

Navigating the WHO Code in a Non-Compliant Country

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Disclosure

- I have no conflicts of interest to disclose



Objective

- History and Overview of the International Code of Marketing of Breast-Milk Substitutes (WHO Code)
- Address how the WHO Code is monitored in other parts of the world
- United States and the WHO Code

The Beginning

- 1974 World Health Assembly (WHA)
 - Breastfeeding on a decline
- World Health Organization (WHO) The United Nations International Children's Emergency Fund (UNICEF)
 - 1979, International Baby Food Action Network (IBFAN)
- 1981 World Health Assembly
 - Adopted the International Code of Marketing of Breast-milk Substitutes (WHO Code)
 - Resolutions: 17

Understanding the WHO Code

- 11 Articles
 - Aim
 - Scope
 - Definitions
 - Information and education
 - General public and mothers
 - Health care systems
 - Health workers
 - Employees of manufactures/distributors
 - Labelling
 - Quality
 - Implementation/monitoring

International Code of Marketing of Breast-Milk Substitutes (WHO Code)

- Aim of the Code

“to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.”

- Exclusive breastfeeding for the first 6 months with additional or complimentary foods for 2 years or beyond

International Code of Marketing of Breast-Milk Substitutes (WHO Code)

- Scope of the Code

“applies to the marketing, and practices related thereto, of the following products: breast-milk substitutes, including infant formula; other milk products, foods and beverages, including bottlefed complementary foods, when marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement of breast milk; feeding bottles and teasts” and “information concerning their use”

International Code of Marketing of Breast-Milk Substitutes (WHO Code)

- Definitions
 - Breast-milk substitute*
 - Complementary food
 - Container
 - Distributor
 - Health care system*
 - Health worker*
 - Infant formula
 - Label
 - Manufacturer
 - Marketing*
 - Marketing personnel
 - Samples
 - Supplies

WHO Code Definitions

- Breast-milk substitute
 - any food being marketed or otherwise presented as a partial or total replacement for breast milk, whether or not suitable for that purpose
- Health Care System
 - governmental, nongovernmental or private institution or organizations engaged, directly or indirectly in health care for mothers, infants and pregnant women; and nurseries or child-care institutions

WHO Code Definitions

- Health Worker
 - a person working in a component of such a health care system, whether professional or non-professional, including voluntary unpaid workers
- Marketing
 - product promotion, distribution, selling, advertising, product public relations, and information services

WHO Code: Information and Education

- Government's responsibility pertaining to infant and young children
 - Make sure information provided is objective and consistent
 - Can be written, audio, visual or other
 - Available to families and care givers
 - For health worker
- No materials should use pictures or text which idealize the use of breast-milk substitutes

WHO Code: Information and Education

- Informational points
 - Benefits and superiority of breast-feeding
 - Maternal nutrition, and the preparation for the maintenance of breast-feeding
 - Negative effect on breast-feeding of introducing partial bottle-feeding
 - Difficulty of reversing the decision not to breast-feed
 - When needed the proper use of infant formula

WHO Code: General public and mothers

- No advertising or promotion of items that fall with the WHO Code
- No advertising, samples, promotion device with the retail, discount coupons, special sales, or tie-in sales
- Manufactures and distributors should not distribute to pregnant women, mothers or young children or infants



