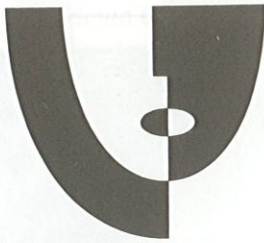


UPDATE

BABY MILK
ACTION



**It's not just 'over there' - why we
need a strong UK marketing law**
Nestlé's Government interference
Plus all the latest campaigns news



Baby Milk Action Update

is written and edited by Andrew Radford, Patti Rundall, David Meiklejohn, Sonali Kumarakulasinghe and Lisa Woodburn.

Baby Milk Action is a non-profit organisation which aims to halt the commercial promotion of bottle feeding and to protect and promote good infant nutrition. It is a member of the International Baby Food Action Network (IBFAN) which is made up of more than 140 groups in over 70 countries.

Baby Milk Action coordinates the Nestlé boycott in the UK.

Baby Milk Action is funded by membership (£12 waged, £5 unwaged, £18 family, £30 organisations), donations and merchandise sales. We receive grants from the EC, Save the Children, Christian Aid, Oxfam, CAFOD, the Methodist Church, the United Reformed Church and the Network for Social Change.

Baby Milk Action
 23 St. Andrew's Street
 Cambridge CB2 3AX
 Tel: (0223) 464420
 Fax: (0223) 464417

We aim to produce four Updates a year. Campaigning, advocacy and monitoring commitments sometimes make them appear at irregular intervals. We welcome letters and contributions. All material may be used if credited.

Printed on recycled paper.

It's not just 'over there'

High profile Baby Milk Action campaigns such as the Nescafé Boycott are very successful at increasing public awareness of breastfeeding and the dangers of bottle feeding. But how many people who campaign to make a difference in Asia, Africa and Latin America realise that the WHO/UNICEF International Code was designed to protect mothers and babies in all countries, including Britain?

UNICEF estimates that 1.5 million babies die every year because they are not breastfed. The vast majority of these infants die in the so-called 'developing' countries (the South). That's why much of Baby Milk Action's work is focused on the world's poorer countries.

But there are many reasons why our work is important in the North: thousands of overseas health workers are trained in the UK, many promotional materials are exported and our health system is often used as a model. Current poor breastfeeding practices have been replicated around the world. And there's another strong argument in favour of our campaigning in the UK - to protect every woman's right to an informed choice.

The benefits of breastfeeding are evident even in the wealthiest societies. Bottle-fed babies in Britain rarely die for want of breastfeeding, but they do fall ill more often,

causing trauma to mother and baby and increased costs to the health service.

Baby Milk Action is not a mother support group: instead we fight for a mother's right to an informed choice of infant feeding method - and we believe that the commercial promotion of bottle feeding violates this right in both the North and the South.

Most British mothers want to breastfeed and the Department of Health recommends breastfeeding into the second year of life. With the right support and advice, it is rare for a woman to be unable to produce enough milk to feed her baby. Yet a third of babies are bottle fed from birth and less than half are breastfed beyond the first week. In UK hospitals, 50% of breastfed babies are given bottles. The majority of mothers give up breastfeeding long before they intended. These mothers often end up feeling bitter and guilty at the mention of breastfeeding, when they should really feel angry.

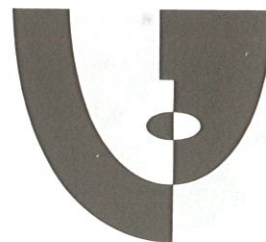
There are several reasons for this situation. A significant one is interference from baby milk companies and the promotion of bottle feeding. From her first attendance at an ante-natal clinic to well after the birth of her child, a mother is bombarded with persuasive promotional messages for baby milk which undermine the value of breastfeeding and question a

mother's ability to feed her own baby. As much of this promotion is channelled through the health care system, it comes with an implied stamp of hospital approval.

If a mother is to be allowed an informed choice as to how she feeds her baby, she must be free from commercial pressures and should have access to impartial advice from a trained health worker. But baby milk companies also overwhelm midwives, doctors and health visitors with inaccurate information and promotional messages as well as gifts and sponsorship.

The WHO/UNICEF International Code was drawn up to ensure the best nutrition for both breastfed and bottle-fed babies. It states that there should be no promotion of bottle feeding anywhere and that any information to health workers must be restricted to scientific and factual matters. The current situation in the UK is a far cry from the requirements of the International Code - itself intended as a minimum standard. The government's forthcoming draft proposals for a baby milk marketing law will offer some improvements, but they are unlikely to be effective enough. Strong lobbying by Baby Milk Action and our allies and supporters is therefore essential if the law is to be strengthened. Without this, mothers and babies both 'over there' and 'over here' will be at the mercy of the powerful and persuasive baby milk industry.

UK baby milk marketing law



Will the government grasp the nettle?

By June 1994, EC Directives on baby milk marketing must be translated into national legislation and the British Government will have to decide whether it wants to increase either the UK breastfeeding rates or the baby milk market. The current voluntary marketing code in the UK bans samples and free supplies but allows promotion in hospitals. While the government makes up its mind, the companies are exploiting the lack of controls: increasing advertising, encouraging pharmacists to boost their sales and working towards health worker dependency on sponsorship in the hopes of establishing a bottle feeding culture which will be difficult to reverse.

After a decade of campaigning, important changes were made in the final stages of Directives adopted by the EC which mean that our Government could, if it chooses, bring in most of the WHO/

UNICEF *International Code of Marketing of Breast-milk Substitutes* as law. The Dutch Government has already stated that it intends to ban advertising in its legislation and it seems likely that the Danish Government will take a strong stand too. The UK government lobbied for a stronger Directive - calling for an advertising ban. It would be illogical to allow advertising now.

The companies

Four companies share the £108m UK market - which has allegedly grown by 8% this year. US company Wyeth/SMA Nutrition and Dutch-owned Cow & Gate control 80%, while German company Milupa and Boots-owned Farley's share the remainder. Two companies which tried to enter the market last year have now gone out of business: Young Nutrition from Finland and Frontier Marketing from New Zea-

land. Nestlé does not market baby milk here at present.

Their promotion

The companies have dramatically increased the size of their advertising budgets for baby milk over the last few years to around £12m, yet still complain about 'strict controls' and boast about their good behaviour. Meanwhile they steadily weaken the definitions and standards of the industry's voluntary code, sponsoring TV shows, increasing point of sale advertising and using blatant tactics to encourage pharmacies to sell more milk. For a market of £108m, spending £12m on advertising (11%) is higher than most grocery brands such as Nescafé, which has a 7% rate. And this promotion is highly targeted to reach mothers at their most vulnerable time.

