981 488 247 😊



10:52 PM

30%

← Publicaciones



babyktita



Le gusta a falcon.mariela y 58 personas más

babyktita El sistema de alimentación calma es único! 😊...

más

Ver los 24 comentarios

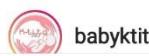
ojeda_agus Precio



brizmoralesr Precio



1 de febrero · Ver traducción



babyktita



PARAGUAY 2021-2022

PARAGUAY 2021-2022



13 Me gusta

babyktita Cómo CALMA imita el pezón de mamá 😊...
más

Ver los 4 comentarios

22 de febrero • Ver traducción



COLOMBIA 2023

1 Página · Artículos para bebés/niños

✉ medelacolombia@areolalimitada.com

🌐 medela.com.co

⭐ Calificación · 5,0 (18 opiniones)

Fotos

Ver todas las fotos

The page features a grid of five photos: 1. A yellow graphic with a baby icon and text about babies being biologically programmed to sleep in their pouch. 2. A woman holding a breast pump with text about the pump aiding milk production. 3. A woman holding a baby with text about babies needing to be held more often. 4. A woman holding a baby with text about pumping after a nap. 5. A woman holding a baby with text about pumping frequency.

Medela Colombia

5 de abril a las 10:00

La lactancia materna es un tema que puede generar muchas dudas a las madres primerizas. La lactancia materna es valiosa y hermosa y van a ser los momentos de mayor conexión con tu bebé

medela

Tener un contacto piel con piel con el bebé lo antes posible tras el parto.

Dar el pecho antes de que pase una hora, si es posible, o al menos animar al bebé a que intente agarrarse.

Dar el pecho con frecuencia. Tienes que alimentar a tu bebé a demanda.

Tienes que ofrecer el pecho en cuanto detectes un signo de hambre; los calmados.

Medela Colombia

23 de marzo a las 08:00

Si llegó el momento de introducir el uso del biberón, te damos unos tips para que ese momento lo vivas de la manera más relajada posible 😊

medela

¿Cuál es la mejor forma de introducir el uso del calma?

Me gusta Comentar Compartir

Escribe un comentario...

Tomarle su tiempo

Prueba con una pequeña cantidad de leche extraída. Va subiendo la cantidad hasta darle una toma completa de leche materna extraída con tu extractor.

Delega las obligaciones de alimentación

El bebé está acostumbrado a tu pecho a tu pecho, es probable que se sienta confundido cuando le ofrezcas el calma. Quizás si otra persona le suministra su primera toma con calma resulte más fácil.

Comprobar la temperatura

Es más probable que tu bebé tome la leche extraída si está a una temperatura similar a la temperatura corporal (37°).

Escribe un comentario...

Medela violations of the Code in Asia

South East Asia

IBFAN

Hong Kong

Medela Hong Kong
are also promoting
infant formula
manufacturers too.
See the tags in the
post: @wyeth

https://www.instagram.com/p/CrKh0d5RN_e8/?igshid=YmMyMTA2M2Y=

MEDELA_HK Posts Follow

medela_hk ...



Heart Comment Share 4 likes

medela_hk [Medela March online seminar review] At the end of last month, we invited <Xiyuan Chinese Medicine Clinic> He Jia Hui registered Chinese medicine doctor to help us explain the dietary strategies of milking and stuffing milk, as well as an experienced breastfeeding mother to share with you how to deal with problems. The reaction was very enthusiastic, and in addition to the pre-collected questions, the participants asked a lot of questions. I'm so happy to have a lot of interaction with everyone.

If you miss our lecture, it doesn't matter. Because I will regularly hold online breast milk knowledge seminars free.

MEDELA_HK Posts Follow

If you miss our lecture, it doesn't matter. Because I will regularly hold online breast milk knowledge seminars free. Please follow our Facebook and IG pages to keep up with the latest talks or offers.

