Examples of successful action

**BRAZIL**
- Brazil is among the leaders in breastfeeding initiatives. Aggressive baby food marketing and pressures to bottle feed started early in the 20th century. By the 1980s high rates of infant malnutrition and death prompted government action. Activists led the way by educating politicians about breastfeeding. Big media campaigns and support systems were developed. Breastfeeding promoters learned early that without real Code implementation, improvements could not be sustained. The Brazilian Law was clearly written by skilled legal drafters, but it still went through revisions after monitoring exposed loopholes. Compliance is good but campaigners dare not be complacent. In 2004, industry tried to weaken the law. Thanks to a consistent flow of accurate information from concerned experts and activists, the law continues to protect Brazilian families and breastfeeding rates in Brazil continue to improve.

**INDIA**
- India’s breastfeeding and consumer groups successfully convinced politicians about the health benefits of making the Code into a strong law. They also used monitoring to expose loopholes. The Indian law (brought into force in 1993) gives authority to these consumer groups to monitor and legally challenge companies. Tenacity for working patiently through the legal processes has led to successful challenges. For example in 1990, Johnson and Johnson were quickly persuaded to withdraw advertising campaigns for bottles and teats. The company stopped the promotion and then withdrew from the market.

**TANZANIA**
- Tanzania has taken on the biggest baby food company, Nestlé, and succeeded where richer countries have failed. In 2005 the Tanzania Food and Drug Authority banned the import of Nestlé’s infant formula tins with the famous ‘birds on the nest’ and the ‘blue bear’ logo on Cerelac cereal. Both labels contravene the ban on idealisation of artificial feeding. Nestlé changed its labels. Tanzania has the Code as law and the political will to protect infant feeding decisions from marketing pressures.

**GEORGIA**
- After the break up of the former Soviet Union in the late 20th century, central and eastern Europe countries were bombarded with company promotion. For example in Armenia, Nestlé distributed free baby clothes, imprinted with ‘I love my Nestlé mommy’, in maternity facilities. The Georgian National Breastfeeding Coordinator of the Ministry of Health and a non-governmental organisation (NGO), have worked together to make the Code into a strong law. Now they liaise with all the Ministries to form a Supervising Council to ensure implementation. The NGO has the responsibility to monitor compliance and inform the Council of violations.

These four examples of success come from very different countries. The challenges are often the same: the hidden pressures on governments by companies whose marketing budgets often exceed the health budgets of a nation.