Health economics

UK baby milk promotion works out at £15 per new baby and is largely channelled through the health care system. Health workers who are clearly desperate for funds often underestimate the impact of company sponsorship and how much the companies profit from it.

For the Government and health professionals, now is the time to assess the costs to our health service, not just the health cost to baby and mother. The benefit of company sponsorship of NHS

facilities and professional bodies, jobs and tax revenue has to be weighed against the treatment costs of bottle-feeding related illnesses. For example, gastroenteritis is up to 10 times more common among bottle-fed babies: the hospitalisation of one infant with gastroenteritis costs between £500 and £1000. The extra cost to the health service of the gastroenteritis cases in bottle-fed babies has been conservatively estimated by researchers in Dundee¹ at a minimum of £12m per year. Other estimates have put the figure as high as £74m. Since only 1 in 10 cases are hospitalised, there is a further cost of at least £6m for those treated by GPs.

Breastfeeding also protects against respiratory infections, and long term conditions such as cancer and diabetes. Meanwhile, the Government spends just £50,000 per year on breastfeeding promotion whilst lactation is given low priority in the education of many health workers.

The future

In the next months the government will issue draft proposals for the new law. There will be a consultation period of three months. We expect that the proposals will need considerable strengthening, particularly in the areas of free supplies, advertising, follow-on milks and the role of pharmacists. An action mailing will be sent to members.

¹ based on Howie, *BMJ*, 1990.

So little for so much

One hospital in the Midlands accepted £2000 sponsorship from Farley's for the launch of a "New Caring Approach to Midwifery". The hospital has 4,000 births per year and is in a region with the highest infant mortality in the country. Farley's provided promotional leaflets which were given to all mothers, glossy notice boards and badges for the nurses, gaining a permanent place in the hospital along with an implicit endorsement of its products. Only 28% of mothers breastfeed exclusively, despite the fact that three-quarters had said they wanted to. The bottle-fed babies will generate £576,000 in baby milk sales. Farley's will recoup its £2,000 grant if just 10 mothers use its milk. The hospital will be out of pocket after 4 gastroenteritis cases.



Name change for business as usual

The UK's three largest baby milk companies have changed the names of their brands or even their company in an attempt to avoid the restrictions of the International Code.

The Code does not allow companies to put the brand name of any of its breastmilk substitutes on equipment and materials donated to hospitals and clinics. A company is however allowed to put its name and logo on such materials. Baby milk manufacturers Cow & Gate, Farley's and Wyeth/SMA are attempting to promote their milks in violation of this restriction by using the company name and logo as baby milk brand names.

Wyeth, makers of SMA

baby milk, has changed its name to SMA Nutrition, with a new SMA logo identical to the lettering on baby milk tins. Cow & Gate's Nutrilon Plus and Nutrilon Premium baby milk tins are labelled so that the largest and clearest wording is the Cow & Gate logo whilst 'Nutrilon' is hardly noticeable. Farley's has simply dropped its former brand name (Ostermilk), now calling its baby milks 'Farley's First' and 'Farley's Second'.

These companies try to claim that their company name and logo can be used anywhere, even when this evidently promotes their baby milks. The International Code states that there should be no advertising of baby milks at all, including in the health care system, and that no donated materials should refer to any baby milk brand.

Cow & Gate advertises on TV...

Cow & Gate is pushing hard to increase its influence on new mothers through TV and direct mail advertising. It has begun a campaign of direct mailing to 150 000 first time mothers each year and is sponsoring a weekly "Mother and Baby" feature on the GMTV breakfast television programme, *Top of the Morning*. Such television sponsorship and contact with mothers violates the International Code's ban on advertising to the general public.

... and links in to aid for Bosnians

Just before the Cow & Gate feature on 29th September, *Top of the Morning* made a national appeal for infant formula, bottles and teats for an aid package for Bosnian refugees in

Croatia. The initial appeal came from the Croatian health ministry. Running it before the Cow & Gate feature must have boosted Cow & Gate sales.

Baby Milk Action contacted new relief team Refugee Relief GMTV who told us that the aid was initially intended for 12 babies whose mothers were uninformed about breastfeeding. Further aid will go to other camps. We have invited Refugee Relief to an inter-agency meeting on food aid and have suggested that a lactation expert goes on their next trip to help those mothers who want to breastfeed.

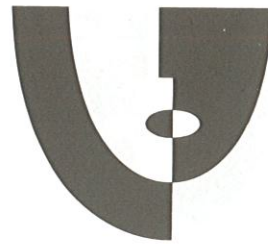
There is clearly a strong bottle feeding culture in former Yugoslavia and a lack of good breastfeeding information and support. This appeal, although well-intentioned, could do much to undermine the aid agencies' health messages.

Bottle feeding in disaster situations can be unsafe as clean water supplies and sterilisation facilities cannot always be guaranteed and bottles and teats are difficult to keep sterile. Cup feeding is more sensible for artificially-fed babies in such situations. UK baby milk poses further problems because the instructions are in English only. Although formula may be needed in the short term, a better long-term solution must be to help and encourage mothers to breastfeed at birth. Since June, a popular UNICEF programme in Sarajevo has increased the previous low breastfeeding rate to a current high of 70%.

Code violations where company and brand names merge: SMA and the new company logo in a Health Visitor journal advert, Cow & Gate ready to feed bottles, and a detail from a Farley's pop-up desk-top advert to health workers.



... take a fresh look at Farley's



Follow-on response

UK manufacturers of follow-on milks have responded to criticisms about the iron absorption properties of follow-on milks, as highlighted in *Update 11*. In a two page article in the September issue of *Health Visitor* the baby food industry body, the Infant and Dietetic Foods Association outlined its responses to criticisms. However, it failed to rebut arguments such as the fact that non-human milk is a poor carrier of iron, that one study of cot death found a link with iron-supplemented formula and that up to 70% of the iron in breastmilk is absorbed, enabling breastfed babies to get more than double the amount absorbed from most follow-on milks.

"Mothers want it" was the companies' only argument in favour of follow-on milks on a recent TV programme devoted to the issue, which highlighted the growing concern among health workers.

