

Nice things people have said about our work:

Marsden Wagner, WHO Regional Officer for Maternal and Child Health. 16.9.1986
Dear Patti. Sitting here eating my lunch and going through my incoming mail I came across your latest newsletter. As I ate and read your newsletter it occurred to me what a wonderful success story the Baby Milk Action Coalition and the International Baby Food [Action] Network have been. I have no doubt that it was these action groups which were instrumental in the work that lead up to our [WHO International Code of Marketing of Breast-milk Substitutes](#). Furthermore I have no doubt that it is your continuing action which is assisting in getting this code implemented - for example what you have done in lobbying the EEC. Very often we sit and slog away in our work and it is not often that we get feed-back. It is for this reason that I wanted to drop you this note and congratulate you and all of your colleagues on this incredible work that you have been doing over the years and continue to do. Upward and onward.

2025: Chris van Tulleken. Acknowledgement in Ultra Processed People. No 1 Sunday Times bestseller. *Patti Rundall understands the arms race among food companies better than anyone and she is a huge force protecting children around the world from predatory marketing and a constant inspiration. Her influence is on every page of this book.*

2025. Sonia Venancio, Brazilian Delegation to WHO *Dear Patti, We are very happy that the resolution was recommended to the Assembly! We have worked hard and with great commitment from various areas of the Ministry of Health, the Ministry of Foreign Affairs and our Permanent Mission in Geneva. It was a pleasure to see the draft resolution published, knowing that every single word was exhaustively discussed in five consultation meetings. We really tried to do our best, considering the need to be flexible on some points. The participation of the WHO Secretariat was also essential in these meetings and gave us more confidence in the negotiation. Besides, the support of Mexico and other countries of the core group was extremely important in the process. I would also like to thank IBFAN for fighting tirelessly for this resolution. Let's keep working together! Best regards! Sonia*

May 2025. Dr Bruce Ayleward, WHO Assistant Director-General, Universal Health Coverage
Hi Patti – although this agenda does not sit under me here at WHO, I just wanted to say a huge thanks and congrats to you for your vital work helping to advance this – I learned a LOT through the process and will be an advocate as we move forward. It's an important first step.... Very Best, Bruce