

# Protecting health policy setting

## a super wicked problem?

Patti Rundall, Policy Director, Baby Milk Action, IBFAN

**World Breastfeeding Conference** 8<sup>th</sup> December 2012 India  
Habitat Centre, Delhi

BABY MILK  
**ACTION**



*“The secret of success is sincerity.  
Once you can fake that you’ve got  
it made”*

Jean Giraudoux (1882-1944)



*“big companies don't feel any national loyalty any more - we are beyond that - we're global - we move the money around we can pay ourselves gargantuan compensation packages that are offensive to social norms in the host country because we don't feel part of the host country any more.....”*



*“I think this is the essence of globalisation - essentially international capital at the top is mobile and is running circles around governments quite frankly....”*

Jeffrey Sachs quoting a CEO and talking about *The Price of Civilisation* BBC Radio 4 Today :



# Baby food market was built on 'Trust'

1867: Nestle started the commercialisation of formula has been the subject of a global boycott since 1977



Nestle advert from 1936.

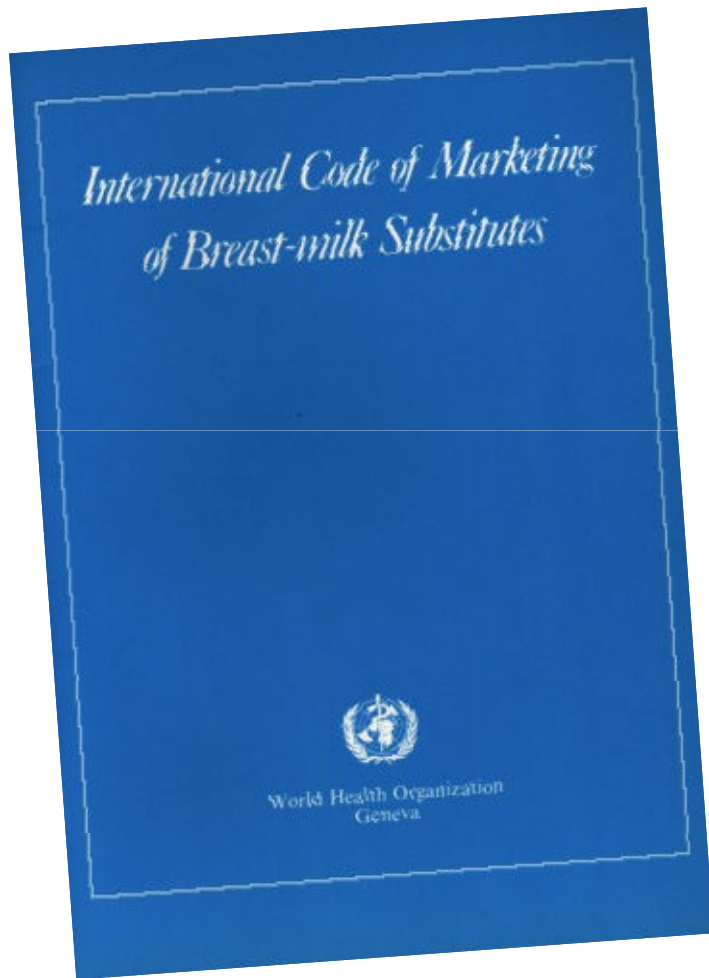
# and dependency

*“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



# Minimum UN standards



- **1981 - International Code** adopted
- World Health Assembly – world’s highest health policy setting body.
- **minimum standards** that **all Member States** are required to implement - *in their entirety*.
- They protect parents and carers from commercial pressures and ensure they are properly informed and supported in their decisions.

# Strong legislation – an essential factor

- In terms of legislation the Code has been more effective than the Framework Convention on Tobacco Control.<sup>1</sup>
- When laws are tough, comprehensive and independently monitored alongside Baby Friendly Hospitals and good maternity protection - breastfeeding rates recover and babies lives are saved.
- Global exclusive breastfeeding rates have risen by at least 15% since 1990

<sup>1</sup> *An international legal strategy for alcohol control: not a framework convention—at least not yet* Pre Publication in Addictions\_3919 1..6 Allyn L. Taylor<sup>1</sup> & Ibadat S. Dhillon<sup>2</sup>

*“The huge disparity in the retail value of milk formula sales between China and India is mainly due to the significant differences between their official regulatory regimes.” It notes: “In India, all advertising is prohibited, while in China, TV advertising and the use of celebrity spokespeople are allowed.”*

Euromonitor

*“The industry is fighting a rearguard action on a country by country basis”*

*In 2007 the Philippines became a major battleground, with formula manufacturers attempting to block a government ban on advertising in the courts.*



# State of the Code by company & country

**STATE OF THE CODE BY COMPANY**

**SUMMARY**  
**Infant Food Companies**  
 The summary provides information on 10 infant food companies. It lists the countries where they operate, the number of products they market, and the number of countries where they are marketed. It also provides information on the companies' marketing practices, such as the use of promotional gifts, the use of health claims, and the use of comparative advertising.

**Promotion of infant foods in violation of the Code**  
 Companies, Substances and Violations

**Feeding Bottles and Teats**  
 Code Requirements

**IBFAN**  
 Celebrating 30 years of protecting infant health  
 INTERNATIONAL CODE DOCUMENTATION CENTRE

**STATE OF THE CODE BY COMPANY**

**A survey of marketing practices of infant food and feeding bottle companies, measured against the requirements of the International Code of Marketing of Breastmilk Substitutes**

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**STATE OF THE CODE BY COUNTRY**

**IBFAN SCALE**  
 The Code in 100 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**

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**2009**

**Updated with new classifications!**

**WHO & UNICEF**



# Independent monitoring - forming coalitions



- IBFAN groups join with others to monitor and tackle marketing in a unified way – for example in **Ireland, France, Italy** and the **UK**.
- The Baby Feeding Law Group – brings 24 health professional and lay NGOs together.

# What companies say:

## The Code :

- **prevents** breastmilk substitutes from sold
- **forces women** to breastfeed against their wishes
- **stops essential information** reaching parents, carers and health workers

## In fact the Code

- **protects parents rights to full and frank information:**
- **clear labelling, warnings, scientific and factual information** for health workers -
- not **advertises, health claims** and **cover-ups**



## WHA Res 63.23 (2010)

- *urges governments “to end inappropriate promotion of foods for infants and young children” and specifically “to ensure that health and nutrition claims shall not be permitted except where specifically provided for, in relevant Codex Alimentarius standards or national legislation.”*



# Conflicts at the heart of policy setting

*“A high level of human health protection shall be ensured in the definition and implementation of all Community policies and activities”*

EU Treaty

*“The Irish Government and Danone Baby Nutrition.. today announced details of a €50 million investment programme.... trebling of capacity to 100,000 tonnes annually.. 98% of the output ..will be exported and commercialized in more than 60 countries worldwide.....*

Enterprise Ireland Press release 4.12.10

*“A kilo of infant formula is worth ten times the value of a kilo of milk powder, so it’s obvious which product New Zealand should be selling.”*

Gerry Brownlee, Economic Development Minister, 2011

# Not just developing countries..

- In 2004 a study showed that 21% of infant deaths in the US could be averted through breastfeeding
- (Breastfeeding and the risk of Postneonatal death in the US, Chen and Rogan, Pediatrics, 5 May 04).