Follow-on milks to stay at 6 months

The British infant formula companies have said they will continue to support WHO's position that follow-on milks should be marketed only for babies six months or older. But although the UK could impose a voluntary ban it will have to permit imports of these milks for 4 month old babies. The UK companies know this and have made no effort to support the lobby for

the 6 month age limit. Baby Milk Action believes the only safe solution is for the UK to ban advertising of both infant formula and follow on milks in line with countries such as Australia, Guatemala and the Philippines.

SMA puts glucose in follow-on milks

SMA Nutrition has replaced a fifth of the sugar in its follow-on milk *Progress* with the more tooth-decaying dried glucose syrup. The total sugar content of *Progress* is 56%. The company is keeping quiet about this change and the product labelling and information never mentions the word 'sugar'. This illustrates the potential effects of the EC compositional requirements which allow companies the freedom to choose which sugars they include. The EC allows follow-on milks to contain 49% glucose and yet still claim 'sucrose free' on the label. Action & Information on Sugars, PO Box 459, London SE5 7QA. 071 226 1672.

No cows in Cow & Gate?

Cow & Gate has been censured by the Advertising Standards Authority (ASA) for an advertisement which suggested there was no cows' milk in their *Step-up* follow-on milk. The advertisement appeared in a number of magazines with the wording - "Cows' food isn't suitable for

a 6 month old baby. Oddly enough, neither is cows' milk." The National Dairy Council objected on the grounds that the text suggested that the follow-on milk was not based on cow's milk. The Council also noted another three misleading statements in the advertisement. All four objections were upheld by the ASA which asked Cow & Gate to amend its advertisement. The latest decision follows judgements in June in which Boots was censured for saying that breastfeeding harms the sex lives of many new mothers (see *Update 11*).

Boots employs milk nurses

Our fears of chemists advising mothers on infant feeding have been confirmed with reports of Boots employing nurses in their stores. We are concerned that health clinics may be closed down resulting in mothers being lured into their high

street chemist for such advice. Boots owns baby milk company Farley's.

Companies are attempting to pre-empt the forthcoming UK law which will allow 'independent' chemists to give infant feeding advice. Baby Milk Action feels that chemists cannot be independent if they sell baby milk. High street chemists are recommending follow-on milks at a time when health workers are concerned about their worth.

Mums respond to milk bank plea

Mothers have responded well to appeals from Birmingham Maternity Hospital for extra supplies of breastmilk for the milk bank. The hospital had been desperately short of breastmilk in July and issued an appeal through the press for breastfeeding mothers with babies younger than four months. Fifty mothers came from as far afield as Cannock and Telford to donate and the

Cow & Gate trade ad, Chemist & Druggist, March 1993.

continued on page 9



Are you ready to be weaned onto our follow-on milk?

At the age of 6 months, a lot of babies are moved onto cow's milk. But is cow's milk the best for your baby? Our *Step-up* follow-on milk is better for a baby because it provides the extra iron and vitamins your baby needs. From the medical authorities and the Department of Health we have your approval. And you agree, it's the best for your baby. See your baby's health professional for more information. **Cow & Gate**



Government Interference

Nestlé continues to work behind the scenes to influence governments. When the Director General of Pakistan's Ministry of Health announced that infant formula and baby foods would be placed on a pharmaceutical list, Nestlé's infant foods manager, Geoffrey Fookes was on the next plane to Islamabad to argue against the decision. The order would have banned advertising of the products and restricted their availability to prescription status only. Unfortunately, the Director-General was 'convinced' by Nestlé and the products were withdrawn from the list. This episode is even more disturbing considering that Nestlé has only committed itself to changing its practices when forced to by government legislation.

Meanwhile, in June in Colombia, Nestlé complained about an IBFAN Monitoring Project training workshop in Bogota. The head of Nestlé Colombia phoned UNICEF and the Ministry of Health saying that IBFAN was a "phantom" organisation with no headquarters and accountable to no-one (which contrasts with recent Nestlé claims that the organisation is "one of the most powerful and well-funded in the world") and that it wanted the workshop cancelled. Fortunately the request was ignored and the training workshop went ahead.

Nestlé ignores language problem

Baby milk labels in a language not understood by the mother can have catastrophic effects. That's why the International Code requires an appropriate language on labels. However, recent examples show that companies are still ignoring this requirement.

In Malawi, Nestlé's *Lactogen 1* and *Lactogen 2* are being sold with labels in English and Afrikaans only, leaving 75% of the population unable to understand them. Jim Bloomfield in Chichiri, southern Malawi, notes that the local language in his part of the country is Chichoua. There are no labels in Chichoua.

Meanwhile, a midwife working for Action Health 2000 in Chirag, northern India, has complained about Nestlé tins of infant formula with instructions in English only. The people in the area speak Hindi some of the time and a local dialect, Kumaoni, most of the time. She tells of seeing a ten month old child weighing only six kilos who had been fed just one scoop of formula in 240 mls of water per day.

Carnation Mix-Up

A three month old baby in Canada suffered regular vomiting after feedings from what turned out to be concentrated formula. His mother had bought a case of Nestlé's *Carnation* ready-to-feed starter formula at a chemist but did not notice when she

opened the box that it also contained the concentrate. She reported the labels were very similar, the only difference being a pink stripe on one and a blue stripe on the other. "At night, who is alert enough to notice the difference?" She took her son to a doctor who told her the problem was probably viral.

When the vomiting became more serious, she took him to an emergency ward at the local hospital, where again she was informed the condition was viral. However, when her son was taken off all formula and given water instead, the vomiting stopped. The baby recovered.

Action ideas for marketing changes

IBFAN's US group, Action has suggested some changes to company marketing practices which could lessen their destructive impact. One was to allow their sales staff to handle more than just baby food products. At the moment, because of this restriction, staff are virtually encouraged to adopt aggressive marketing tactics because their own well-being is closely linked to the sale of the product. The other suggestion was that companies package any charitable donations of infant formula with generic labelling and that these be supplied through UNICEF or other charitable agencies. Neither idea was well received by the industry.

Protest at Nutrition Conference

There were protests at the International Congress of Nutrition in Adelaide, South Australia, when it was discovered that parts of the congress had been sponsored by infant formula manufacturers, including Nestlé and Nutricia. Professor of International Nutrition at Cornell University in New York, Dr Michael Latham, wrote to the organisers asking them not to accept funds from the companies, saying it would be like "a Lung Association meeting accepting funds from the tobacco industry."

The conference went ahead in the face of protests, including a candlelight vigil, organised by Baby Food Action and Australian churches.

Opposition is expected against a decision to allow Nestlé to fund the forthcoming Asian Paediatric Conference in Delhi, despite a strong new Indian marketing law.

