The WHO International Code of Marketing of Breast-milk Substitutes

The World Health Assembly’s adoption of the International Code in 1981 was a milestone achievement in global efforts to improve breast-feeding. The Code advocates for babies to be breastfed, while prohibiting companies from promoting or freely distributing breast-milk substitutes.

Dr Sami Shubber is an expert on the Code, took part in its drafting, and was responsible for all related legal matters during his time at WHO. Based on his important book on the subject, Dr Shubber provides a historical account of the Code’s life span, from first conception through to eventual adoption. Dr Francesco Branca from the Department of Nutrition for Health and Development discusses WHO’s current initiatives to improve infant feeding practices.

For more information, please contact Dr Hooman Momen: momenh@who.int

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