# Failing women and wasting money

- **90% of UK women** who stop breastfeeding in the first six weeks discontinued before they had wanted to.
- For just **five illnesses**, moderate increases in breastfeeding would translate into cost savings for the UK National Health Service of **£40 million**
- *Preventing Disease and Saving Resources, UNICEF UK October 2012*



# Conflicts of interest and science

- Before 2000 EU scientific advisors did not have to declare interests – leading to many bad decisions IBFAN has helped change this but problems persist.





## EFSA changes its rules

- Consultants: no more than 25% from Private sector
- Declarations of Interest: will be randomly checked
- NO shares
- Intellectual COI as well as Financial

### **Management Committee:**

**Jiri Ruprich**, member of **Danone Institute** for 10 years  
*“Decision to abandon this membership to avoid possible allegations and to protect good name of the MB.”*

<http://www.efsa.europa.eu/en/press/news/120305.htm>

## Compositional Requirements of Follow-Up Formula for Use in Infancy: Recommendations of an International Expert Group Coordinated by the Early Nutrition Academy

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### Key Words

Infant feeding · Food standards · Infant food · Follow-up formula · Infant nutrition · Nutritional requirements

### Abstract

The follow-up formula (FUF) standard of Codex Alimentarius adopted in 1987 does not correspond to the recently updated Codex infant formula (IF) standard and current scientific knowledge. New Zealand proposed a revision of the FUF Codex standard and asked the non-profit Early Nutrition Academy, in collaboration with the Federation of International Societies for Paediatric Gastroenterology, Hepatology, and Nutrition (FISPGHAN), for a consultation with paediatric nutrition experts to provide scientific guidance. This global expert group strongly supports breastfeeding. FUF are considered dispensable because IF can substitute for breastfeed-

ing throughout infancy, but FUF are widely used and thus the outdated current FUF standard should be revised. Like IF, FUF serve as breast milk substitutes; hence their marketing should respect appropriate standards. The compositional requirements for FUF for infants from 6 months onwards presented here were unanimously agreed upon. For some nutrients, the compositional requirements for FUF differ from those of IF due to differing needs with infant maturation as well as a rising contribution of an increasingly diversified diet with advancing age. FUF should be fed with adequate complementary feeding that is also appropriate for partially breastfed infants. FUF could be fed also after the age of 1 year without safety concerns, but different compositional requirements should be applied for optimal, age-adapted milk-based formulations for young children used only after the age of 1 year. This has not been considered as part of this review and should be the subject of further consideration.

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# Is transparency enough?

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from Danone. The University of Munich Medical Centre and its employee B.Ko. have or have had scientific and educational collaborations with manufacturers of FUF, primarily as part of research collaborations funded by the European Commission and the German government, from Abbott Nutrition, Dairy Goat Cooperative, Danone, Fonterra, Hipp, Mead Johnson Nutrition, Nestlé Nutrition, and Pfizer Nutrition, and receive grant support from the European Commission, the European Research Council, and the German Federal Government. B.Ku. declares no potential conflict of interest. M.M. and the Women's and Children's Health Research Institute and the University of Adelaide have received support from the National Health and Medical Research Council (NHMRC), Clover Corporation, Dairy Goat Cooperative, Danone, Fonterra, Nestlé Nutrition, and Mead Johnson Nutrition. A.W. has received financial support from Danone, Mead Johnson Nutrition, and Nestlé Nutrition.

J.B.v.G. and B.Ko. are members of their respective National Breastfeeding Committees, and all authors declare to be strongly biased in favour of breastfeeding.

None of the authors reports a conflict of interest which would represent 'a set of circumstances that creates a risk that professional judgment or actions regarding a primary interest will be unduly influenced by a secondary interest', as defined by the US Institute of Medicine.

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# Weaknesses in EU Directives

- MEPs have called for the International Code to be adopted as a Directive since 1981
- the EU Commission has blocked its adoption – **complaints to the Ombudsman**
- promotion of **follow-on milks, medical foods, bottles** and other infant feeding products permitted
- **No pre-authorisation of optional ingredients**
- Seen as a **Maximum** rather than **Minimum** –
- Member States can't meet their obligations under the Code – (some even allow infant formula advertising)



# Global impact \_

- The imbalance at global level
- Codex standards in line with the **International Code and Resolutions** help governments protect health
- Codex meeting 2011 was **40%** food industry – **59** as Business Interest NGOs (BINGOS). **49** on government delegations. **Mexico** 100% industry.
- **India** pushing foods for underweight babies – **Ghana** pushing fortified supplements **New Zealand** opening the door for so called “*growing up*” milks.
- Codex allows **30%** sugar – because of US and EU pressure.



# Creating new markets

- Baffle with science
- Trigger fears that foods lack essential nutrients
- Build 'trust' through 'history of safe use'
- Extend the bottle feeding period

*Sales of toddler milks, said to be an industry priority, because their promotion is less regulated, are predicted to grow by 31%.*

Euromonitor International

[http://www.firststepsnutrition.org/children/eating-well\\_first-six-months.html](http://www.firststepsnutrition.org/children/eating-well_first-six-months.html)



## Mass uncontrolled trial of risky ingredients

- *“...with all products being almost identical .. Even if Formulaide (DHA and ARA) has no benefit..it would be widely incorporated into formulas, as a marketing tool and allow companies to promote their products as closest to human milk.”*

Hambricht and Quist Spot Report



*“We find the case for labelling infant formula or follow on formula with health or nutrition claims entirely unsupportable. **If an ingredient is unequivocally beneficial as demonstrated by independent review of scientific data it would be unethical to withhold it for commercial reasons.** Rather it should be made a required ingredient of infant formula in order to reduce existing risks associated with artificial feeding....”*

- UK Scientific Advisory Committee on Nutrition

# European Parliamentarians fight back



# 10 reasons to stop this DHA 'claim'



Mered Johnson advert claiming that DHA-fortified formulas aid eye development. After investigations and legal actions the eye claims are now rarely used in the USA.

**1** The claim conflicts with leading scientific opinion and is highly promotional. There is no consistent peer-reviewed independent evidence of a causal relationship between DHA-fortified formulas and better visual acuity in term babies. The 2007 Cochrane Library concluded: "This review found that feeding term infants with milk formula enriched with LCPUFA had no proven benefit regarding vision, cognition or physical growth."

**2** The European Food Safety Authority (EFSA), which evaluates the evidence for health claims, is not required to look at independently-funded research. The EFSA opinions state that it could not have reached its conclusion "without considering the studies claimed by the applicant as proprietary."

**3** EFSA further clarified its opinions in a letter to the European Commission six months later, stating that it is no sound evidence to support the claim for formulae as baby foods. "The evidence, however, does not show that starting DHA supplementation at 4-6 months in infants that had received a control (DHA free) formula in the first 6 months would have an effect on the visual development of the infants. There are no data from specific randomised controlled trials showing a benefit of DHA supplementation starting at 4-6 months in infants fed a DHA-free formula in the first 6 months."

