



WORLD ALLIANCE FOR BREASTFEEDING ACTION

40th Anniversary of the Code - Protecting Breastfeeding Against Aggressive BMS Marketing

The current global scenario with slow progress in improving breastfeeding rates, a growing breastmilk substitutes (BMS) industry and ongoing emergencies is a real concern. **BMS companies have continuously failed to adhere to the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly (WHA) resolutions** (the Code), which contributes to poor nutrition and, in many cases, preventable deaths in infants and young children. More than **800,000 lives are lost** each year due to suboptimal breastfeeding, mostly because of severe diarrhea, lung infections in infants, and breast cancer in mothers. Breastfeeding is one of the best investments for saving infant lives and improving the health, social and economic development of individuals and nations.



An enabling environment for breastfeeding requires an essential package of interventions: maternity/parental protection, training of health professionals and community workers, the Baby-Friendly Hospital Initiative (BFHI), access to breastfeeding counselling as well as implementation and monitoring of the Code.

This year marks the 40th anniversary of the adoption of the Code by the 34th World Health Assembly.

The Code is an important tool to achieve optimal health and nutrition by protecting breastfeeding and by ensuring the proper use of breast-milk substitutes (BMS) by restricting promotions that target the general public, mothers and health workers. To date, of the 136 countries having legal measures on the Code in place, only 79 have an overall prohibition on the use of health facilities for promotion and only 30 have measures that call for a full prohibition of all gifts or incentives for health workers. Although there has been some progress in a number of countries, in many, the Code is **poorly monitored and enforced**.

Over the years, WABA has highlighted the importance of the Code and its implementation during **World Breastfeeding Week**. **#WBW2021** focuses on how breastfeeding contributes to the survival, health and wellbeing of all, and the imperative to protect and support breastfeeding worldwide.



On this 40th anniversary of the Code, WABA urges every country to improve implementation, monitoring and enforcement of the Code. It is vital to ensure that the Code is fully implemented and monitored to curb the aggressive marketing of breastmilk substitutes which creates a major barrier to breastfeeding in all countries. We all have a role to play in protecting breastfeeding, let's work together to speed up Code implementation around the world.



#BMSCodeAt40 #BabiesBeforeProfits #BMSCode
#WBW2021 #WABA #ProtectBreastfeeding #SharedResponsibility
#breastfeeding #SDGs



[GLOBALBREASTFEEDINGCOLLECTIVE.ORG](https://www.globalbreastfeedingcollective.org)



Register to attend the 40th anniversary of the Code virtual celebration. We'll reflect on our successes to make the next 40 years even stronger. #BMSCodeAt40
<https://bit.ly/335G0ms>

REGISTER



World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). WABA coordinates the annual World Breastfeeding Week campaign.

www.waba.org.my