

Tracking the laws on marketing of baby feeding products

National implementation of the
International Code and Resolutions

Status Report 2024

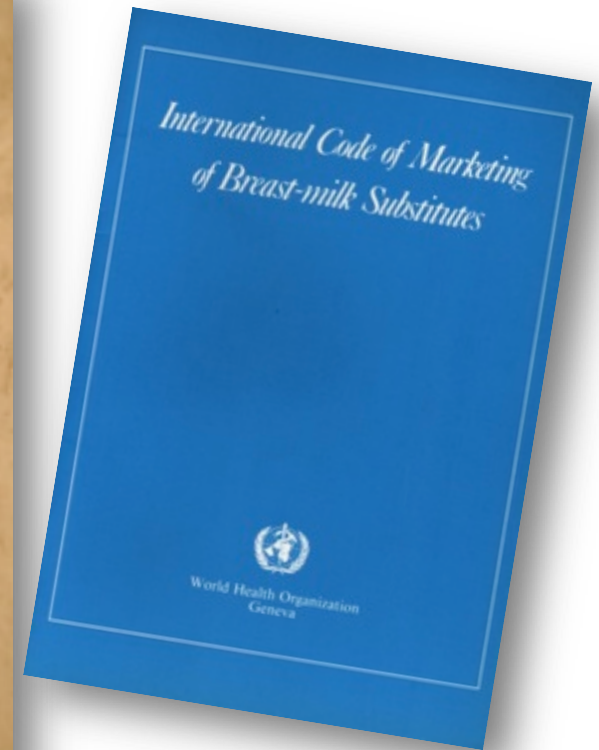
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IBFAN, Global Council

Marketing of breast-milk substitutes

National implementation of
the International Code,
status report 2024



1981 – the International Code – the first consumer protection tool of its kind



Resolutions clarify and strengthen the Code and keep the issue on the WHA agenda



The 'Code' would never have happened without civil society outrage



20 Logo used on the cover of
The Baby Killer (Andy
Chetley/War on Want, 1974;
Courtesy of War on Want)

- **1974** War on Want's '**The Baby Killer**' translated into German as '**Nestle kills babies**'
- Nestle sues for libel triggering worldwide publicity
- **1975** US nuns sue Bristol Myers for unethical marketing in Latin America
- **1976** - Nestle wins libel case on a technicality, has to pay costs and is criticised by the judge
- **1977** Nestle Boycott launched in the USA
- **1979 Senator Edward Kennedy** proposed an international code. US Government sets up Scientific Committee of Inquiry.
- The idea that marketing can kill - **commerciogenic malnutrition** (a term coined by Derrick Jelliffe, author of *Human Milk in the Modern World*) is recognised.

Marketing of breast-milk substitutes

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Evaluation of national legal measures

- Obtained copies of national laws, regulations, decrees (translations where necessary)
- Each law/regulation evaluated against a detailed checklist of Code provisions, incl. subsequent resolutions
- **Note:** If legal instruments exist for your country but are not included, please inform WHO/UNICEF. If you believe analysis is incorrect, let us know.

Scoring algorithm categorizes national legal Code measures

Category	Maximum points available
Scope	20
Monitoring and enforcement	10
Informational/educational materials on IYCF	10
Promotion to general public	20
Promotion in health care facilities	10
Engagement with health workers and systems	15
Labelling	15
Total	100

≥ 75 points:

Substantially aligned with the Code

50-75 points:

Moderately aligned with the Code

<50 points:

Some provisions of the Code included

Results March 2024

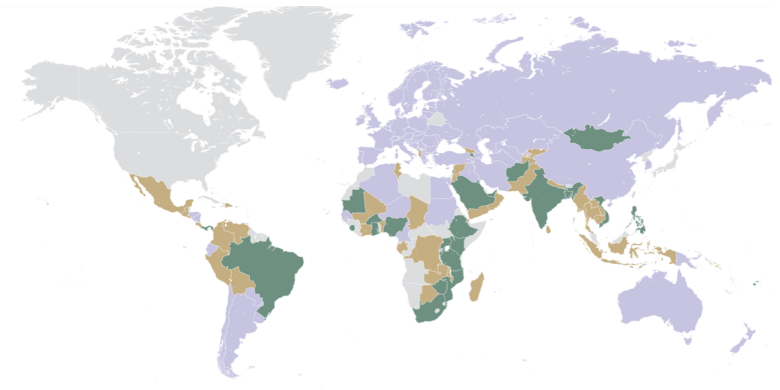
146 countries (91% of all global annual births) have legal measures with ***some of the provisions in the Code.***

