

**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

30<sup>th</sup> 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](https://m.facebook.com/story.php?story_fbid=578744617130962&id=112087670463328&mibextid=apRVKm)

**medela**   
THE SCIENCE OF CARE™

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

30th July, 2022 9am To 12pm - AAR Hospital Kiambu Rd.



 **Hospital**  
A Legacy of Care

  @MedelaKenya  +254 (0) 722 521912  [www.breastpumps.co.ke](http://www.breastpumps.co.ke)

# WITH SPECIAL THANKS TO

## GOLD SPONSORS

**medela** 

 **Prolacta**<sup>®</sup>  
BIOSCIENCE  
Advancing the Science of Human Milk

## SILVER SPONSOR



Bayer Consumer Care AG,  
Basel, Switzerland

## DONORS

FAMILY  
**LARSSON**  **ROSENQUIST**  
FOUNDATION

**BILL & MELINDA**  
**GATES** *foundation*

## EXHIBITORS

**ARLA FOOD INGREDIENTS**

**ACTA PÆDIATRICA**  
NURTURING THE CHILD

***"...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

RECOPIACIÓN VIOLACIONES  
LAC



# PARAGUAY 2021-2022





babykita



**Medela**  
**Calma**

*Tu bebé puede beber la leche, hacer pausas y respirar según su ritmo natural, tranquilo y sin estrés.*

**Pedí el tuyo**  
0981 488 247



13 Me gusta

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

Ver los 4 comentarios

22 de febrero • Ver traducción

# PARAGUAY 2021-2022



Página · Artículos para bebés/niños

medelacolombia@areolalimitada.com

medela.com.co

Calificación · 5,0 (18 opiniones)

### Fotos

Ver todas las fotos

Extracción ayuda a la producción de leche materna

¿SABÍAS QUE...?

7 de Abril Día Mundial de la Salud

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.

Me gusta

Comentar



Escribe un comentario...

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

#### Toma el 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 lo 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°)

Me gusta

Comentar

Compartir



Escribe un comentario...



# COLOMBIA 2023

# 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/CrKhOd5RN\\_e8/?igshid=YmMyMTA2M2Y=](https://www.instagram.com/p/CrKhOd5RN_e8/?igshid=YmMyMTA2M2Y=)

MEDELA\_HK Posts Follow

medela\_hk



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

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**NEW** 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 ShangWeijia 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>

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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\\_9Y2brfbSs4eZOE5](https://superjenjenjen.wordpress.com/tag/arugaan/?fbclid=IwAR35UBjMINfTncDwfmJldxgP_WluZ4tKH0F6m4G1Bq_9Y2brfbSs4eZOE5)

△

**"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).

Operational Guidance on Infant Feeding in Emergencies, 2017, Interagency Working Group on Infant and Young Child Feeding in Emergencies

# 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](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](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”



# Medela - South Africa Instagram

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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/CkQbcJIIZy6/?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/CkQbcJIIZy6/?igshid=YmMyMTA2M2Y=>

# Medela violations of the Code in Arab World

# Arab World - IBFAN


## Egypt

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**medela**  
THE SCIENCE OF CARE™

**BLACK FRIDAY**

**SALE**  
Discount up to 10%

Promo code **BFMed**

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

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medela\_egypt • Follow

medela\_egypt أحدث إبتكار في مجال الرضاعة الطبيعية وهي مبنية على نتائج أبحاث رسمية .  
الحلمة الوحيدة التي تتفاعل مع طريقة إمتصاص الطفل لتسمح للرضع بوقف تدفق اللبن بطريقة طبيعية عندما يحتاجون فترة إنقطاع لتسمح للرضيع أن يشفط مع الإيقاف الموقت والتنفس بشكل متساوي وبذلك تمنع حدوث انتفاخات

مع الحفاظ على منظومة الرضاعة التي إكتسبها من الثدي لتجعل الإنتقال من الثدي إلى الزجاجاة والعكس سهل وطبيعي فهي تحاكي ثدى الأم لما بها من تشبة بالحلمة الطبيعية للأم وتمنع حدوث التباس الحلمات ( nipple confusion )

24w

1 like

NOVEMBER 6, 2022

Log in to like or comment.

<https://www.instagram.com/p/CkI4XaRI4H4/?igshid=YmMyMTA2M2Y%3D>

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medela\_egypt • Follow

medela\_egypt #medela  
73w

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.

<https://www.medela.ca/breastfeeding/products/feeding>

# 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 tète au sein et aide ce dernier à passer de l'allaitement au sein à l'allaitement au biberon et inversement.

# Québec - North America

## 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 banner features the Medela Family logo (a yellow icon of a person holding a baby) and the text "Medela Family" in a bold, sans-serif font. Below the logo is a quote in a cursive script: "Let today be the beginning of something good!". The main registration area has a light beige background. It contains a yellow box with the text "Inscrivez-vous gratuitement et obtenez les avantages, les astuces et les conseils personnalisés que vous recherchez!". Below this 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. A checkbox is followed by the text "Oui, je souhaite être informée 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](#)". A yellow button on the right says "DEVENEZ MEMBRE".

**Medela Family**

*Let today be the beginning of something good!*

**Inscrivez-vous gratuitement et obtenez les avantages, les astuces et les conseils personnalisés que vous recherchez!**

Votre prénom  Adresse e-mail  Naissance de votre bébé

Oui, je souhaite être informée 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](#).

**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.”