**4** The synthesised DHA added to formulas is in a non-physiological environment to breastmilk, which is a species-specific, living substance. Formula contains no co-enzymes or co-factors to enable the fats to work optimally. The US FDA stated to Martek (the DHA manufacturer): "The bioactive fatty acids ARA and DHA when consumed in mature humans with are part of a complex matrix that includes, for example, linoleic acid, alpha-linolenic acid, and other polyunsaturated fatty acids...important physiologic considerations relative to infant formula...impairment of the simple addition of LCPUFAs to infant formula." EFSA said that "none of the studies presented has shown a benefit of either DHA alone or DHA plus ARA on visual development as compared to the breast fed control group."

**5** In 2007 the UK Scientific Advisory Committee on Nutrition said: "We find the case for labelling infant formula or follow on formula with health or nutrition claims entirely unconvincing. If an ingredient is unequivocally beneficial as demonstrated by independent review of scientific data it would be unethical to withhold it for commercial reasons. Rather

it should be made available to all infants in order to reduce the EU deficit." On 6th Dec 2010 the EU Standing Committee on Food Chain and Animal Health (SCoFCAH) approved the following health claims for use on follow-on formulas and baby foods: "DHA has a structural and functional role in the retina and DHA intake contributes to the normal development of infants up to 12 months of age." A Resolution was passed by the European Parliament on 15th Dec 2010.

it should be made available to all infants in order to reduce the EU deficit.

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RT @GlenisWillmott Letter: Minister falls #GlenisWillmott.eu/much-more-than-... #EuroParl #EUJ today · reply · retweet · favorite

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**6** The independent review of the claim highlighted ingredients...

**9** Private legal actions and the Federal Trade Commission - Mered Johnson claims, described the violation of the US industry self-regulation adjustment as "unsubstantiated, unacceptable, misleading and deceptive."

**10** EU authorisation of this claim will damage infant health globally, especially in developing countries where breastfeeding can be a matter of life or death. The claim will appear on formula exports and policy makers, assuming the EU follows the highest standards, will 'cut and paste' the authorisation into national laws.

**Glenis Willmott MEP**  
Member of the European Parliament for the East Midlands

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Home > baby milk

## Stopping loopholes for advertising of formula milk

TAGS: BABY MILK, CHILDREN, INFANT FORMULA, NUTRITION  
POSTED IN BLOG, HOME STORIES, NEWS ON 29/02/2012

Every parent wants their child to have the best possible start in life. We all know that the nutrition that babies receive in their first months and years is crucial for their growth and development, and will affect them for...

continue reading...



sunsets  
elephants  
the stars  
snowflakes  
You want her to see **better.**  
fireworks  
movies  
the ocean  
flowers  
ballet

Enfamil LIPIL® improves eye development\*.

**SEE HOW ENFAMIL LIPIL® MAKES A DIFFERENCE**

 ~20/41 Vision	 ~20/28 Vision
WITHOUT LIPIL®	WITH LIPIL®

\* vs same routine formula without DHA and ARA studied at 12 months; longer-term impact not measured.

**LEARN MORE**



# Green MEP Carl Schlyter

*“Advertising of infant formulae, follow-on formulae and of any other kind of food intended for infants or young children shall be prohibited. This includes advertisements in publications, point-of-sale advertising, giving samples or any other promotional device to induce sales directly to the consumer. ”*



# Creating new markets

## “Growing Up” milks

- ‘Growing up’ is a claim
- Not necessary
- share brands and logos with infant formulas
- expensive
- high levels of sugar.
- claims trigger fears that real foods miss essential nutrients.
- The debate is not about health - but the industry is gathering its evidence





# Fortified milks for children

A worldwide review of  
unregulated fortified milks  
aimed at children

*DRAFT* December 2012

FIRST STEPS NUTRITION TRUST



# Cross promotion



Advertising NAN Pro (6 mo–3 years) not allowed.

Advertising NAN Grow (1–3 years) allowed (?)

# Branding



Promoting one product, Mead Johnson promotes all the others in the same range.  
Lookalike labels create brand recognition, trust and loyalty.



# Impact of idealisation in Laos



Label from Bear Brand coffee creamer

Laos is one of the poorest countries in southeast Asia, 135th out of 177 countries evaluated according to the human development index.

# Creating doubt



# Undermining confidence in family foods

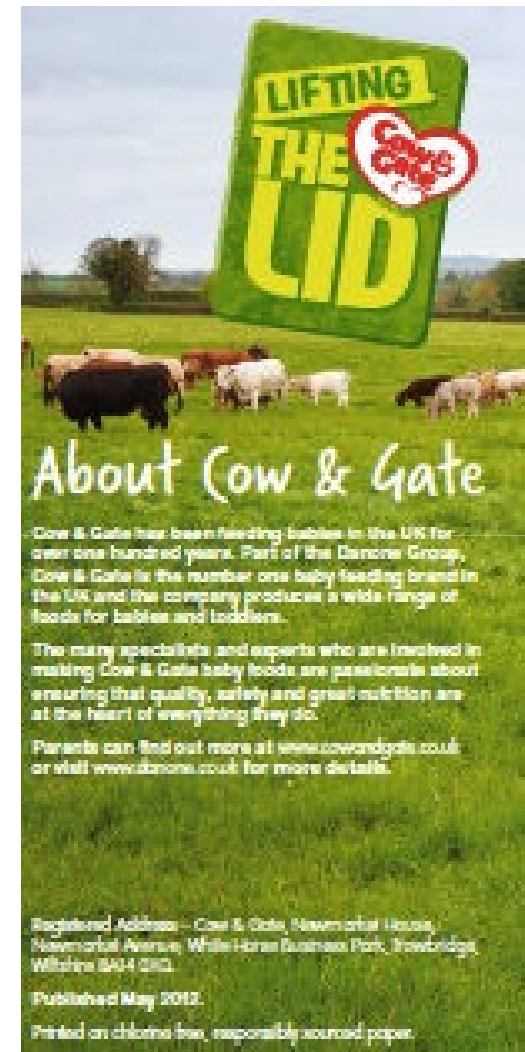
“I now know that even if I bought the highest quality ingredients, organic or not I couldn’t match the degree of quality assurance that Cow & Gate baby foods have. *“It is impossible to buy one on the market that has so few contaminants, especially from nitrates”*”

“What if I grow my own?” I mused.

“Do you know if the soil on your vegetable patch contains heavy metals, or what pesticides may have been used in the past?” Stephan asked.

“No I don’t... there’s a thought...”

