



Summary of The International Code of Marketing of Breast Milk Substitutes (The Code) and Relevant World Health Assembly (WHA) Resolutions

World Health Organization (WHO), Geneva, Switzerland, 1981, 1986, 1994, 1996, 2001^{1,2}

The Code and WHA Resolutions concerning infant and young child nutrition (The Code) include these 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 the products.
7. Information of health workers should be scientific and factual.
8. All information on artificial feeding, 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. All products should be of a high quality and take account of the climatic and storage conditions of the country where they are used.
11. Promote and support exclusive breastfeeding for six (6) months as a global public health recommendation with continued breastfeeding for up to two (2) years of age or beyond.
12. Foster appropriate complementary feeding from the age of six (6) months recognizing that any food or drink given before nutritionally required may interfere with breastfeeding.
13. Complementary foods are not to be marketed in ways to undermine exclusive and sustained breastfeeding.
14. Financial assistance from the infant feeding industry may interfere with professionals' unequivocal support for breastfeeding.