



Breastfeeding provides your child with the best foundation for life.

For more information, ask for the
Child Health Program at

(705) 743-1000

or contact our website at

pcchu.peterborough.on.ca



... because health matters!

10 Hospital Drive
Peterborough, ON K9J 8M1

Produced and distributed by the
Child Health Program
October 2001

Breastmilk Substitutes: WHO? What? Why?



**HEALTHY
TOGETHER**
CHILDREN FAMILIES COMMUNITIES



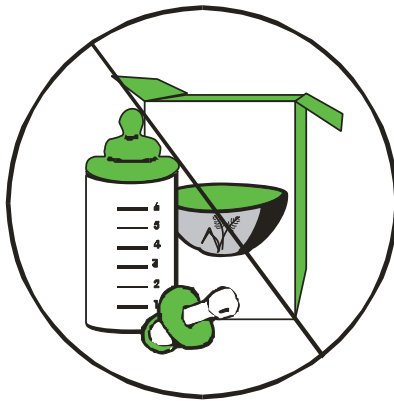
WHO

The **World Health Organization (WHO)** created the International Code on the Marketing of Breast Milk Substitutes to ensure that only factual information on infant feeding is provided to mothers, and those that influence them. Breastfeeding provides your child with the best foundation for life, so beware of information that can make breastfeeding difficult for you.

WHAT

Products that come under the WHO Code include all infant formula, bottles, nipples, and baby foods if marketed under six months. The WHO Code ensures that companies which market these artificial feeding products follow strict guidelines.

- ❌ No advertising or promotion to the general public.
- ❌ No free samples to pregnant women or new mothers.
- ❌ No promotion through the health care system, including no free supplies or samples.
- ❌ No gifts or personal samples for health care workers.
- ❌ Labels and product literature must explain the benefits of breastfeeding, as well as the costs and hazards of artificial feeding.
- ❌ No promotion of baby foods in jars, cereals, or juices.
- ❌ No financial support from infant food manufacturers to health professionals.



The WHO Code helps to ensure that you receive all the facts.

WHY

The WHO Code supports the use of formula when necessary. Usual marketing practices are considered unsuitable, however, due to the vulnerability of infants in the early months of life, and the risks involved in inappropriate feeding practices. Renowned author and pediatrician, Dr. Spock states in his book that, "the availability of formula is the most effective method of discouraging breastfeeding".



Research has shown that women, who were given free formula samples to take home after the birth of their baby, stopped breastfeeding earlier than mothers who were not given free samples.

Despite adopting the WHO Code in 1981, the Canadian government has not yet legislated it. Formula advertisements continue to appear in parenting magazines. Free formula samples and coupons are distributed to new mothers through direct mail, in doctor's offices, and at baby shows. Companies can still legally violate the WHO Code.

If you are aware of a violation of the Code, write to the company or your Member of Parliament, and speak to the organizers of events about this unacceptable practice.

In today's information age, consumers must be wary and well-informed. Demand that our health organizations, and businesses adhere to the Code guidelines. Breastfeeding protects both mothers and babies from many illnesses, and the WHO Code protects breastfeeding from unethical marketing practices.