Lifting the Lid – by Cow & Gate (Danone)





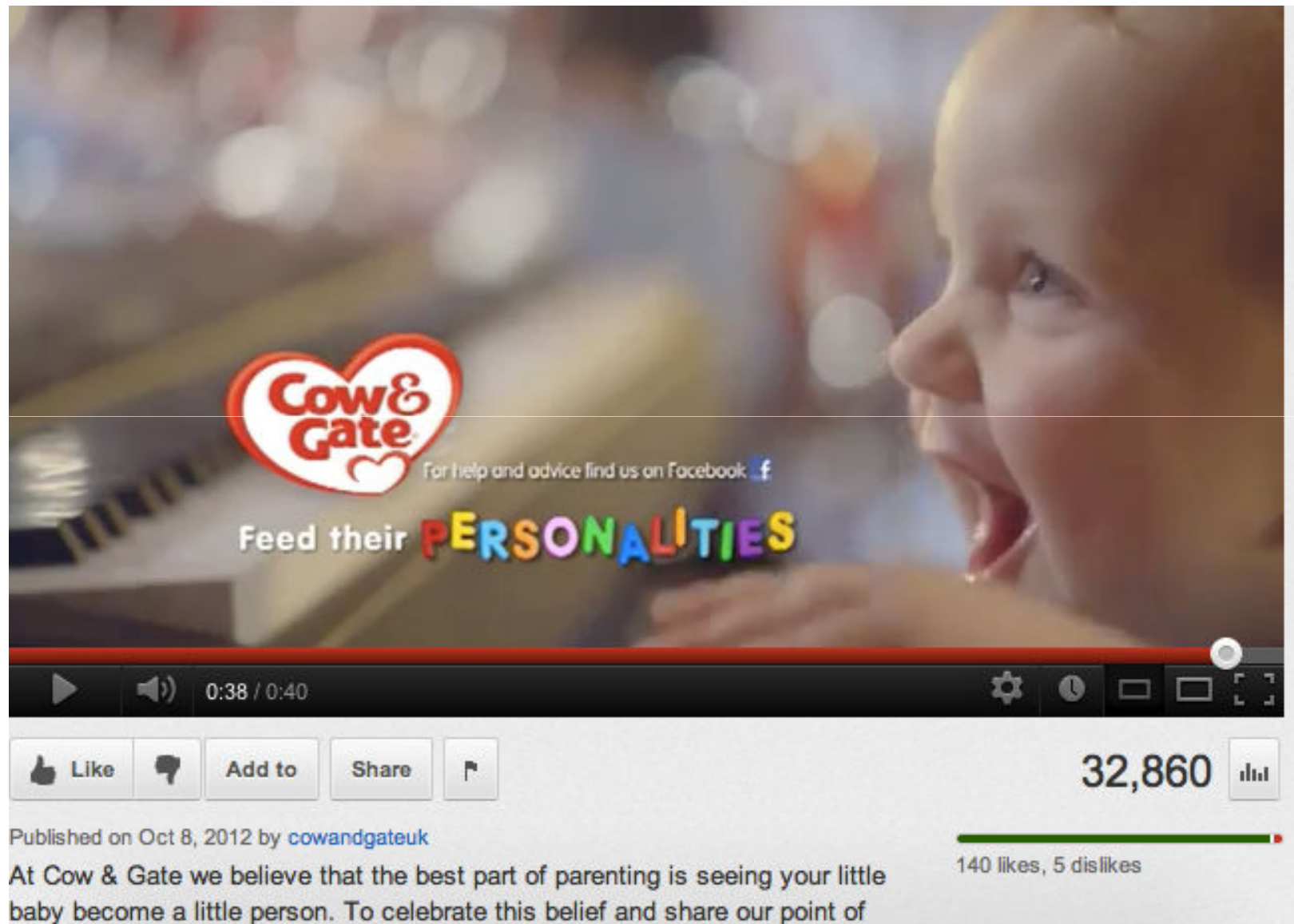
## targeting pregnant women


websites, facebook, company 'carelines,' know-how buses – all lure parents

This is all against the Code

*“Marketers are becoming more aware of the need to target parents as early as possible. Brand relationships and trust bonds can be formed during pregnancy when the child is not yet even born. Babies and Toddlers: Emerging Opportunities. [datamonitor.com](http://datamonitor.com)”*

## Luring parents to facebook




**Cow & Gate**  
For help and advice find us on Facebook 

Feed their **PERSONALITIES**

0:38 / 0:40

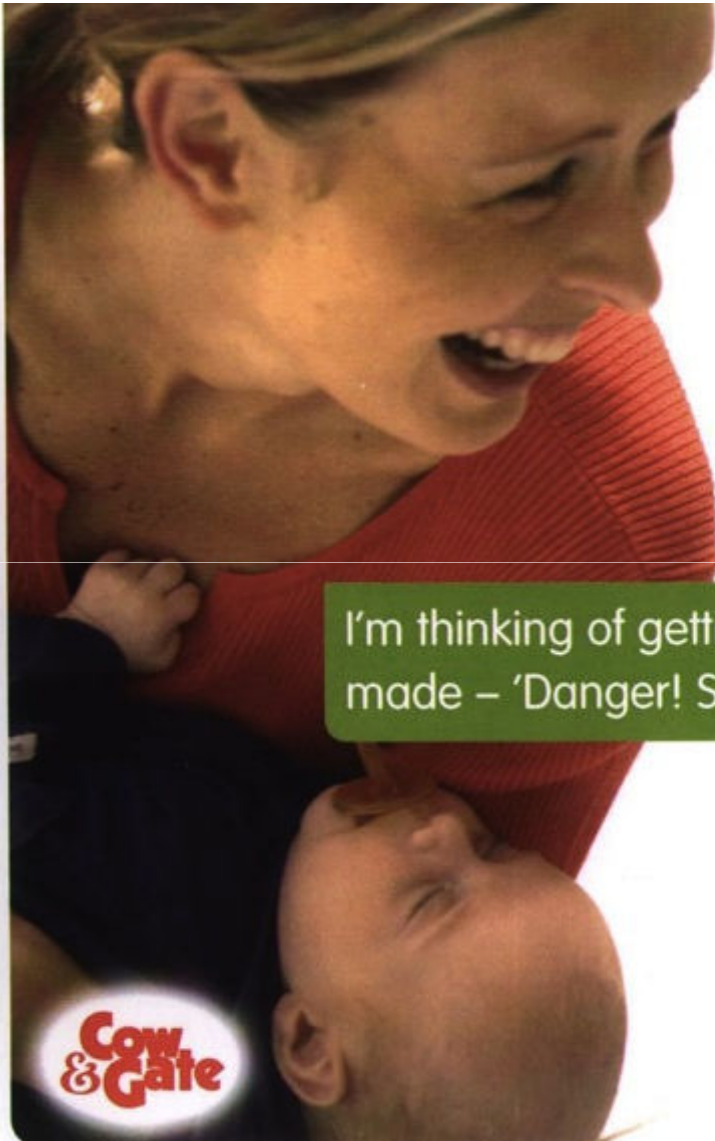
Like Add to Share

32,860 

Published on Oct 8, 2012 by [cowandgateuk](#)

At Cow & Gate we believe that the best part of parenting is seeing your little baby become a little person. To celebrate this belief and share our point of