Abbott Flavours Teats

Abbott-Ross is putting vanilla flavouring on its teats in the USA to make babies prefer them to the breast.

Samples in Bangladesh

Prof. Andrew Tomkins of London's Centre for International Child Health has reported that he was shown tins of Nestlé's *Lactogen* in Bangladeshi slums during a recent visit, and was told by mothers that the tins had been donated to them.



Boycott News

Monitoring Update

Our sister organisation in the USA, Action for Corporate Accountability, is currently co-ordinating IBFAN monitoring of the International Code in 22 key countries. Early results show that Nestlé continues to give free or low cost supplies of formula to hospitals in Indonesia, Peru and Bolivia. Nestlé has still failed to name a single country where it has stopped free supplies since 1991. The full results of the monitoring project will be available in March. Meanwhile, Baby Milk Action is preparing a monitoring pack with guidelines for finding violations of the International Code and forms for reporting the results. We hope to raise funds to translate the pack and distribute it as widely as possible.

Bad start to the term for Nescafé

Nestlé is clearly eager to promote to students but is having an increasingly hard time. After being banned from the Student Welcome Pack (see Update 11), it is now promoting a Nescafé 'Start of term pack' in a New Musical Express Student Guide distributed free to student unions. The 500 guides delivered to Leeds Metropolitan University Union got no further than the recycling bin and several other unions followed suit. Embarrassed NME staff put the inclusion of the Nescafé ad down to "an oversight".

Baby Milk Action praised in Parliament

IBFAN's protest at Nestlé's general meeting in Lausanne, Switzerland, in May has been highlighted in the House of Commons during a debate on Debt, Trade and Development. Labour MP Joan Lestor, a boycott endorser, said she was "delighted" that Baby Milk Action had managed to disrupt the meeting and called Nestlé's marketing practices "an absolute scandal".

Swedish Church joins boycott

The State Church in Sweden has joined the Nestlé boycott with some hard-hitting statements. 95% of the Swedish population is born into the church which previously has not taken a strong stance on social issues. In a newspaper article entitled "The new com-

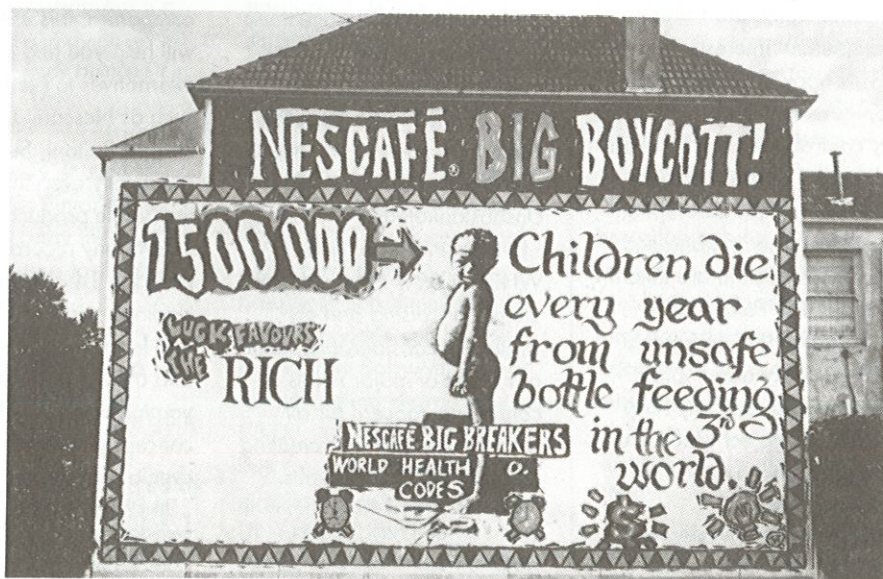
mandment from the church - Thou shalt not drink Nescafé", vicar Bengt Lindwall was asked what he thought Jesus would have thought of Nestlé, to which he replied "I am convinced that (Nestlé) is damned." The church is focusing its campaign on Nescafé but is also targeting After Eights and Lancôme.

Nestlé asks questions

The boycott must be having more of an effect upon Nestlé than the company would care to admit. It has instructed its market researchers to add another two questions to its usual monthly survey which covers consumer awareness of its products. In the first of these the interviewee is given a card containing a list of food manufacturers, including

Buitoni, Carnation, Cow & Gate, Del Monte, Findus, Heinz, Nescafé and Nestlé, and asked whether they have seen or heard any negative comments about any of the companies. If they have heard criticisms of Nescafé or Nestlé, they are asked to specify them. The interviewers are not to show the survey to the respondents at any time. However their own instructions read that the last question is in relation to "a recent boycott of the Nestlé company." The survey is carried out throughout Britain and the two new questions will remain as long as the company thinks they are necessary. Meanwhile, as Nestlé is unlikely to share the results of those questions, Baby Milk Action is conducting its own survey on public awareness of the boycott. See Take Action on page 11.

Australian Nestlé boycott campaigners are using striking murals like this in busy inner city areas as their latest campaign weapon. Meanwhile, new boycott endorsers include the Anglican Synod of South Australia, the University of Western Australia and the Australian National University Union.





The Politics of Breastfeeding by Gabrielle Palmer.

Since its publication in 1988, *The Politics of Breastfeeding* has deservedly become the baby milk campaigner's handbook. Now fully revised and updated to take into account recent developments and new evidence, the second edition looks set to fulfil this role even more effectively.

With an engaging blend of fact, insight and anecdote, Gabrielle Palmer asserts the right of all women to an informed choice of how they feed their babies. She puts baby feeding fashions into their historic and economic contexts and shows how breastfeeding is subject to powerful commercial, economic and political pressures. The tactics of the \$7 billion baby milk industry are challenged, as is the persistence of medical practices which sabotage breastfeeding - most of which are linked to commercial interests.

This book addresses such topics as HIV and AIDS, fertility control, the ecological implications of artificial baby feeding and the assumption that breastfeeding and economic production are incompatible. *The Politics of Breastfeeding* challenges complacency about infant feeding and radically reappraises a subject which is all too often linked only with nursing mothers.

Gabrielle Palmer, *The Politics of Breastfeeding*, Pandora 1993, £8.99. ISBN 0 86358 220 6.