33 laws are **substantially aligned with the Code.**

40 laws are **moderately aligned**

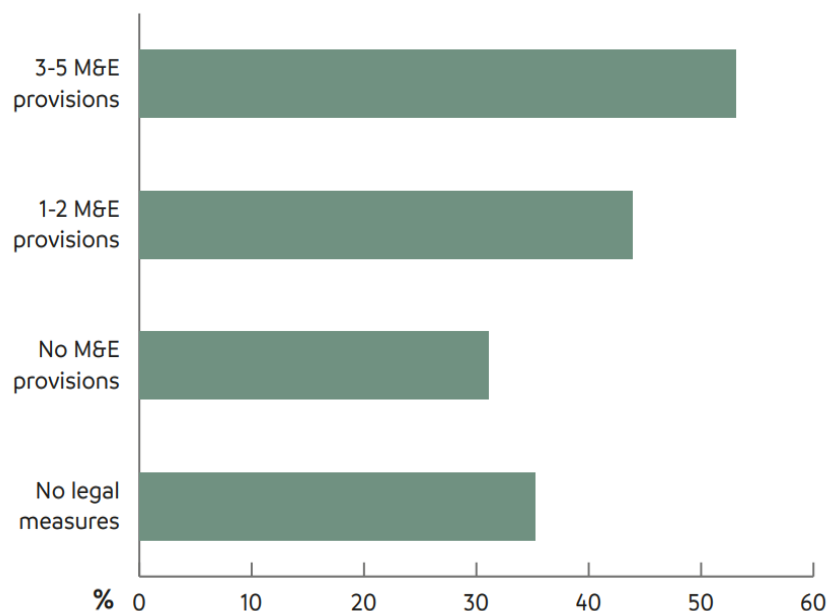
73 have **some provisions;**

48 have **no legal measures at all.**

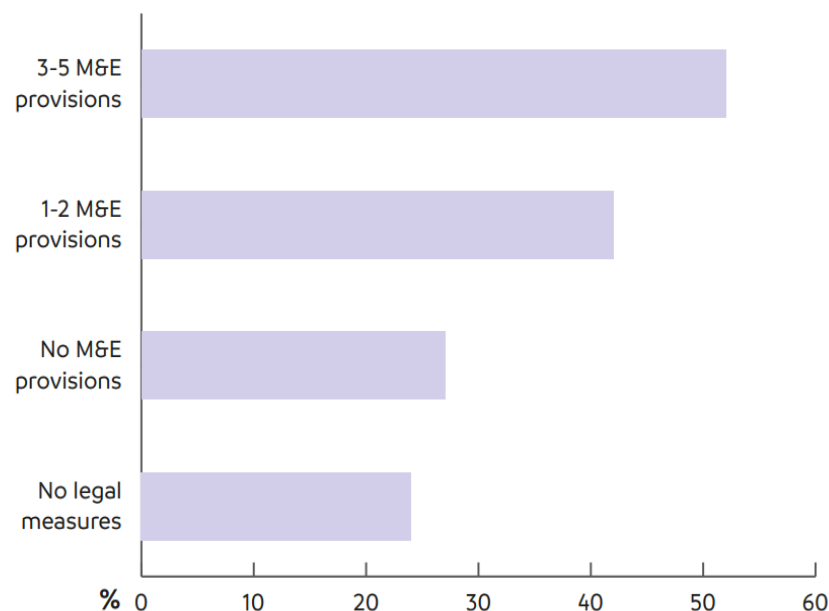


Breastfeeding rates are better when laws are substantially aligned with the Code

A. Exclusive breastfeeding at 0-5 months of age.



B. Breastfeeding at 20-23 months of age.



Case studies in Sierra Leone, Azerbaijan and Pakistan

- Show how industry uses the same tactics as the tobacco industry to prevent or delay legislation:
 1. manoeuvring to hijack the political and legislative process;
 2. exaggerating economic importance of the industry;
 3. manipulating public opinion to gain appearance of respectability;
 4. fabricating support through front groups;
 5. discrediting proven science; and
 6. intimidating governments with litigation.



Azerbaijan



Sierra Leone



Pakistan

Do you know if your law is strong enough?



Search [the 2024 Code report](#) and [find your country's law on IBFAN's database](#):

www.ibfan.org/international-regulations/

Digital marketing of baby feeding products is out of control. A WHA Resolution is urgently needed to **stop misinformation** and **protect health**.

Read more

IBFAN
protecting breastfeeding

www.ibfan.org

Thank You!

www.ibfan.org

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