140 likes, 5 dislikes

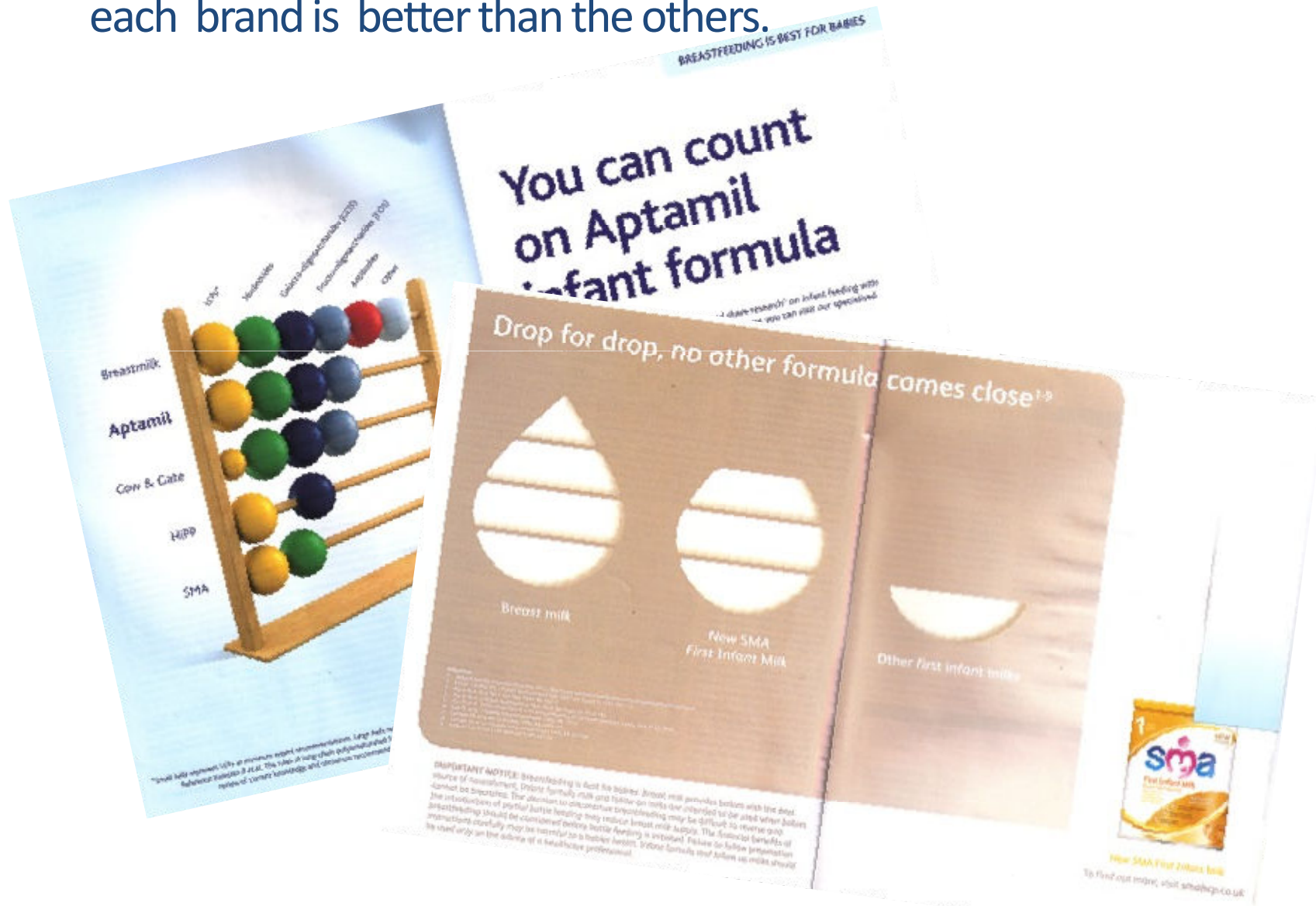


## Perpetuating problems

This Danone - leaflet sent to mothers in the UK - perpetuates the notion that breastfeeding will always be painful - many mothers believe this so don't ask for help - and the problems continue.

# Targeting health workers

Three advertisements in the same journal (June 2012) claim that each brand is better than the others.



Sometimes being an expectant mum can be a bit overwhelming can't it? Especially when it comes to feeding. If it's your first baby you'll be bombarded with information and advice on what, why and how - and if you're onto your second or third child, things may have changed.

**BREAST IS BEST**

It's generally accepted that breast feeding is best for your baby. But if for some reason you can't, or choose not to breast feed, there are important facts you need to know to ensure that your precious new baby is getting the next best feed to breast milk.

**WHAT IS A WHEY BASED FORMULA?**

If you're bottle feeding it is important at birth and for the first few months that your baby is fed a 'whey' based formula (usually labelled 'First Infant Milk From Birth Onwards'), because it is easier to digest and is kinder to immature kidneys. But most importantly it is also the closest to breast milk.

**WHAT TO LOOK FOR IN INFANT FORMULAE FOR OPTIMUM GROWTH AND DEVELOPMENT**  
Ideally, a whey based infant formula should contain key natural nutrients found in breast milk, for example:

- LCPs – AA + DHA**  
(specifically docosahexaenoic acid + eicosapentaenoic acid)  
✓ Long Chain Polyunsaturated fatty acids are natural components of breast milk and, as research indicates, are important in the development of your baby's nervous system, particularly brain and eye development.
- NUCLEOTIDES**  
✓ Nucleotides are natural 'building blocks' for growth and development, and are also involved in immunity. Nucleotides help your baby make its own LCPs, which are important for brain and eye development.
- BETA-CAROTENE**  
✓ Beta-carotene is an antioxidant which helps in the development of your baby's immune system, skin and body tissue.
- SELENIUM**  
✓ Selenium is a key antioxidant for balanced nutrition.

Some infant formulae have this best ever combination of ingredients, so you should check for them on the back of the cans. Together they provide a special balance of nutrients that promote your baby's optimum growth and development.

\*Baby's milk



**GOOD LUCK**

If you do decide to bottle feed, you now know what to look for in an infant formula to ensure your baby receives the closest possible alternative to breast milk. And with everything else to get right, it's great to know that your bottle fed baby is getting the best ever start in life.



**WHO TO TALK TO**

For more information or advice talk to your Doctor, Midwife, Health Visitor or Public Health Nurse. Or, call the SMA Careline on: UK: 0645 776 2000 RDE: 1 800 409 446



SMA Nutrition, Humbercombe Lane South, Taplow, Maidenhead, Berks., SL6 0PH

**IMPORTANT NOTICE:** Breast feeding is best for babies. Some infant milks are intended to replace breast milk when mothers do not breast feed. Good nutritional practice is important for preparation and maintenance of breast feeding, and ensuring a decision not to breast feed is difficult. Professional advice should be followed on infant feeding. Infant milk should always be prepared and used as directed. Unnecessary or improper use of infant milk may prevent a health benefit. Social and financial implications should be considered when selecting a method of infant feeding.

# Pushing the limits

SMA advert - 2003. The Judge found SMA to be guilty of *'cynical and deliberate breach of the regulations'...the defendant...was prepared to ignore the advice of their legal department and took the risk of prosecution.'*

# Double burden of malnutrition

## INFANT FEEDING AND OBESITY

Scientific evidence indicates that breastfeeding provides an ideal window of opportunity for obesity prevention and may help in the development of taste receptors and appetite control.

