

Summary - WHO code of Marketing of Breastmilk Substitutes (1981)

Partners in Perinatal Health supports the World Health Organization code regarding the marketing of breast milk substitutes and have requested that all exhibitors/ sponsors at the conference comply with the code.

The Code deals with these 11 important areas:

- ❖ No advertising of the products under the scope of the Code to the public.
- ❖ No free samples to mothers.
- ❖ No free or low-cost supplies of breastmilk substitutes to maternity wards and hospitals. (WHA Resolution 39.28, 1986)
- ❖ No promotion of products in health care facilities.
- ❖ No company mothercraft nurses to advise mothers.
- ❖ No gifts or personal samples to health workers.
- ❖ No words or pictures idealizing artificial feeding, including pictures of infants, on the labels of the products.
- ❖ Information to health workers should be scientific and factual.
- ❖ All information of artificial feeding, including the labels should explain the benefits of breastfeeding, and the costs and hazards associated with artificial feeding.
- ❖ Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.
- ❖ All products should be of high quality and take account of the climatic and storage conditions of the country where they are used.