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IBFAN’s global network

International Baby Food Action Network, founded in 1979 - a people’s network of over 273 groups in over 168 countries - one of the longest-surviving single-issue organisations.

IBFAN’s focus areas: Monitoring, Human Rights, Trade and Codex, maternity protection, contaminants and global heating, emergencies, HIV, Conflicts of Interest.
19 Resolutions that strengthen and clarify the Code
2020: Companies ignore the Resolutions

What is the WHO Code?

The International Code of Marketing of Breast-milk Substitutes (pdf, 128Kb) is a set of recommendations for member states of the World Health Organization (WHO) designed to regulate the marketing of breast milk substitutes, feeding bottles and teats. It is referred to as the 'WHO Code'.

It was introduced in 1981 in response to the concerns being raised about the marketing of breast milk substitutes in developing countries.
STATE OF THE CODE BY COUNTRY

A survey of measures taken by governments to implement the provisions of the International Code of Marketing of Breastmilk Substitutes & subsequent World Health Assembly resolutions

2014
“In less developed countries, the best form of promoting baby food formulas may well be the clinics which the company sponsors”

Nestlé in Developing countries 1970
2020: EXPLOITING THE PANDEMIC: India

Danone (the world’s second biggest baby food manufacturer) sets up an “expert advice” YouTube channel for Indian mothers.
PDMA Punjab Official
@PdmapunjabO

@nestlepakistan has stepped up to help families whose income has been impacted due to #lockdown Nestle has donated water, juices, Nido, Milk Pack, Lactogrow and Cerelac which will be distributed by PDMA.

Lactagrow is a breastmilk substitute targeting babies 1-3 (the packshot below is taken from a marketing website.)
Serbia: Humana teaching mothers
¿Puede transmitirse el COVID-19 a través de la leche materna? Aunque la evidencia es limitada, se recomienda la alimentación mediante extracción de leche materna evitando transitoriamente el contacto estrecho con el recién nacido durante el amamantamiento.

Paraguay
2020 EXPLOITING THE PANDEMIC: Latin America

https://www.youtube.com/watch?v=-We8lEOO8E0&feature=youtu.be

MÉXICO

De cara a COVID-19
Vamos a salir adelante, por lo que más queremos #NestléCuidaDeTi
Brazil: pediatric conferences
Conflicts at the heart of policy making

- “A high level of human health protection shall be ensured in the definition and implementation of all Community policies and activities” EU Treaty
- “Protecting the health of humans, animals and plants at every stage of the food production process is a key public health and economic priority…..The EU is “leading the way to a better and sustainable future for all.”
- 800 litres of water to make a 1 litre of milk
- 4700 litres of water for 1 kilo of milk powder
- Health systems must be strengthened from the very core and not allow companies to influence them and generate confusion among health workers and patients
- Food industry has huge power

http://bpni.org/ibfan-newswire-2014/9

1 World Health Day: Brussels, 07 April 2015