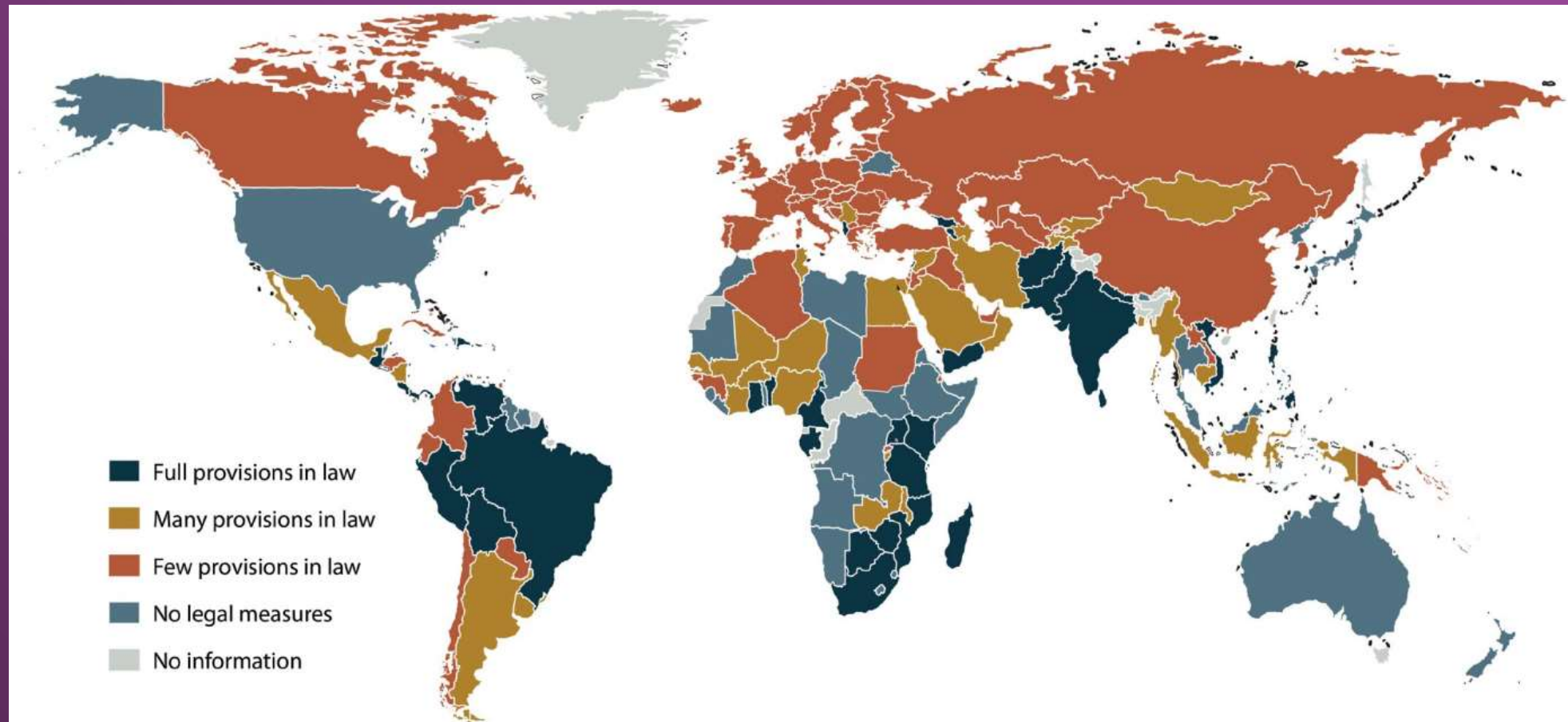
World Health Organization. (1981). *International code of marketing of breast-milk substitutes*. Geneva: World Health Organization.

WHO Code: Health Care

- Health authorities should
 - take measures to encourage and protect breast-feeding
 - Promote the principles of the WHO Code
 - Not imply or continue a belief that bottle-feeding is equal
- Facilities should not be used to promote infant formula or products that are within the WHO Code
- Feeding with infant formula
 - Should be demonstrated by health or community worker
 - Only if the mothers or family members need it

World Health Organization. (1981). *International code of marketing of breast-milk substitutes*. Geneva: World Health Organization.

WHO Code: Around the world



World Health Organization. (2016). *Marketing of Breast-milk Substitutes: National Implementation of the International Code Status Report 2016 Summary*; Geneva: World Health Organization.