Baby Milk: Destruction of a world resource

The latest in the *Comment* series from the Catholic Institute for International Relations investigates the worldwide decline of breastfeeding and the role of the baby milk industry in that decline. *Baby Milk: Destruction of a world resource* provides an excellent overview of the baby milk issue and the part played by governments, companies and non-governmental organisations. But perhaps the best indicator of the booklet's value is the fact that Nestlé considered it to merit a six page response from Chief Executive Peter Blackburn. "Practising Catholic" Mr. Blackburn considered the report to be "selective", "unsubstantiated" and "dangerously simplistic". Dangerous to whom, one wonders - certainly dangerous to Nestlé sales if many more church supporters join the boycott. And despite these accusations, only two of the twelve references given to back up the Nestlé response come from sources not linked to the baby milk industry. Unsubstantiated?

But the final word goes to WHO: "*CIIR is to be congratulated for raising and discussing in considerable detail a number of major issues of continuing concern for all who are intested in promoting health nutrition for infants.*"

Baby Milk: Destruction of a world resource, CIIR 1993, £1.20. ISBN 1 85287 117 2.

The Ethical Consumer Guide to everyday shopping

Baby Milk Action is often asked about alternatives to Nescafé, Buitoni, Carnation, etc. Are any of the other companies involved with baby foods? Which is the best coffee option? What about the other baby milk companies? We don't recommend an alternative to Nescafé because our campaign concerns Nestlé's unethical record on baby milk and is not a promotional campaign for ethically produced coffee.

Neither do we recommend a baby milk brand because we believe that a mother who decides to use artificial milk should make her decision on the advice of a health worker.

Now, *The Ethical Consumer Guide to everyday shopping* has the answers to many of your questions. Investigating the ethical records of food, drink and household product companies, this useful book will help you find acceptable alternatives to Nestlé products such as Nescafé, Lyons Maid, Perrier, Buitoni, Sun-Pat and practically everything else on the Nestlé product list.

Company records are compared in 14 categories including irresponsible marketing, land rights, environment and animal rights. It's up to you to decide which areas concern you. And there's even a chapter on baby foods.

The Ethical Consumer Guide to everyday shopping, ECRA Publishing 1993, £7.99. ISBN 1 898179 00 X

Three Hotels by Jon Robin Baitz at the Tricycle, Kilburn and the Alhambra, Bradford

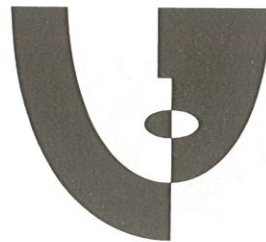
Peter Egan and Lindsay Duncan starred in this hard-hitting play about baby milk marketing, company profits, a failing marriage and the search for compassion in a multinational company. It consists of three monologues - two by the executive who devised the Third World marketing strategy for a US baby milk company and one by his wife - each delivered in a different hotel room.

Baitz clearly has a sound grasp of the baby milk issue and relevant events of the last two decades: when the husband reports that his attempts to justify his company policy are often met with "a silence... a Swiss silence", you have a good idea of what he's getting at. The result is a play which is powerful, gripping and darkly comic but still manages to present an ethical and political issue with sympathy and conviction.

Sadly the play has finished its run, but we strongly hope that it is picked up elsewhere and even on television.

Lindsay Duncan and Peter Egan sent their best wishes to the campaign after a performance attended by Baby Milk Action staff and supporters, as well as friends from UNICEF and the ODA.

All the books reviewed here are available from Baby Milk Action.



Breast is best against breast cancer

Researchers in Nottingham have found that breastfeeding protects against breast cancer. A survey of 755 women aged under 36 throughout Britain found that breastfeeding each baby for more than three months gave greatest protection against premenopausal breast cancer. However the risk was not linked to the number of births. The results are consistent with similar studies. United Kingdom National Case-Control Study Group, *BMJ* 307: 17-20, 1993.

Nurses can undermine breastfeeding

A survey of 88 maternity nurses in three different UK hospitals has found that nurses often have outdated or inadequate knowledge of breastfeeding. In one hospital, where there was no designated breastfeeding expert, nurses tended to rely on their own beliefs or

experiences of breastfeeding. The study has found that this lack of knowledge, taken together with confusing advice and rigid hospital routines, acts as a barrier to successful breastfeeding.

Lewinski, C., Nurses' knowledge of breastfeeding in a clinical setting, *J Hum Lact* 8 (3): 143-148, 1992

Food for Thought

A new study shows that breastfed children scored better than their bottle-fed counterparts on two different scales of measurement of cognitive and motor development. The survey followed 855 children through school age and found statistically significant differences in development between the children according to how they were fed, with breastfed children ranking the highest. In a previous study, children born preterm were known to have a higher IQ if they had been breastfed.

Rogan W J and Gladen, B C., Breastfeeding and cognitive development, *Early Human Dev* 31: 181-193, 1993.

down in the UK. It used tactics not allowed in Finland and was the first baby milk company to run adverts for follow-on milks on TV.

Baby Friendly video

A new video is available from UNICEF on the UK Baby Friendly Initiative. Narrated by Dame Judy Dench, it explains why the Initiative is important in the UK as well as in

Long-Term Wheeze Protection

A study of children in South Wales has found that breastfeeding offers long term protection against respiratory disease. Children up to the seven years of age had a lower risk of wheezing illness, if they had been breastfed.

Previous studies had found that breastfeeding offered short-term protection. Burr M L., et al., Infant feeding, wheezing and allergy: a prospective study, *Archives of Disease in Childhood* 68: 724-728, 1993.

Toxins in Breastmilk

Research in North Carolina and Michigan has found that levels of PCBs (polychlorinated biphenyls), a toxin produced by a number of industrial processes, in the breastmilk of mothers who were heavily exposed to the chemical, will generally not harm child development. A study has found no evidence of long-term developmental problems from traces of PCBs

in breastmilk. The report encourages doctors to continue to recommend breastfeeding because all the other benefits outweigh any risk factors from PCB contamination.

Frank, J and Newman, J., Breastfeeding in a polluted world: uncertain risks, clear benefits, *Can Med Assoc J* 149(1):33-36, 1993.

Glue Ear

A study of more than a thousand infants in Arizona, USA, has found that exclusive breastfeeding of a child for more than four months protects babies against single and recurrent cases of otitis media ('glue ear'). Burris Duncan et al., *Paediatrics* 91: 5: 867-872, 1993.

Preterm Babies

New British research has rebutted arguments raised in a recent article in *The Lancet* which suggested that breastmilk was not necessarily best for preterm infants. A study of 926 infants of low birthweight found that formula-fed infants were six times more likely to develop necrotising enterocolitis (a potentially fatal intestinal condition) than were breastfed babies. The study is unclear as to how breastmilk protects but suggests that it may promote intestinal adaptation more easily than formula.