Thank you again to the following gift sponsors (not ranked first):

@Wyeth Materna @Sisi Suzuran @GOONHK @Lennyworld @Swissobaby 瑞士寶寶 @Swissobaby 瑞士寶寶 @Swissobaby 瑞士寶寶 @Swissobaby 瑞士寶寶

New #儲積分換現金 offer <Medela VIP exclusive >
Become **#MedelaVIP**, 消費滿 and you can save 1 point, save 100 points, you can use it as \$1 cash. Go to ShangWeija stores and use it as cash, or go to VIP webpage for online store discounts.

(Hong Kong VIP only, Macau VIP storage system will be launched later)

Other member offers include:

- Medela welcome gifts and shopping cash coupons
- Lenny World Mother & Baby products online store 15% off shopping offer
- 10% off breast milk consultant services from Mom & Wellness 852
- Swissobaby online shopping discount and welcome gift
- LASSANA Coffee Shop Drink Discount Chinese medicine clinic half price
- Ken Lee Photography x Nico Wong 50mm Photography Baby Photography, Family Photo, Life Photo, etc. Half price discount (Instagram: kenleephoto2022 ; Enquiry: 9701 2341)
- Kizuna Climbing indoor climbing rink 10% off admission fee

#Register now as our member, Ecoupon and details of the above offer will be sent to your VIP account : <http://bit.ly/medelavip>

We believe that "you need more than just an instrument, it's a comprehensive solution." " The "

【Free Medela VIP Registration】 :: <http://bit.ly/medelavip>

* exchange for welcome gifts in stores - disposable spill cream and cash coupons

Philippines

A Filipino mother's experience of Medela marketing.

https://superjenjenjen.wordpress.com/tag/arugaan/?fbclid=IwAR35UBjMINfTncDwfmJldxgP_WluZ4tKH0F6m4G1Bq_9Y2brfbSs4eZOE5A

"When we get to the Medela House I was sales talked about Calma bottles that i need those to simulate a mommy's breast and milk flow and then eventually my baby would latch on me which were all LIES. My baby got used to bottle feeding and refused my breasts even more. I would pump religiously getting less than an ounce of milk na napupunta lang sa paligid ng bote dahil sa napakakonti dahil my breasts weren't stimulated by my baby's latch until at one point i thought my milk was gone. I came to a corner that i want to give up breastfeeding because despite our empty pockets (had to pay the LC 1,500/hour rate, the consultation lasted for 4hrs, we paid 4,500php 1hr was free na daw), we spent Php17,905 our baby still wont latch."

Australia

In Australia, during the flood in 2022, Medela worked with a local charity to include its feeding bottles and artificial teats in hampers destined for indigenous families affected by the flooding.



Medela Australia · [Follow](#)

Jun 7, 2022

"Coolamon Crib is making an incredible difference to the lives of Aboriginal new mums and their babies and we truly thank Medela for your contribution to it and for your recent generous donation. We are bringing hope and joy to young preterm and new mums, many who have lost everything in the floods recently and are at such disadvantage. They adore the Medela products. For the midwives to be able to work with the mums preterm knowing the mums have all the aids they need to help them breastfeed their babies is a tremendous benefit. With the recent increase in premature births during covid and floods the Swing Flex Pumps have made such a difference"

We are so proud to be supporting Aboriginal Families on their feeding journey. Thank you to Coolamon Community for the incredible work you do.

Medela violated Infant & Young Child Feeding Operational Guidance

6 Minimise the risks of artificial feeding

Donations in emergencies

- 6.1 Do not donate or accept donations of BMS, other milk products or feeding equipment (including bottles, teats and breast pumps) in emergencies.** Donated BMS are typically of variable quality; of the wrong type; supplied disproportionate to need; labelled in the wrong language; not accompanied by an essential package of care; distributed indiscriminately; not targeted to those who need them; do not provide a sustained supply; and take excessive time and resources to manage to mitigate risks.
- 6.2** For considerations regarding complementary food donations, see 5.28.
- 6.3 Do not send supplies of donor human milk to emergencies that are not based on identified need and a part of a coordinated, managed intervention.** Safe use of donor human milk requires needs assessment, targeting, a cold chain and strong management systems (see 5.14).