NetCode

- 2014, collaboration between WHO and UNICEF
- Goal
 - “is to strengthen Member States’ and civil society capacity to monitor the International Code and relevant WHA resolutions; and to facilitate the development, monitoring and enforcement of national Code legislation by Member States,” by bringing together a group of committed actors to support these processes”
- Members
 - International Baby Food Action Network
 - World Alliance for Breastfeeding Action
 - Helen Keller International
 - Save the Children Foundation
 - WHO Collaborating Center at Metropol University

The International Baby Food Action Network (IBFAN)

- 1979
- Defending Breastfeeding
 - Network of 273 Groups and 168 countries
- “a watch-dog organization, monitoring the compliance with the International Code of Breast Milk Substitutes, and subsequent relevant World Health Assembly resolutions, as well as highlighting conflict of interests in policies and programmes both globally and nationally”
- Regional offices



IBFAN Around the World

- IBFAN Africa
- IBFAN Arab World
- IBFAN Oceania
- IBFAN Afrique
- IBFAN Asia
- IBFAN Latin America and Caribbean
- IBFAN Europe
 - IBFAN UK/Baby Milk Action
- IBFAN North America
 - NABA
 - INFANT



WHO Code in the USA

- Baby Friendly USA
- La Leche League
- Big Latch On
- Breastfeeding Coalitions
- Voluntary
 - Stores
 - Hospitals
 - Doctors offices



Information Services

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Mom's Guide to Feeding

Each baby has his own nutritional needs. As long as your baby is growing properly, there is no need to alter the amount of feedings you are giving him. As a guideline, you may refer to the table below to see the average range of feedings for babies of various ages.

Average Similac® Infant Formula Feeding Guidelines



Age	Average # of feedings in 24 hours	Average amount per feeding	Average amount per day
1-2 weeks	6-10	2-3 fl oz	12-30 fl oz
3-4 weeks	6-8	3-4 fl oz	18-32 fl oz
1-2 months	5-6	4-5 fl oz	20-30 fl oz
2-3 months	5-6	5-6 fl oz	25-36 fl oz
3-4 months	4-5	6-7 fl oz	24-35 fl oz
4-7 months	4-5	7-8 fl oz	28-40 fl oz
7-9 months	3-4	7-8 fl oz	21-32 fl oz
9-12 months	3	7-8 fl oz	21-24 fl oz







www.similac.com Page 3

Product Promotion

Coupon valid January 15 – February 15, 2018.



\$5.00 off

Any THREE (3) Enfamil® Ready to Use
(32 oz and/or 6 pk-8 oz)

Limit one coupon per item. Customer is responsible for all applicable taxes.
Reproduction or transfer constitutes fraud. Offer good through 2/15/18 at all Publix locations.

REDEEM AT **Publix.** LU# 13841

Coupon valid January 15 – February 15, 2018.



\$10.00 off

Any THREE (3) Enfamil® or Enfagrow®
Large Powders (19.8 oz or larger,
including refill boxes)

Limit one coupon per item. Customer is responsible for all applicable taxes.
Reproduction or transfer constitutes fraud. Offer good through 2/15/18 at all Publix locations.

REDEEM AT **Publix.** LU# 13850



Product Promotion



Coupon valid January 15 – February 15, 2018.

FREE

Any ONE (1) Entamil® Enfagrow® Ready to Use (6 pk) with Purchase of Any ONE (1) Entamil® Enfagrow® Powder (20 - 24 oz)

Actual Price

Max Value: \$8.99

REDEEM AT **Publix.**

LU# 13861

Limit one coupon per item. Customer is responsible for all applicable taxes. Reproduction or transfer constitutes fraud. Offer good through 2/15/18 at all Publix locations.

Product Promotion



Discount



Pumps and the WHO Code

- Pumps are subject to the WHO Code
- Marketing
- Parent or affiliate companies



Photo Source: Medelabreastfeedingus.com

What you can do

- Petition your government officials
- Educate your community
- Encourage your hospitals to go Baby Friendly
 - Ban the Bag
- Talk to your medical providers about how important it is to not hand out “free” samples
- Ask!
 - Are you WHO Code compliant?
- NABA

National Alliance for Breastfeeding Advocacy (NABA)

- NABA

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Images used with permission from Marsha Walker

Resources

World Health Organization; *International Code of Marketing of Breast-Milk Substitutes* (1981)

The International Code of Marketing of Breast-Milk Substitutes: Frequently Asked Questions, 2017 Update

Marketing of Breast-Milk Substitutes: National Implementation of the International Code Status Report 2016

Milk Baby Action, IBFAN UK www.babymilkaction.org

IBFAN, www.ibfan.org