Williams, A F., Human milk and the preterm baby, *BMJ* 306: 1628-1629, 1993.

continued from page 5:

milk bank supplies are now steady. This episode shows that mothers want to donate breastmilk. Sadly most milk banks have closed following the promotion of 'preterm' baby milks.

End of Young Nutrition

Finnish baby milk company Young Nutrition has closed

the South. An important point in the UK campaign is that hospitals will be encouraged not to have promotion of breastmilk substitutes in the facility. The video can be borrowed from Baby Milk Action for a handling charge of £5.00. Alternatively, you can buy the video together with an information pack for £15 from UNICEF, 55 Lincoln's Inn Fields, London WC2A 3NB.



Area Contacts

SCOTLAND (1)

BORDERS: Maggie Ellis, Haystoun Cottage, Springhill Road, PEEBLES EH45 9ER (0721) 720195

FIFE: Patricia Hamilton, 150 Forres Drive, GLENROTHES KY6 2JY (0592) 756 806. Katharine & Matthew Herbert, 3 Greyfriars Gardens, ST. ANDREWS KY16 9HG (0334) 75850

HIGHLAND: Daphne Meacock, Bridge House, Resaurie, INVERNESS IV1 2NH (0463) 792549

LOTHIAN: Frankie Taylor, 16 Carmelaws, LINLITHGOW EH49 6BU (0506) 842286 Elizabeth Hull, 112 Comiston Rd, Morningside, EDINBURGH EH10 5QL (031) 447 7620.

SHETLAND: Kaye Sandison, 42 Breiwick Road, LERWICK ZE1 0AT (0595) 2573

Jan Price, 5 Beosetter, BRESAY ZE2 9EP (0595) 822 75

STRATHCLYDE: Kay McMeekin, 8 Braescourt Avenue, DARVEL KA17 0DG (0560) 321313. Veronika Tudhope, Pointhouse, Dundonald Rd, KILMARNOCK KA1 1TY (0563) 44084.

Jan Green, 72 Lauderdale Gardens, GLASGOW G12 9QW (041) 339 4654.

Denise Conroy, 121 West King Street, HELENSBURGH G84 8DQ (0436) 78878.

Katherine Wilson, 36 Millgate, HAMILTON ML3 8JL (0698) 428839

Stewart & Ginny Graham, 8 Marguerite Gardens, Lenzie, DUNBARTONSHIRE G66 4HV (041) 775 0034

NORTHERN IRELAND (2)

COUNTY ANTRIM: Audrey Heaney, 4 Pineridge Rd, BALLYMENA BT43 6TH (0266) 49933

BELFAST: Clare Moore, 9 Hughenden Avenue, BELFAST BT15 5DB (0232) 230220

NORTH WEST (3)

MERSEYSIDE: Isla Cameron, 8 Beverley Road, LIVERPOOL L15 9HF (051) 733 2288.

Barbara Gleave, 52 Anglesey Road, West Kirby, WIRRAL (051) 625 5211

CHESHIRE: Corrinne White, 31 Danefield Road, HOLMES CHAPEL CW4 7NT (0477) 532806

GREATER MANCHESTER: Magda Sachs, 53 Church Street, Uppermill, OLDHAM OL3 6DY (0457) 820083. Joseph Ryan, Flat 2, 76 Northumberland Road, Old Trafford, MANCHESTER M16 9PP (061) 872 4097. Christopher Burke, 16 Whitelaw Road, Heaton Moor, STOCKPORT SK4 4BY (061) 431 5959

ISLE OF MAN: Cathy Clucas, 6 Barna Beg, PORT ST MARY (0624) 835778

LANCASHIRE: Bernadette Walker, 6 Calderbrook Avenue, BURNLEY BB11 4RB (0282) 831200.

Veronica Farrell, 31 Beech Avenue, BLACKPOOL FY3 9BB (0253) 396779

NORTH (4)

DERBYSHIRE: Edith & John Radford, 46 Taptan View Road, CHESTERFIELD S41 7JU (0246) 270371

Sue Oosterwoud, 23 Market Place, WIRKSWORTH DE4 4ET (0629) 824840

DURHAM: Ruth Taylor, 79 Queen's Road, Shotley Bridge, CONSETT DL8 0BW (0207) 583160

LINCOLNSHIRE: Deborah Kitts, Eastview, Donington Rd, Kirton End, BOSTON PE30 (0205) 724054.

Simon Harriman, 64 Geneva Avenue, St. Giles Estate, LINCOLN LN2 4EB

NOTTINGHAMSHIRE: Jane Tapp, 15 South Road, West Bridgeford, NOTTINGHAM NG2 7AG (0602) 818992

SOUTH YORKSHIRE: Carol Ashwood, 47 Bradley Street, SHEFFIELD S10 1PA (0742) 683744

Mary Tones, 154 Grampian Way, Thorne, DONCASTER DN8 5YW (0405) 815415

WEST YORKSHIRE: Eileen Campbell, 20 Victoria Gardens, Horsforth, LEEDS LS18 4PH, (0532) 583342.

Eunice Morton, 80 Hough Lane, Bramley, LEEDS LS13 3PT (0532) 557221.

Margaret Ritchie, 2 Ouse Street, HAWORTH BD22 8LY (0535) 646689

Judith Fisher, 13 Westfield Avenue, PONTEFRACT WF8 4NN (0977) 704632 Karen Carter, Woodleigh, Vicarage Road, Thornhill Lees, DEWSBURY WF12 9PD (0924) 46161

Janette Westman, 94 Dalecroft Rise, Allerton, BRADFORD BD15 9AX (0274) 492802

WALES (5)

CLWYD: Ian Day, The Vicarage, Church Lane, MOLD CH7 1BW (0352) 752960

GLAMORGAN: Lynda Duffy, 23 Allen Street, Caegarw, MOUNTAIN ASH CF45 4BD (0443) 478977.

Anne Dowden, 181 Ael-y-Bryn, Llanedeyrn, CARDIFF CF3 7LF (0222) 735060

MIDLANDS (6)

CAMBRIDGESHIRE: Suzanne Allen, 1 Festival Way, Littleport, ELY CB6 1EQ (0353) 862602.

Saskia Kemp, 110 Gwydir Street, CAMBRIDGE CB1 2LL (0223) 60481

LEICESTERSHIRE: Steven Lee, Christchurch Vicarage, London Road, COALVILLE LE6 2JA (0530) 838287

NORFOLK: Linda Mitchell, 12 Folgate Close, Old Costessey, NORWICH NR8 5DN (0603) 742215.

