

Petition of solidarity with the people of the Philippines in protecting their infants from the aggressive marketing of the baby food industry



We, the undersigned, wish to publicly declare to the Government, officials and campaigners in the Philippines that we support your efforts to:

1. **IMPLEMENT** the revised Implementing Rules and Regulations (IRR) of the Milk Code (EO51) that were issued by the Department of Health (DOH). The IRR is calling for stricter regulation of baby food companies in relation to the marketing and advertising of infant formula and other breastmilk substitutes and baby foods;
2. **OPPOSE** the legal challenge to the IRR by the Pharmaceuticals Healthcare Association of the Philippines (PHAP) and the pressure from the US Chamber to Commerce for political interference in the court case; and
3. **PROMOTE and PROTECT** the interests and well being of Filipino infants in line with the World Health Organisation recommendation that the optimum way to feed a child is exclusive breastfeeding for the first six months of life followed by the introduction of nutritionally adequate and safe complementary foods while breastfeeding continues for up to two years of age or beyond.

Name	Address	Email (for alerts on developments)