### BREASTFEEDING IS ESSENTIAL FOR THE NORMAL DEVELOPMENT OF INFANTS AND YOUNG CHILDREN

As a public health measure, the **World Health Assembly (WHA)** recommends that infants should be exclusively breastfed for the first six months of life, followed by continued breastfeeding alongside complementary adequate and safe complementary foods for up to two years or beyond.

The **International Code of Marketing of Breast-milk Substitutes** and subsequent **WHA Resolutions** (The International Code) and the **Global Strategy for Infant and Young Child Feeding** aim to protect and support optimal infant and young child feeding practices. They call for a ban of the commercial promotion from the sale of baby milk.

Other breastmilk substitutes, bottles and teats to the general public. WHA 2010 also called for an end to the inappropriate promotion of all baby foods. The WHA Resolutions protect parents' rights to information that is free from commercial influence, requiring governments to avoid conflicts of interest as infant and young child health programmes.

In 2010 the WHA also adopted an action plan to address non-communicable diseases such as heart disease, diabetes and cancer which are linked to malnutrition. Formula feeding and inappropriate young child feeding. The recommendations call for restrictions on the marketing of "junk" foods to children, including in schools.



**THIS SEVEN-YEAR MULTICENTRE (10/20/21) REFERENCE STUDY CARRIED OUT BY WHO SHOWS THAT BABIES EXCLUSIVELY BREASTFED FOR SIX MONTHS ARE LARGER THAN FORMULATED BABIES\***

**FORMULA-FED INFANTS CONSUME MORE MILK AND GAIN WEIGHT MORE RAPIDLY THAN BREASTFED INFANTS AND MAY RECEIVE AN OVERSUPPLY OF ENERGY UP TO 311 DAILY KCAL\* (EQUivalent TO 70-145 CHOCOLATE BARS BY EIGHT MONTHS)**

### SOME OF THE STUDIES WHICH INDICATE THAT BREASTFEEDING IS IMPORTANT IN OBESITY PREVENTION

**WHO'S EVIDENCE ON THE LONG-TERM EFFECTS OF BREASTFEEDING: SYSTEMATIC REVIEWS AND META-ANALYSES\***

Evidence suggests that breastfeeding may have a protective effect on the prevalence of obesity even when confounding factors are taken into account. The effect seems greater against obesity than overweight.

**EARLY-LIFE DETERMINANTS OF OVERWEIGHT AND OBESITY: A REVIEW OF EPIDEMIOLOGICAL EVIDENCE\***

Breastfeeding appears to protect against later overweight and obesity. While the association may be weak, acting on avoidable factors such as high formula feeding rates can have large effects on outcomes in populations.

**THE 2010 WHITE HOUSE TASK FORCE ON CHILDHOOD OBESITY REPORT TO THE PRESIDENT** includes breastfeeding support as a key strategy.

"Children who are breastfed are at reduced risk of obesity; the likelihood of obesity is 23% lower among children who were breastfed. The strongest effects were observed among adolescents, meaning that the obesity-inducing benefits of breastfeeding extend many years after a child's initial risk of becoming overweight was reduced by a 36 for each month of breastfeeding. This effect remained after nine months of breastfeeding."

Observational studies can always be questioned because of confounding factors. However, when all the available evidence from these studies is taken into account, policy makers can make formula milk feeding to be an important determinant of later obesity. The only evidence from a randomised study showing no association between formula feeding and later obesity was not designed to measure the effect."

### FORMULA MILK & OBESITY - HYPOTHESES: 4,5,6,7

**DECREASED ABILITY TO SELF-REGULATE MILK INTAKE** Formula-fed babies receive greater amounts of milk which intake than breastfed babies.

**EARLY PROTEIN EXPOSURE** The higher protein content of infant formulae compared to human milk (20% to 25% higher) leads to higher body weight and body mass index (BMI) at age five.

**LACK OF BIOACTIVE FACTORS IN FORMULA MILK** Formula feeding is associated with lower levels of the appetite-regulating hormone leptin.

**ABSENCE OF VARIABILITY IN FORMULA MILK NUTRITION** Formula-fed infants are not exposed to the changes in the nutrient intake and small-dose breastfed infants experience, or may be programmed to consume food, activities and dietary habits in later life.

**FEEDING BEHAVIOUR AND MOTHER-CHILD INTERACTIONS** Formula-fed babies show a different feeding pattern, a lower frequency of needs and longer time intervals between needs than typically found in breastfed infants.



The **International Baby Food Action Network (IBFAN)** is a global network of over 200 public interest groups in over 100 countries working to protect breastfeeding and improve the health and well-being of babies and families. IBFAN helps governments implement and monitor the **International Code**, the **Convention on the Rights of the Child** and the global strategies for infant and young child feeding and Diet, Physical Activity, and Health.

IBFAN also offers training and on-site groups provide direct support to mothers. The scope of IBFAN's work is broad: Maternity Protection, Infant Feeding and HIV, Contaminants in Baby Foods, Resilience in Breastmilk, Code-Marketing Codes, Alimentaria, the Convention on the Rights of the Child, Infant Feeding in Emergencies and company campaigns such as the Nestlé Boycott.