Medela violations of the Code in Africa

Africa - IBFAN

Medela Kenya Facebook
11th November 2022

https://m.facebook.com/story.php?story_fbid=499967755486190&id=100064189085028&mibextid=apRVKm



Medela Kenya · Follow

Nov 11 ·

...

Begin the Black Friday shopping fun right here! 🎉🎉

🌟 Enjoy Upto 20% Discount on
Medela Black Friday DEALS, now on Jumia.

Check our early Black Friday sale offers that are full
of awesome deals spanning from
Breast Feeding Starter Kit and Accessories

<https://www.jumia.co.ke/janst-healthcare-1/>

#blackfriday #medelaoffers #medelablackfriday
#jumiakenya #jumiablackfriday



Medela Kenya Facebook

11th November 2022



Medela Kenya Facebook
26th September 2020



https://m.facebook.com/story.php?story_fbid=499967755486190&id=100064189085028&mibextid=apkvkm

South Africa

“medela sa New mom or planning to be?
Visit us at @mamamagicsa at Gallagher
Convention Centre from 7 - 10
April! Save on all pumps and
accessories. #MedelaSA #MamaMagic
@dischem_pharmacies @babycityza”



13 likes

medela_sa New mom or planning to be? Visit us at
@mamamagicsa at Gallagher Convention Centre from 7 - 10
April! Save on all pumps and accessories. #MedelaSA
#MamaMagic @dischem_pharmacies @babycityza

7 April 2022

MEDELA_SA
Posts

Follow

Medela - South Africa Instagram

MEDELA_SA Posts Follow

medela_sa

medela THE SCIENCE OF CARE™

Calma™ with 150ml Bottle
Was: R369.99 Save: R20.00
NOW R349.99

Breast Milk Storage Bags 25 piece
Was: R220.99 Save: R40.00
NOW R179.99

Breast Milk Storage Bags 50 piece
Was: R340.99 Save: R80.00
NOW R259.99

21 likes

medela_sa 🌟 Calling all @mamamagicsa parents🌟
Here are just some of our promotions that you could find this weekend... more

View 1 comment

28 October 2022

<https://www.instagram.com/p/CkQbcJlI Zy6/?igshid=YmMyMTA2M2Y=>

MEDELA_SA Posts Follow

medela_sa

OUR CUSTOMER TESTIMONIAL

★★★★★

Really enjoyed using my @medela_sa I got introduced to it at the hospital when I had my Prem baby and had to start expressing without even a first latch. I went to buy my own the day I got discharged and was happy to find out that my medical aid paid for it from my medical aid savings which was a huge bonus!!!

phumi.masuku

7 likes

medela_sa Did you know? Your medical aid will be able to pay for your breast pump. Just ask us for the Nappi Code and there you go.

#newmom #reminder #mom #momlife #mommotivation
#selfcare #medela #breastfeeding #pumpingmom
#breastpump #normalizebreastfeeding
#momssupportingmoms #pumpingmilk #breastmilk
#liquidgold #support #breastfed #lactationconsultant

