

Action ideas

Local

- Undertake a study to find out how many mothers exclusively breastfeed during the first four to six months and for how long they do so.
- Check for bottle feeding promotion in your local hospital and clinics.
- Find out if health workers are aware of the Code and if health care facilities have put it into practice.
- Order copies of the Code and organise a discussion group about it.
- Encourage changes in health care practices that will protect and promote breastfeeding.
- Arrange a small exhibition on the importance of breastfeeding and the dangers of bottle feeding in your local health care or community centre.
- Prepare a slide show or series of photographs or drawings that explain the benefits of breastfeeding and dangers of bottle feeding, and use these in talks with parents and health workers.
- Encourage your hospital or local clinic to become a Code supporter — *Implement the Code locally*.
- Learn to be a Code monitor, collect promotional material, and report violations to relevant government authorities and non-governmental organisations.
- Encourage the local media to produce articles and radio programmes about the Code and about the hazards of bottle feeding.

National

- Find out what your health ministry is doing about implementing the Code.
- Contact national health organisations — of paediatricians, nurses, doctors — and find out their position on the Code.
- Ask if you can set up a display or exhibition at national meetings of health workers.
- Encourage any national medical schools or health worker training courses to include information about the Code and breastfeeding.
- Write to national health journals about the issue.
- Contact your national WHO or UNICEF representative to see what materials they have available, what programmes they are operating and how you can help them and they can help you.
- Contact leading national figures — politicians, religious leaders, celebrities, sports figures — and ask them to speak out against bottle feeding and for breastfeeding.
- Encourage the national media to investigate what action is being taken to implement the Code and to publicise the importance of breastfeeding.
- Involve the legal community. Contact the National Bar Association for voluntary legal assistance.

International

- Contact international health worker associations to ask what their position on the Code is, and urge them to take a positive stand.
- Contact the International Baby Food Action Network (IBFAN) to see how it can help you and you can help it.
- Contact the headquarters of any companies whose local employees are failing to abide by the Code and ask why.

Useful addresses

- ICDC / IBFAN Asia
PO Box 19, 10700 Penang
Malaysia
Fax: 60-4-6572655
- APHA Clearinghouse
1015 Fifteenth Street NW
Washington DC 20005, USA
Fax: 1-202-7895661
- CEFEMINA / WABA
Apartado 5355, 1000 San Jose
Costa Rica
Fax: 506-571758
- IBFAN Africa
PO Box 781, Mbabane
Swaziland
Fax: 268-44246
- IBFAN Europe / GIFA
CP 157, 1211 Geneva 19
Switzerland
Fax: 41-22-7984443
- IBFAN North America
ACTION, 129 Church Street
New Haven, Connecticut 06510
USA Fax: 1-203-7873908
- IBFAN South America
Casilla 6107, Correo Central
Montevideo, Uruguay
Fax: 598-2-711668/406919
- International Lactation
Consultant Association (ILCA)
201 Brown Avenue, Evanston
IL 60202-3601, USA
Fax: 1-708-4752523
- La Leche League International
PO Box 1209, Franklin Park
IL 60131-8209, USA
Fax: 1-708-4550125
- WHO, Nutrition Unit
Ave Appia, 1211 Geneva 27
Switzerland Fax: 41-22-7910746
- UNICEF, BFHI
3 United Nations Plaza
New York, NY 10017, USA
Fax: 1-212-3037911

Resources

- WHO, **International Code of Marketing of Breastmilk Substitutes**, Geneva, 1981 (Available from WHO and its Regional Offices. UNICEF Regional and country offices can also help.)
- CHETLEY, A. and ALLAIN, A., **Protecting Infant Health: a health workers' guide to the International Code of Marketing of Breastmilk Substitutes**, Penang, ICDC, 7th edition, 1993 (includes the complete text of the International Code).
- PALMER, G. **The Politics of Breastfeeding**, London, Pandora Press, 2nd ed. 1993.
- ARMSTRONG, H. and SOKOL, E., **The International Code Of Marketing Of Breastmilk Substitutes: What it means for mothers and babies worldwide**. ILCA, 1994
- CHETLEY, A., **The Politics of Baby Foods**, London, Pinter Publishers, 1986
- **Report on Legislation and Policies to Support Maternal & Child Nutrition**. APHA Clearinghouse.
- **The International Code Documentation Centre (ICDC)** runs training courses on implementing the Code.



Acknowledgements

This action folder was produced by the WABA Code Compliance Task Force and the WABA Secretariat. Many thanks to everyone who gave input and helped review this folder. A special thanks is due to UNICEF for its support to WABA.

WABA, PO Box 1200, 10850 Penang, Malaysia.
Tel: 60-4-6584816 Fax: 60-4-6572655

World Breastfeeding Week: 1-7 August

World Breastfeeding Week, 1-7 August, offers an opportunity for people worldwide to join together in celebration and action in support of breastfeeding.

The first World Breastfeeding Week was launched by the World Alliance for Breastfeeding Action in 1992 on the theme of the *Baby-Friendly Hospital Initiative*. In more than 70 countries, activities took place that drew attention to the need to improve practices and policies in maternity facilities to safeguard and support breastfeeding. Many of those activities are continuing and the list of *baby-friendly* hospitals grows day by day.

The theme for the Week in 1993 focused on *women, work and breastfeeding*. Described as a *Mother-Friendly Workplace Initiative*, the theme looked at ways in which women working at or away from home could be supported in practising optimal breastfeeding. Activities took place in more than 100 countries. A key message of the Week is the need to ensure that women have sufficient time, the space and support at their workplaces to be able to breastfeed.