

But when breasts are bad for business...

The global baby milk market is worth hundreds of millions of pounds and the companies involved are some of the world's wealthiest multinationals, including Nestlé, American Home Products and Nutricia. They undermine breastfeeding in order to protect and expand their markets.

Their promotional tactics sometimes break national laws and always violate the World Health Organisation marketing code. Methods include advertising and free samples to mothers, gifts to health workers, and giving free or subsidised milk

REPLY FORM

I want to join Baby Milk Action and enclose:

- £15 waged £7 unwaged
 £20 family £30 organisations

Name.....

Address.....

Postcode.....
(please use block capitals)

Signed.....

- Please send more information.

I would like to make a donation of

- £10 £25 £50 other £

Please make cheques payable to Baby Milk Action and send to
 Baby Milk Action, FREEPOST, Cambridge CB2 3BR
 Telephone 01223 464420 Fax 01223 464417
 E-mail: info@babymilkaction.org
<http://www.babymilkaction.org>

to hospitals to encourage the bottle feeding of newborns. All these activities are condemned by the World Health Organisation and UNICEF.

It is clear that the companies will not end their aggression unless more pressure is brought to bear on them to behave ethically. *Meanwhile, 4000 babies die every day, simply because they are not breastfed.*

Baby Milk Action works...

in partnership with health workers and consumer organisations in more than 70 countries to:

- raise awareness of the dangers of artificial infant feeding and to improve breastfeeding practices in hospitals and workplaces,
- advocate legislation which controls the baby milk industry and which supports breastfeeding,
- coordinate consumer campaigns against the baby milk manufacturers' harmful practices (this includes a boycott of the most aggressive company - Nestlé),
- monitor company compliance with the WHO code of marketing and to advise baby milk manufacturers on improving their practices.

You can make a difference

Join Baby Milk Action or give a donation and we will use your money to run campaigns, monitor companies, lobby decision makers, produce materials and inform the press and the public.

As a member you will be sent our newsletter *Update* 3 times a year, action mailings, campaign news and research information. You will have access to our unique information system and the opportunity to be involved in all our campaigns.

Together we will campaign to end all aggressive promotion of bottle feeding and to protect a mother's right to a free and informed choice.

One baby lived. The other died.



"Use my picture if it will help" said this mother. You can help save thousands more mothers and babies from a similar tragedy.

A baby dies every 30 seconds from unsafe bottle feeding.

The photograph on the cover of this leaflet tells the tragic story of the often fatal consequences of bottle feeding. The babies are twins: the child with the bottle is a girl - she died the next day - but her brother was breastfed and is thriving.

The mother was told that she wouldn't have enough milk for both children, and so should bottle feed the girl. But she would almost certainly have been able to feed both babies, since the more a baby suckles, the more milk is produced.

One and a half million babies die every year in poor countries because they are not breastfed, says UNICEF. Millions more become seriously ill.

The water mixed with baby milk powder in poor conditions is often unsafe. This leads to diarrhoea and often death.

Baby milk is very expensive: it can cost more than half a family's income. Poor people often have to over-dilute the powder to make it last longer and their babies are then likely to become malnourished.

"The resulting monthly death toll is equivalent to that from the Hiroshima explosion in 1945."

James Grant, UNICEF Director, 1980-1995.

Cover photo: UNICEF/Children's Hospital, Islamabad.



This mother in the Philippines was lucky enough to give birth to her twins in a hospital which had banned baby milk company reps.

Even in wealthy countries, breastfeeding protects against illness. For example, bottle-fed babies in the UK are up to 10 times more likely to suffer gastro-enteritis.

Breastfeeding is free, safe and protects against infection. Even undernourished mothers can breastfeed successfully.

Baby food companies have known for years that babies die from unsafe bottle feeding. Yet they still aggressively promote their milks because they also know that *if they don't get babies on the bottle, they don't do business.*

The World Health Organisation has a marketing code which bans the promotion of baby milks. Sadly, the companies do little more than pay lip service to it, continuing to mislead mothers and health workers.

A mother should have the right to an informed choice as to how she feeds her baby: her decision should be made in consultation with a health worker, not on the strength of a company's promotion.

Baby Milk Action campaigns to protect mothers and babies and to stop companies from pushing their milks.

We need your help to make a difference.



Breast is best



Breastfeeding is free, safe and protects against infections and illness (including pneumonia, glue ear, diabetes and polio).

- Women who breastfeed have a lower risk of breast and ovarian cancer.
- Studies suggest that breastfed babies have higher IQ and a lower risk of cot death.
- If all British babies were breastfed, the resulting reduction in gastro-enteritis alone would save the NHS £35m per year.
- Breastfeeding increases the spacing between births, preventing more births worldwide than all other contraceptive methods put together.



UNICEF/Mark Thomas

"Even under conditions of extreme malnutrition, a lactating mother will continue to produce adequate milk for the baby... Extra food for the mother can cost as little as one tenth of the cost of artificial food for the baby."
The Lancet

The mother in this photo is breastfeeding at a UNICEF health education class in the war-ravaged Tigray region of Ethiopia. The major aid agencies all promote breastfeeding in disaster situations. Sadly, baby milk companies are eager to open up new markets by donating unnecessary branded baby milk and bottles. UNICEF, UNHCR and Baby Milk Action are working to control this.

References available from Baby Milk Action