View all 3 comments

14 September 2022

<https://www.instagram.com/p/CkQbcJlI Zy6/?igshid=YmMyMTA2M2Y=>

Medela violations of the
Code in Arab World

Arab World - IBFAN

Egypt

Instagram

Search

Log In

Sign Up



A promotional Instagram post from Medela Egypt (@medela_egypt) for Black Friday. The post features a yellow background with white brushstroke patterns. The Medela logo and tagline 'THE SCIENCE OF CARE™' are at the top right. The word 'BLACK FRIDAY' is written in large, bold, black letters across the center. A red sale tag below it says 'Sale' and 'Discount up to 10%'. At the bottom left, there's a button labeled 'Promo code' with 'BFMed' inside. A QR code is at the bottom right. The caption in Arabic reads: 'الآن ولفترة محدودة عروض Black Friday' followed by English text detailing discounts: 'خصم 10% على كل منتجات ميديلا الشركة رقم 1 في منتجات الرضاعة الطبيعية Harmony flex original price is 1100 L.E and currently discounted price is 990 L.E swing flex original price is 5100 L.E and currently discounted price is 4590 L.E swing maxi flex original price is 7650 L.E and currently discounted price is 6277 L.E'. The post has 3 likes and was posted on November 17, 2021.

medela_egypt • Follow ...

الآن ولفترة محدودة عروض Black Friday

خصم 10% على كل منتجات ميديلا الشركة رقم 1 في منتجات الرضاعة الطبيعية

Harmony flex original price is 1100 L.E and currently discounted price is 990 L.E

swing flex original price is 5100 L.E and currently discounted price is 4590 L.E

swing maxi flex original price is 7650 L.E and currently discounted price is 6277 L.E

3 likes NOVEMBER 17, 2021

Log in to like or comment.

<https://www.instagram.com/p/CWX3-ENr4q9/?igshid=YmMyMTA2M2Y%3D>

Egypt

Instagram



A screenshot of an Instagram post from the account **medela_egypt**. The post features a Medela baby bottle and a circular badge that reads "SUPPORTING THE WHO BREASTFEEDING RECOMMENDATIONS". The caption is in Arabic:

أحدث إبتكار في مجال الرضاعة الطبيعية وهي مبنية على تناول أبحاث رسمية .
الحلمة الوحيدة التي تتفاعل مع طريقة إمتصاص الطفل لتسuck للرضاع بوقف تدفق اللين بطريقة طبيعية عندما يمتاون فتره إنقطاع لتسuck للرضاع ان يتوقف مع الإيقاف المؤقت والتفس بشكل متساوى وبذلك منع حدوث انتفاخات مع الحفاظ على منظومة الرضاعة التي اكتسبها من الثدي لتجعل الإنقال من الثدي إلى الزجاجة والعكس سهل وطبيعي فهي تحاكي ثدي الأم لما بها من شبهة بالحلمة الطبيعية للألم وتنزع حدوث التباين الحلما (nipple confusion)

