

## **The Code of Marketing of Breastmilk Substitutes**

The WHO International Code of Marketing of Breastmilk Substitutes, approved by the member states participating at the World Health Assembly (except the US), was approved in 1981 to protect breastfeeding by ensuring the ethical marketing of breastmilk substitutes by industry.

The Code includes these ten important provisions:

1. No advertising of products under the scope of the Code to the public.
2. No free samples to mothers.
3. No promotion of products in health care facilities, including the distribution of free or low cost supplies.
4. No company representatives to advise mothers.
5. No gifts or personal samples to health workers.
6. No words or pictures idealizing artificial feeding, including pictures of infants on the labels of products.
7. Information to health workers should be scientific and factual.
8. All information on use of breastmilk substitutes, including the labels, should explain the benefits of breastfeeding and all costs and hazards associated with artificial feeding.
9. Unsuitable products such as sweetened condensed milk should not be promoted for babies.
10. Products should be of a high quality and take into account the climatic and storage conditions of the country where they are used.

To become BFI designated, agencies must adhere to and fulfill the requirements of the 10 Steps as outlined by WHO/UNICEF (2018) and adapted by the Breastfeeding Committee for Canada for all healthcare institutions. This process is evaluated by a team of BFI assessors.