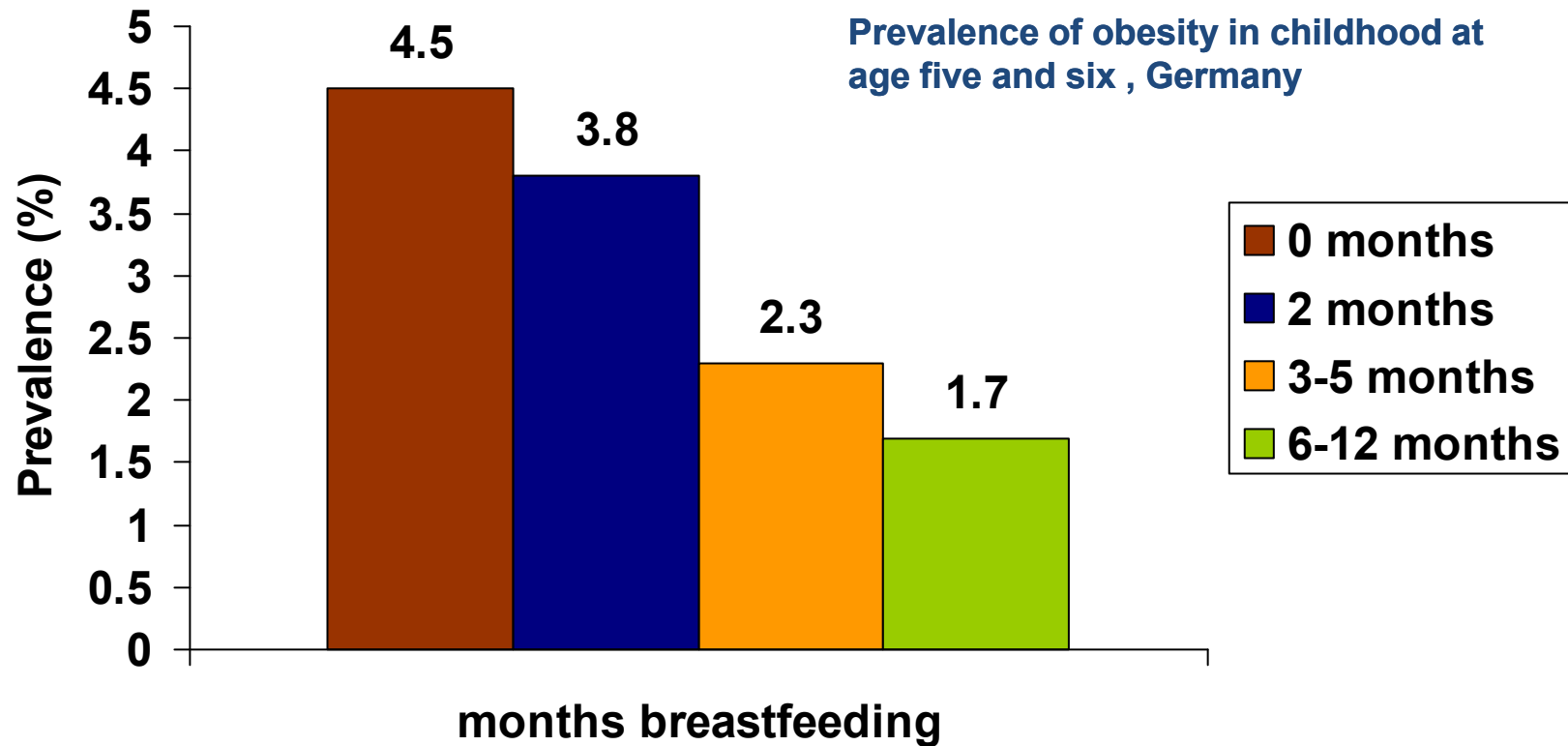


**GIFA** (Global Infant Feeding Action) is a global network of over 100 public interest groups in over 100 countries working to protect breastfeeding and improve the health and well-being of babies and families.

Source: WHO. *Infant and young child feeding: the WHO Evidence-based Guidelines and accompanying Country Handbook*. Geneva, 2016.

- *Artificially fed infants consume 30,000 more calories than breastfed infants by 8 months of age” (equivalent to 120 Mars bars - 4 a week). Student Study Guide KG Auerbach, J Riordan 1993*

# Breastfeeding and prevalence of obesity in childhood



From slide presentation by Ma del Carmen Casanovas, NHD/WHO, June 2011

Adapted from: von Kries R, Koletzko B, Sauerwald T et al. Breast feeding and obesity: cross sectional study. *BMJ*, 1999, 319:147-150.

# BINGOs, PINGOs and DINGOs - the new hybrids ready to help out

**FOOD & BEVERAGE ALLIANCE**

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## Collaborating, educating and innovating to help consumers achieve balanced diets and healthy lifestyles

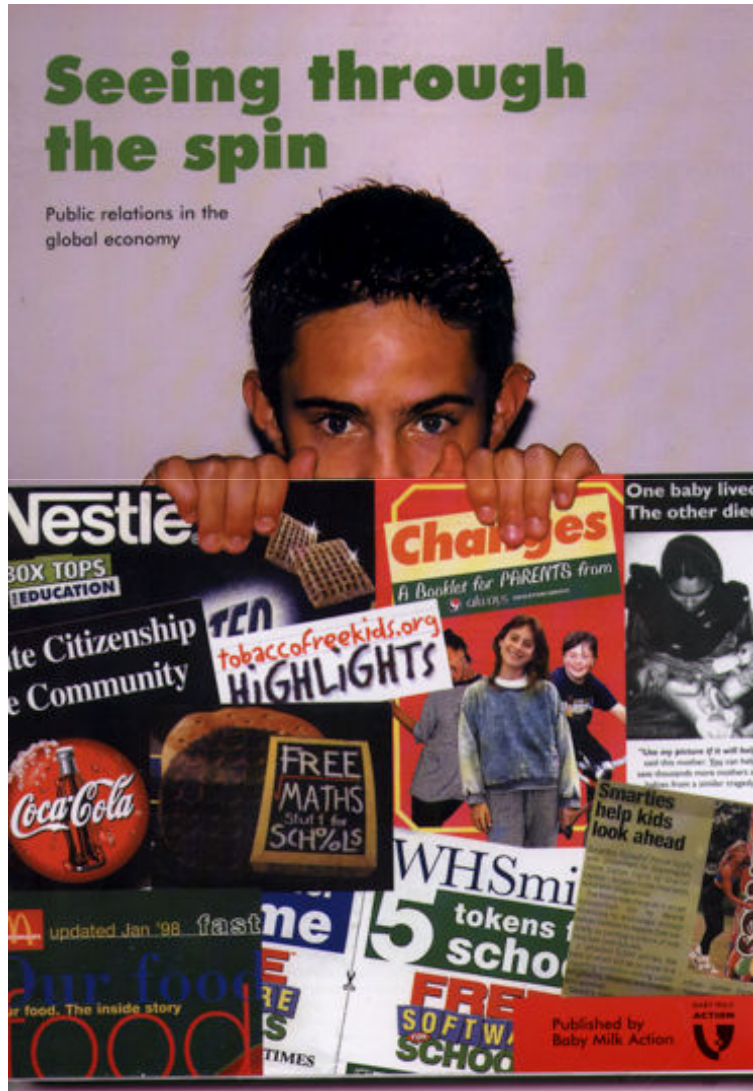
Our Commitment to Action on the World Health Organization's *Global Strategy on Diet, Physical Activity & Health*:

### Five Commitments in Five Years

- 1 Reformulate products and develop new products that support the goals of improving diets
- 2 Provide easily-understandable nutrition information to all consumers
- 3 Extend responsible advertising and marketing to children initiatives globally
- 4 Raise awareness on balanced diets and increased levels of physical activity
- 5 Actively support public-private partnerships that support the WHO's *Global Strategy*

The collage includes: a bowl of food with a nutrition label showing 'Total Fat 0g', 'Saturated Fat', 'Cholesterol 0mg', 'Sodium 0mg', and 'Total Carbohydrate'; a woman holding a grocery bag; two people jogging; a child with a soccer ball; and a group of hands joined together.

# pay for nutrition messaging...





**TACKLING OBESITY**  
**HOW COMPANIES USE EDUCATION TO BUILD 'TRUST'**

Breastfeeding provides an ideal window of opportunity for obesity prevention and may help in the development of taste receptors and appetite control.

The US Centre for Disease Control and Prevention (CDC) considered that there are only two potential, cost-effective interventions that can be put into place immediately to deal with the childhood obesity epidemic: decreased television viewing and breastfeeding promotion.