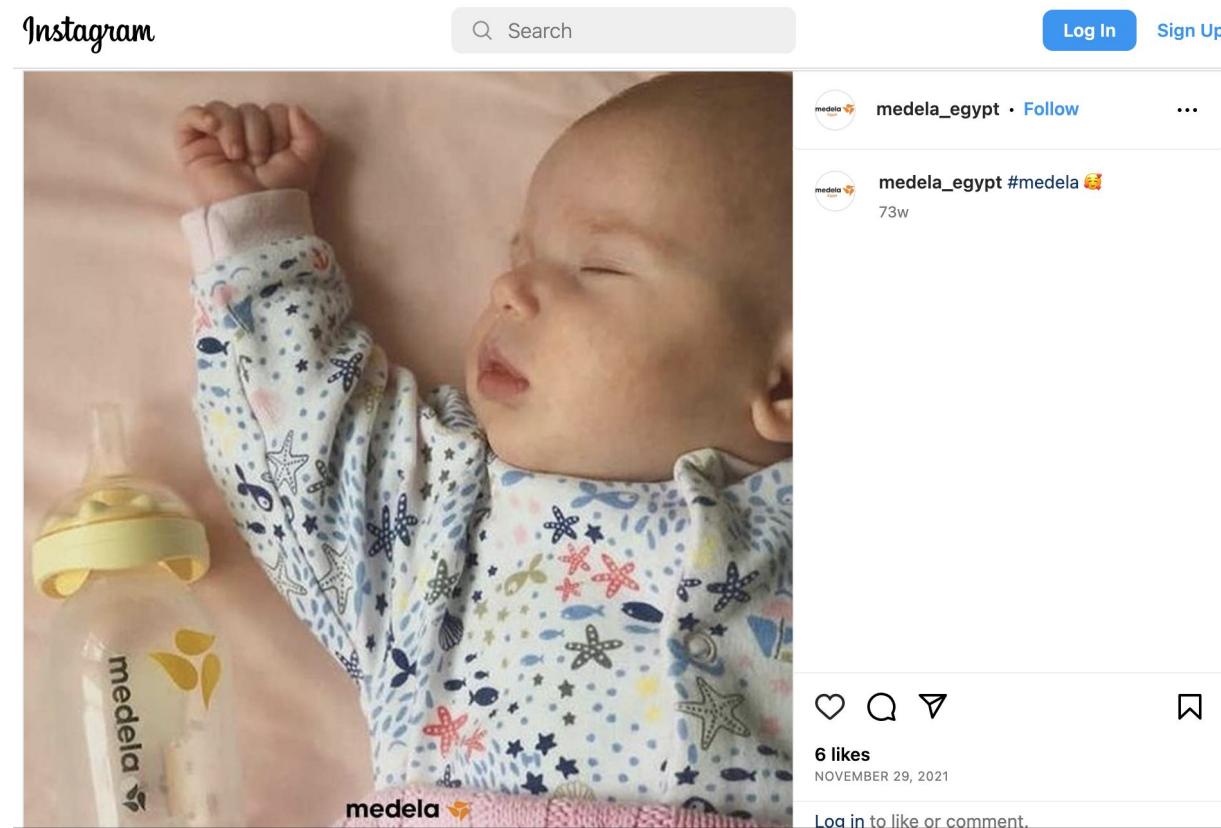
24w

1 like
NOVEMBER 6, 2022

Log in to like or comment.

<https://www.instagram.com/p/Ckl4XaRI4H4/?igshid=YmMyMTA2M2Y%3D>

Instagram



A screenshot of an Instagram post from the account **medela_egypt**. The post shows a newborn baby sleeping next to a Medela baby bottle. The caption is in Arabic:

أحدث إبتكار في مجال الرضاعة الطبيعية وهي مبنية على تناول أبحاث رسمية .
الحلمة الوحيدة التي تتفاعل مع طريقة إمتصاص الطفل لتسuck للرضاع بوقف تدفق اللين بطريقة طبيعية عندما يمتاون فتره إنقطاع لتسuck للرضاع ان يتوقف مع الإيقاف المؤقت والتفس بشكل متساوى وبذلك منع حدوث انتفاخات مع الحفاظ على منظومة الرضاعة التي اكتسبها من الثدي لتجعل الإنقال من الثدي إلى الزجاجة والعكس سهل وطبيعي فهي تحاكي ثدي الأم لما بها من شبهة بالحلمة الطبيعية للألم وتنزع حدوث التباين الحلما (nipple confusion)

6 likes
NOVEMBER 29, 2021

Log in to like or comment.

<https://www.instagram.com/p/CW23QWbqCCX/?igshid=YmMyMTA2M2Y%3D>

Medela violations of the
Code in North America

North America - INFACT - Canada - IBFAN

medela.ca/breastfeeding/products/feeding



Breast milk feeding



Breastfeeding is the healthiest, most natural way for moms to feed breast milk to their babies. Medela continuously works with researchers to understand this complex process fully and provides moms with both standard feeding devices and special feeding devices for babies who need extra support. Medela's latest innovation, Calma, translates the detailed understanding of the baby's natural sucking behaviour at the breast into a teat and helps babies to switch from breast to bottle and back again.

Québec - North America

Comparison with breastfeeding

Medela should not compare their products to maternal breastfeeding nor give the impression that it is equivalent or superior to breastfeeding.