David Higgin, The Old Forge, The Street, Shotesham, NORWICH NR15 1YL (0508) 50446

OXFORDSHIRE: Roger Jenking, Stansfield Study Centre, Quarry Road, OXFORD OX3 8SB (0865) 62475

SHROPSHIRE: Phillip Lunts, 42 King St, SHREWSBURY SY2 5EJ (0743) 243365

STAFFORDSHIRE: Joy Shakespeare, 85 Upper Gungate, TAMWORTH B79 8AX (0827) 61019

WEST MIDLANDS: Harmeet Shan-Randhawa, 14 Grove Hill Road, Handsworth, BIRMINGHAM B21 9PA (021) 580 2209.

Sally Cook, 25 Allen Road, Wolverhampton WV6 0AW (0902) 713849.

SOUTH WEST (7)

AVON: Hugh Dowson, 1 Oakley, Claverton Down, BATH BA2 6DS (0225) 464234 Eve Bechmann-Johnson, 26 St. Mark's Grove, Easton, BRISTOL BS5 0LJ (0272) 510591

DEVON: Annie Reid, 18 Brooklands, Bridgetown, TOTNES TQ9 5AR (0803) 866930.

Sally Terrett, 3 Church Lane, Langtree, TORRINGTON (08055) 401

DORSET: Tracy Stanton, 7 St. John's Road, POOLE BH15 2NB (0202) 673941

HAMPSHIRE: Christine Donovan, 15 Whitworth Road, SOUTHAMPTON SO2 4GE (0703) 236766.

Heather Wincott, 16 Rectory Close, GOSPORT PO12 2HT (0705) 588780

ISLE OF WIGHT: Ian & Wendy Moth, 145 Carisbrooke Road, NEWPORT (0983) 529628

SOMERSET: Karen Hole, 7 Danes Lea, WEDMORE BS28 4AX (0934) 712922

WILTSHIRE: Susan Woolley, 60 Belle Vue Rd, SALISBURY SP1 3YD (0722) 327584.

Amanda & Luke de Vial, 53 Spa Road, MELKSHAM SN12 7NU (0225) 791455

SOUTH EAST (8)

BEDFORDSHIRE: Jenny Bower, 34 Amphill Street, BEDFORD MK42 9BU (0234) 357124

BERKSHIRE: Belinda Curran, Aslans Howe, Greenway, Woolton Hill, NEWBURY RG15 9TD (0635) 254635

HERTFORDSHIRE: Louise Lotz, 8 Fordwich Rd, WEWYN GARDEN CITY AL8 6EY (0707) 333583

LONDON: Lin Redman, 76 Glencoe Avenue, Newbury Park, ILFORD IG2 (081) 590 9188.

Alison Onyeleke, 139 Harts Lane, BARKING IG11 8NB (081) 591 8999



Elaine Lawson, 77a Foxbourne Road, BALHAM SW17 8EN (081) 767 1396

Jean Rowe, 17 Abinger Road, CHISWICK W4 (081) 747 3848

KENT: Carolyn Collins, 13 Majestic Parade, Sandgate Road, FOLKESTONE CT20 2BZ (0303) 250122.

Joan Arthurs, 3 Cordine Close, Grovehurst, SITTINGBOURNE ME10 2HY (0795) 478443.

SURREY: Kate Cox, 2 Glenrose, Old London Road, Mickleham, DORKING RH5 6BY (0306) 741260.

Jennifer Forbes, 150 Hazelmere Close, LEATHERHEAD KT22 7XA (0372) 377223.

Jackie McLoughlin, 40 Sandy Lane South, WALLINGTON SM6 9QZ (081) 395 5384.

Patricia Wise, 141 Marlpit Lane, Old Coulsdon, CROYDON CR3 (0737) 552295

SUSSEX: Sheila Rosewell, 177c Priory Road, HASTINGS TN34 3JD (0424) 712038.

Carole Purves, 35 Lower Park Road, HASTINGS TN34 2LA (0424) 428020.

Jane Oakhill, 10 Chatsworth Road, BRIGHTON BN1 5DB (0273) 541841.

Joanna Hargreaves, 24 Priedeaux Road, EASTBOURNE BN21 2NB (0323) 410481

Update

Take Action

Demonstration diary date

Following the successful demonstration at Nestlé's AGM in Switzerland earlier this year (see *Update 11*), we are starting to plan towards next year's protest. So, if you're interested in a trip to next year's AGM in Lausanne on 26 May, let us know and we'll send you travel, and cost details later. If you can't make it, you can still play your part: petitions will be presented as part of the protest - please collect as many signatures as you can on the enclosed sheet.

Awareness survey

Baby Milk Action will conduct a survey to gauge public awareness of baby milk issues and the Nestlé boycott. Area contacts will be asked to question the public in their towns. We would like to survey as many towns as possible, so if there's no area contact near you and if you would like to help, please contact David Meiklejohn at Baby Milk Action. The survey contains just seven questions and will only take a few minutes.

Leeds Training Weekend inspires action

The first Baby Milk Action area contact training session to be held over a full weekend took place in Leeds on 25th and 26th September, with thirty two supporters from as far afield as Kilmarnock, Bristol and the USA attending. The group shared ideas about

campaigning and learnt specific skills such as public speaking and dealing with the media. The social activities in the evening were considered to be an important part of the weekend's success.

Use your library

Many libraries have space for information displays, and would be ideal sites for Baby Milk Action's two new display posters (see 'your help' leaflet). If your library has such a space and you can persuade it to cover the baby milk issue (with or without the boycott, depending on the library), let us know and we'll provide posters, leaflets and anything else you might need.



Old design T-shirt sale

We still have some T-shirts in the old style (above) remaining and are selling them off at £5.00 each: 'Cut out Nescafé' XL on red, grey, black, white, green, pink or blue and 'Cut out Nestlé' XL on green, red, grey, black, white. Please use the enclosed reply form and give a second choice colour. Children's T-shirts are available - please phone for details.



Photo call at the Leeds area contact training weekend

Christmas with a conscience in Wirksworth

'Raffles' restaurant and wine bar in Wirksworth is now a Nestlé-free zone: owner Sue Oosterwoud and staff member Sue White are doing their best to persuade the rest of the town to follow suit. Several local shops are distributing information and the local press and radio has picked up the story. The two Sues are also informing other restaurateurs via the catering press. They're also launching their own Nestlé boycott Christmas card (below). The cards include the message "Spend Christmas with a conscience and celebrate an ethical New Year". They will be available at a reasonable price: details from Sue White, 23 Market Place, Wirksworth DE4 4ET.