*"Artificially fed infants consume 30,000 more calories than breastfed infants by 8 months of age" (equivalent to 120 chocolate bars - 4 a week). Student Study Guide for Breastfeeding and Human Lactation. KG Auerbach, J Riordan - 1993*

As pressure builds to stop junk food advertising to children, many companies are focusing attention on nutrition and health education in an attempt to reestablish themselves as producers of healthy food. By building public trust in this image they can divert attention from the continued aggressive marketing of unhealthy foods. The education materials and facilities that are produced as a result present an even more complex problem than straightforward advertising because they blur the boundaries between advertising, marketing and education. Although individual employees often have philanthropic motives, corporations themselves have a fiduciary duty to their shareholders to maximise profits, so the deal will be done with multiple motives: For example, companies will hope to:

- involve potential critics in partnerships and so discourage them from speaking out;
- discourage open debate about sponsors
- undermine the independence of monitoring schemes;
- use education facilities as a channel for commercial propaganda which undermines public health

messages:

- project a healthy, responsible corporate image and so gain the trust of children, parents and teachers;
- distort the curriculum in favour of business interests - promoting a self regulation and partnership approach to marketing rather than regulation;
- use the 'halo' effect as evidence of Corporate Social Responsibility (CSR)
- divert attention from/'engineer consent' for actions which are anti-social and which harm sustainable development, the environment and human survival.

The United Nations has established a UN Global Compact (UNGC) which invites corporations to voluntarily incorporate and respect its ten principles of human rights, labour, the environment and anti-corruption. However, because there are no accountability or compliance procedures, corporations who sign up to the UNGC can use the process as PR, to divert criticism of human rights abuses and evidence of CSR. (See Nestle's Global Compact cover-up.)

# Mars 'education' for the Turkish community



# NCD Forum in Moscow

## Closing Plenary



E

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# Pepsi Breakfast at the UN



# UN General Assembly Sept 2011



# Conflict of Interest Coalition



- 161 NGOs, national, regional and global networks (in all some 2,000 NGOs)
- 4 Royal Colleges in the UK signed up.
- <http://coicoalition.blogspot.com/>

# We are calling on the UN to develop

- an Ethical Code of Conduct
- a clear framework for identifying and managing conflicts of interest
- a guide for interactions with the private sector
- to be mandated at UN level and adopted as good practice by Member States







Fighting Hunger Worldwide

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World Food Programme

@WFP



In #Bangkok today? Grab these limited edition tumblers & help us fight hunger! Only @kfcth @pizzahutthai from 11AM! pic.twitter.com/UFlip5FJ

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WORLD HUNGER RELIEF 2012

เติมชีวิตด้วยการ “ให้”

เคอพีและพิซซาฮัท  
จัดระดมทุนเพื่อช่วยเหลือชุมชน  
ที่ยังขาดแคลนอาหารทั่วโลก  
ด้วยการจำหน่ายแก้ว  
World Hunger Relief

ในราคาใบละ 100 บาท

GIVE TO HELP SAVE L

# SUN and BINGOs push Platforms

- No consensus on the effective policies - regulation of marketing
- ‘lowering of the bar’
- emphasis on voluntary initiatives, self-regulation, self-monitoring (according to industry’s own criteria)
- independence and watchdog role of the NGOs threatened
- **industry-funded ‘lifestyle’ educational activities**



# BINGOs, PINGOs, DINGOs



- BINGOs - Business Interest non-profit NGOs that are set up by, represent or are closely linked to business interests.
- PINGOs - Public Interest NGOs
- GINGOs - Government funded NGOs
- DINGOs – BINGOs that pretend to be PINGOs



# Take care with words. Choose:

- Interactions rather than Partnerships
- Multi-sectoral rather than multi-stakeholder
- *Corporations funding government programmes Discussion fora* rather
- *Government setting targets for corporations*
- Hawkes C and Buse K (2011) *Public health sector and food industry interaction: it's time to clarify the term 'partnership' and be honest about underlying interests.* European Journal of Public Health, 21(4): 400-403.





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- Governments need to hear the undiluted truth if they are to make wise decisions
- *Differing views are healthy!*



# Key messages

- Policy formation must be kept separate from commercial interests.
- Policy **implementation** may require **action** by the private sector and input of data – but all must be carefully and appropriately managed.
- Governments must not forget to GOVERN!!

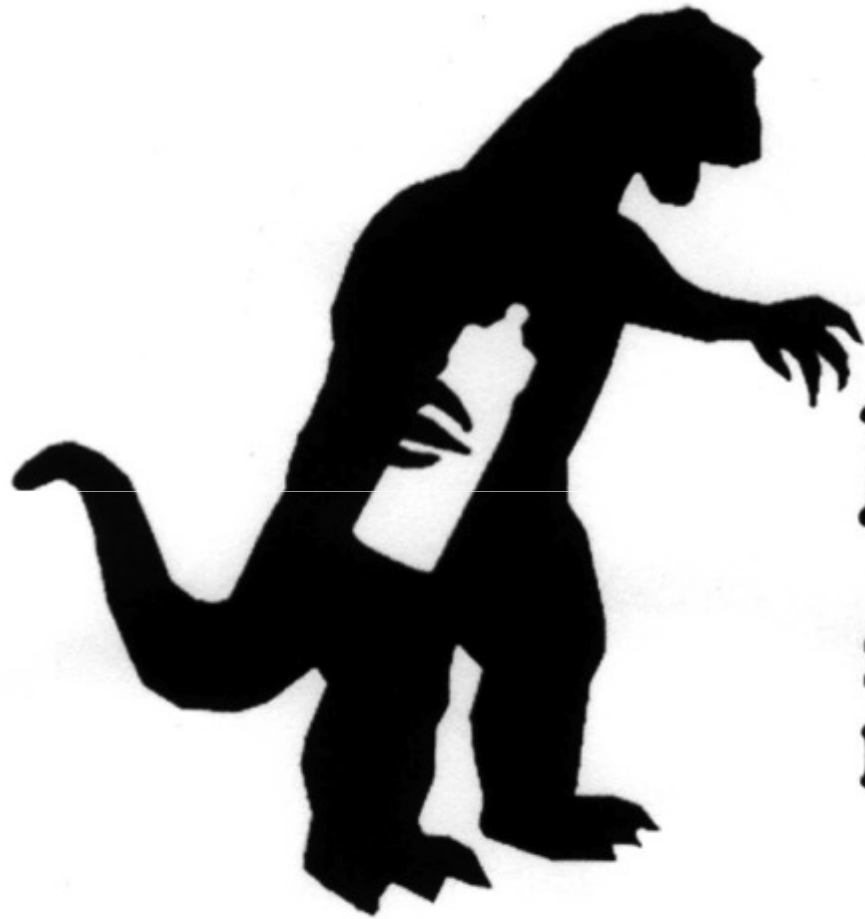


Thank you!

[prundall@babymilkaction.org](mailto:prundall@babymilkaction.org)

[www.ibfan.org](http://www.ibfan.org)





**FIGHT**  
**the Nestlé**  
**monster**





© Russ Deschalmers, Canada



In 2003, 23,400 postmen were trained to provide breastfeeding information



# fire workers



The Human Milk Bank network partners with the fire brigade, which collects donor milk in some cities (since 1996).