Alimentation au lait maternel

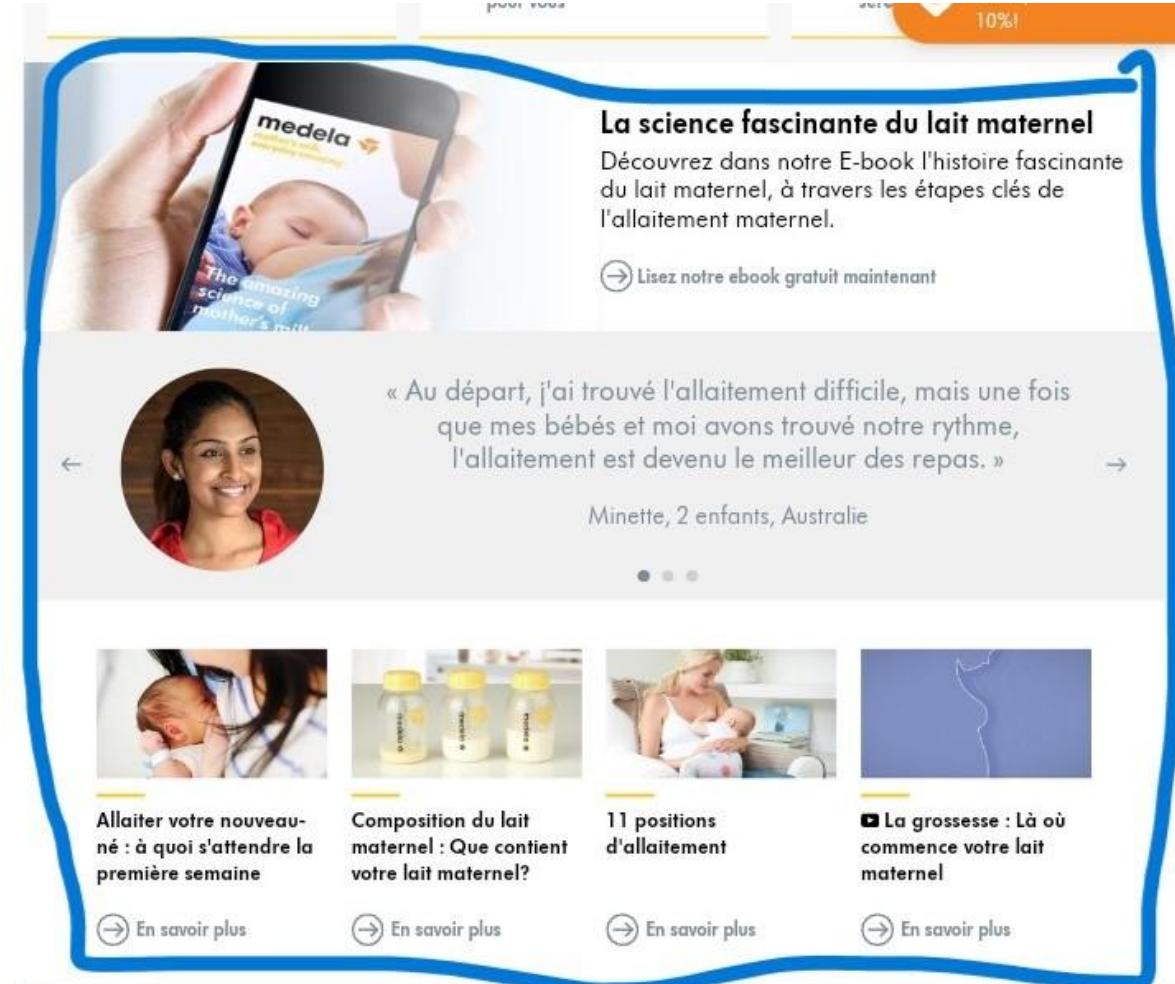


L'allaitement au sein constitue la méthode la plus saine et la plus naturelle à laquelle une mère puisse avoir recours pour nourrir son bébé au lait maternel. Medela coopère en permanence avec la communauté de chercheurs afin de mieux appréhender ce processus complexe et fournit aux mères à la fois des dispositifs d'allaitement standard et des appareils spéciaux pour l'alimentation des bébés nécessitant une assistance supplémentaire. La dernière innovation de Medela, Calma, prend la forme d'un embout simulant le mouvement naturel de succion du bébé qui tête au sein et aide ce dernier à passer de l'allaitement au sein à l'allaitement au biberon et inversement.