Welsh Catholics targeted

Baby Milk Action supporter Shelagh Moss of the St. Francis of Assisi Church in Wrexham is raising funds to send the boycott fact sheet to all the Catholic parishes in Wales.

London

We want to establish a Baby Milk Action group in London in order to coordinate campaigning in the capital. Please contact us if you're interested.

Bradford

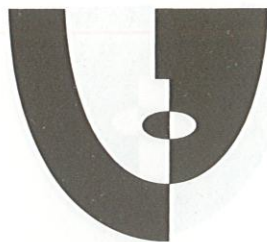
Baby Milk Action members in Bradford distributed leaflets to a receptive audience outside the Alhambra theatre following the performance of the play *Three Hotels* (see page 8).

Wolverhampton

Wolverhampton Baby Milk Action organised a training and education session in September attended by over 30 people, following which several activities are planned.

Lancaster

Local members Christa Gausden and Ruth Davies organised a display in a Lancaster wholefood shop and collected 300 petition signatures.



Warning for farmers

I'm a farm worker and I want to bring to your attention a very important and sinister movement by Nestlé. Soon the Milk Marketing Board is to dissolve and the companies will buy milk direct from farmers. Now is our chance to increase awareness among Britain's Dairy farmers.

Unfortunately, most farmers are more interested in their profit margins than baby deaths. Nestlé are licking farmers' boots, trying to get their contracts right now, so we have to act quickly.

name and address supplied

Campaign ideas

I was concerned about the ladies who were removing the formula companies' logo from the breastfeeding posters (*Update 11*) - I would have thought that mothers would be able to tell that the posters would not help them with breastfeeding if they could

see that it was sponsored by a formula company. Why not take the whole poster down?

**Louise Lotz
Welwyn Garden City**

One idea that I would like to share with fellow members is to send Baby Milk Action leaflets out with our own greetings cards. Your members who are also committee members of other organisations may think it suitable to include leaflets in their mail shots.

**John Dean
Hatfield**

Expand the boycott?

My children try to buy only 'correct' chocolate bars but sometimes get confused over brand names. I think you should emphasise the boycott of all Nestlé products.

Some other points:

- Positively mention other coffees such as those sold by Traidcraft, Nicaraguan ones, etc.

- Perhaps you could design more of a children's T-shirt. Anti-Kit Kat and Shreddies, etc. My boys would like to wear something like this rather than the ones on offer at the moment.

**Ms. E. Noakes
Birmingham**

I think the credit card sized 'aide-memoire' of Nestlé products is a superb idea. However, speaking as someone who has boycotted for several years now and whose children are eagle-eyed at spotting 'banned' products, I have this suggestion to make. It would be helpful to have the names of manufacturers rather than products unless the name of the manufacturer does not appear on the label. So it would be helpful to have Nabisco, Rowntree Mackintosh on the card rather than the names of individual products, because the latter are too numerous to list.

**Helen Lewison
London**

Mobile free Nescafé

There is a mobile Nescafé bar (more likely - bars), which I came across at the local Lambeth country show, which was attended by thousands.

I kept a fair distance from the monstrosity but was close enough to notice that they were offering free cups of coffee to anyone who dared climb aboard - I was thirsty but...

Unfortunately I was not at the time armed with Baby Milk Action leaflets, otherwise there could have been a showdown! Next time I will remember not to go back empty-handed.

Watch out, there's mobile (free) Nescafé about!

**Ben Gritten
London**

Baby Milk Action is always pleased to hear your views: we welcome letters to the editors.

Nestlé UK Product List (incomplete)

Nescafé

Gold Blend	Creme Vienna
Blend 37	Robot
Fine Blend	Bonjour
Alta Rica	Kremly
Cap Colombie	Jacky
Cappuccino	Chamby
Decaff	Hippopota
	Darlkly
	Le Grande
	Carnation
	Fulcream custard

Dairy products

Coffee-Mate	
Tip-Top	
Ideal	
Milkmaid	Confectionery & snacks
Condensed Milk	Rowntree
Fussells	Kit Kat
Chambourcy	Aero
Nouvelle	Polo
Fromage Frais	Yorkie
Flanby	Smarties

Fruit Pastilles

Lion
Toffee Crisp
Cabana
Walnut Whip
Lyons Maid ice cream
Secret
Rolo
Baci chocolate
Munchies
Breakaway
Blue Riband
Tooty Frooties
Jellytots
Toffo
Fox's Glacier
Mints
After Eights
Matchmakers
Black Magic
Good News
Weekend
Quality Street

Festival

Montego
Caramel Wafer
Drifter
Creamola
Caramac
RPC
Eclipse
Secret
Novo
Savana
Gray & Dunn biscuits
Karima
Cello
Milky Bar
Dairy Crunch
Animal Bar
Henri Nestlé Collection

Contact Lens Care
Alcon

Seasonings

British vinegars
Sarsons
Dufrais
Cook-in-the-Pot
British Shoyu

Mineral water

Perrier
Buxton
Ashbourne
Vittel
Vichy
Vitteltoise
Contrexéville

Other drinks

Caro
Nesquik
Milo
Nescoré
Mix-O-Choc
Flo-Mix
Flo-Lite

Eleveses

Superquik
Nesfit
Slender
Build-up
Libby's C Drinks
Um Bongo
Moonshine

Processed meals

Findus
Lean Cuisine
Eskimo
Scrunchies
Buitoni pasta & canned foods
Crosse & Blackwell
Bonne Cuisine
Rice & Things
Four Seasons
Healthy Balance
Waistline

Alphabetti

Pasta choice
Dish of the Day
Maggi

Spreads & pickles

Sun-Pat
Branston Pickle
Gales honey
Holgates honey
Tartex
Vessen pâté
Pan Yan

Cereals

Shredded Wheat
Shreddies
Wheatflakes
Golden Grahams
Team
Force
Cheerios
Honey Nut

Cheerios

Crisp Rice
Energen low calorie
wheatflakes
Robertson's cornflakes
Sunny Jim
Cocoa Puffs
Lucky Charms
Cinnamon Toast
Crunch

Cosmetics

L'Oreal
Lancome
Claudel
Vichy

Pet foods

Friskies
Go-Cat
Go-Dog