

While globalisation may be perceived as a set of rules that override health goals, we can use its tools and structures to work toward peace and justice for a better world. In the past two decades, a variety of supportive legal instruments, technical documents, strategies and guidelines have been adopted and global networks created through which breastfeeding supporters can work. These instruments can be used to create breastfeeding cultures even in the face of globalisation.

The International Code of Marketing of Breastmilk Substitutes and subsequent relevant Resolutions of the World Health Assembly (www.who.org) regulates the marketing of artificial feeding products and sets out requirements for baby food companies, the health care system and governments to ensure that breastfeeding is not undermined.

ACTION: Educate and train health care workers on the importance of the Code and how to implement it. Help to monitor the advertising and promotion of infant foods. Help governments to regulate the marketing of these products. (See map: Who's Made the Code into Law? p3)

The Baby Friendly Hospital Initiative (www.unicef.org/programme/breastfeeding/baby.htm) ensures all maternities become centres of breastfeeding support. A hospital can be certified "baby-friendly" when it does not accept free or low-cost breastmilk substitutes, feeding bottles or teats, and has implemented the ten steps to support successful breastfeeding.

ACTION: Work with national breastfeeding coalitions and organisations to educate and encourage local hospitals and birthing centres to become certified "baby-friendly." Work with the International Lactation Consultant Association (ILCA) in the training of health workers and the certification of health facilities.

The Global Strategy for Infant and Young Child Feeding (www.who.org) calls upon governments to uphold the International Code and seeks to address the problems of malnutrition and overweight by the promotion of exclusive breastfeeding for six months and continued breastfeeding for two years and beyond with the addition of safe and nutritious complementary foods.

ACTION: Write to your local and federal governments to ensure that they implement the recommendations of the Global Strategy. Utilise the expertise and resources of ILCA to improve exclusive breastfeeding rates.

The Convention on the Rights of the Child (www.unicef.org) is the most universally accepted human rights instrument in history. Every country in the world – with the exception of the United States, Somalia and Timor-Leste – has ratified it.

ACTION: Educate mothers and children about the rights of the child through schools and support groups. Insist with authorities that the CRC principles must be upheld.

The International Labour Organization Maternity Protection Convention (www.ilo.org) contains specific recommendations for maternity protection and to support breastfeeding mothers in the workplace.

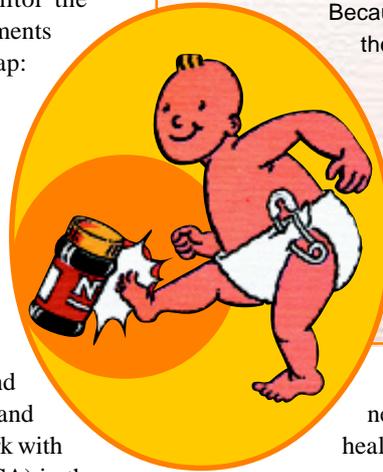
ACTION: Educate employers, union leaders, health workers and mothers about the ILO Convention through unions, company

Breastfeeding movement in action! The Nestlé Boycott

The Nestlé Boycott is one of the most successful consumer campaigns ever staged. It targets Nestlé as the world's largest baby food company because of its flagrant promotion of artificial infant feeding. Nestlé routinely:

- Gives mothers information which promotes artificial infant feeding and discourages breastfeeding.
- Donates free samples and supplies to health care facilities.
- Gives inducements to health workers for promoting its products.
- Does not provide clear warnings on labels of the benefits of breastfeeding and dangers of artificial feeding. In some cases the labels are in a language that mothers are unlikely to understand.

Because of Nestlé's continued disregard for the International Code, the company is subject to an ongoing consumer boycott of its products in 20 countries. The Boycott will continue until Nestlé is in full compliance with the International Code and subsequent WHA Resolutions in policy and practice. For more information on the Boycott, visit www.babymilkaction.org



newsletters, and dialogues with mothers, health workers and employers.

The Convention on the Elimination of all Forms of Discrimination Against Women (www.un.org/womenwatch/daw) is the only human rights treaty that affirms the reproductive rights of women. As such, it is an important tool for protecting a woman's maternity and her rights to breastfeed her baby.

ACTION: Use the Convention as a tool to lobby governments to protect women who are discriminated against when they breastfeed or during maternity.

The Codex Alimentarius Commission (www.codexalimentarius.net) is a joint WHO/FAO programme to set standards for foods, including baby foods. It intends to ensure fair trade practices in food trade and protect the health of consumers. However, it is strongly influenced by the food industry.

ACTION: Work with governments and non-governmental organisations who attend Codex meetings to ensure that the International Code and relevant WHA Resolutions are incorporated into the standard setting for infant formula and complementary foods.

The Millennium Development Goals (www.undp.org/mdg) is a United Nations Development Programme (UNDP) agenda for reducing poverty and improving lives.

ACTION: Educate community and political leaders about the critical roles of breastfeeding in achieving many of the Millennium Goals by reducing child mortality, improving