Québec - North Ameri

No expert stance

Medela should not assume educational functions with pregnant woman, mothers of infants and young children and healthcare professionals.



Québec - North America

No direct contact

Medela should not initiate
direct contact with families.



The image shows a screenshot of the Medela Family website. At the top right, there is a logo consisting of a yellow stylized 'i' shape with a heart inside, followed by the text "Medela Family". Below the logo, a large, handwritten-style text reads "Let today be the beginning of something good!". A yellow call-to-action button contains the text "Inscrivez-vous gratuitement et obtenez les avantages, les astuces et les conseils personnalisés que vous recherchez!". Below this button are three input fields: "Votre prénom" (with a person icon), "Adresse e-mail" (with an envelope icon), and "Naissance de votre bébé" (with a baby icon). At the bottom left, there is a checkbox with the text "Oui, je souhaite être informé par e-mail des dernières actualités de Medela. Vous pouvez vous désinscrire de notre newsletter à tout moment. Pour plus d'informations, veuillez consulter notre [politique de confidentialité et de cookies](#)". On the far right, a yellow button says "DEVENEZ MEMBRE".

Rejoignez Medela Family aujourd'hui!

Code Article 5.2

- *Manufacturers and distributors should not provide directly or indirectly, to pregnant women, mothers or members of their families, samples of products within the scope of this Code.*

Medela Canada

- NEWBORN Pacifier
- Our smallest and lightest design, specifically designed for babies under two months of age. Extra-small silicone teat and ergonomic shape.
- < 2 MONTHS

Just one of many examples: image of a pacifier on the “Initiating breastfeeding 0-1 week” page at this url: <https://www.medela.ca/breastfeeding/moms-journey/first-week> with no mention of the risk of using pacifiers while milk supply is being established.

BFHI

- Inform mothers of the risks of using pacifiers



BFHI recommendations on the use of pacifiers

Discuss how pacifiers may replace suckling at the breast, which impacts maternal milk production.

Discuss how pacifier use interferes with the observation of the infant's subtle feeding cues, which may delay feeding.

WHO/UNICEF/BFHI recommendations

- **ENSURING COMPETENCY OF DIRECT CARE PROVIDERS TO IMPLEMENT THE BABY-FRIENDLY HOSPITAL INITIATIVE**
- **Hand expression**
 - Observation tool 4: Demonstrate how to hand express breast milk (PI #40)
- **Cup feeding**
 - Observation tool 6: Demonstrate the skills needed for safe cup feeding an infant (PI #53, 56)



THE BABY FRIENDLY INITIATIVE



Breastmilk feeding in Emergencies?

- Breastfeeding in emergencies is vital for survival
 - Critical to teach pregnant women and new mothers hand expression
- Breastmilk feeding creates serious vulnerabilities
 - Lack of or unstable electricity
 - Lack of water to clean bottles and teats
 - Lack of refrigeration

Old Tricks, New Opportunities: How Companies Violate the International Code of Marketing of Breast-Milk Substitutes and Undermine Maternal and Child Health during the COVID-19 Pandemic – Ching et al. 2021

- From the Medela, free webinar on “Supporting Breastfeeding During COVID-19”
- “...It addressed the importance of “breastmilk” during difficult times, stating “all major organizations agree that the provision of breastmilk is important and should be a priority in this pandemic”, but omitted breastfeeding itself..... avoided addressing breastfeeding directly, and instead emphasized the mother continuing “to give her milk to the baby”. The omission of breastfeeding serves the interest of a company that benefits from bottle-feeding.”