



Year Report 2006 - 2007

Baby Milk Action

Council of Directors

Gary Woolley, Chair
 Mike Bailey
 Fiona Duby
 Julie Dyball
 Lisa Northover
 Rachel O'Leary
 Hugh Simon

Company Secretary

Lisa Woodburn

Staff

Patti Rundall, Mike Brady,
 Alison Mortlock, Paul Bott

Advisors

Phyll Buchanan, Andy Chelley,
 Dr Emmanuel Diamond, Prof. G.J. Ebrahim,
 Chloe Fisher, Peter Greaves, Prof. Raymond
 Hodgson, Sheila Kitzinger, Dr Tim Lobstein,
 Prof. David Morley, Gabrielle Palmer,
 Dr. Peter Poore, Dr. Andrew Porter, Mary
 Kenfrew, Magda Sachs, Dr. Penny Stanway,
 Dr. Tony Warston,
 Kevin Watkins, Dr.
 A.F. Williams, Dr Pam
 Zinkin.

Volunteers

Pete Arnold, Sonia de
 Oliveira Brady, Elaine
 Heath, Tessa Martyn,
 Lisa Woodburn.



The following served as area contacts during the year:

Aileen Banks, Xanthe Bevis, Hannah Bird,
 Barbara Boyington, Anne Bramley, Sharon
 Beward, Marianne Cowpe, Belinda Cox,
 Dh. Dharmavandana, Jonathan Dorsett,
 Anne Dowden, Maria Dowden, Maggie Ellis,
 Barbara Gleave, Patricia Hamilton, Caroline
 Hind, Joanna Hindley, Jennifer Inman, Vicky
 Islam, Liz Lawrence, Steven Lee, Kristie Legg,
 Sue Malpass, Adele McGarry-Watson,
 Julie McKae, Annette Ogilvie-Forbes, Mary
 Paterson, Jan Price, Jane Putsey, Jacqueline
 Quick, Catherine Reading, Carl Richards,
 Jenny Richardson, Magda Sachs, Sarah
 Saunby, Sarah Squires, Harriet Smith, Jane
 Tapp, Frankie Taylor, Mary Tones, Liz Urwin,
 Bernadette Walker, Janette Westman, Patricia
 Wise.

We would like to express our appreciation to all our Area Contacts and wish well to those who stood down during 2005/2006. We would particularly like to thank Jane Putsey, Magda Sachs and ex-Director, Catherine Woodhouse for their contribution to the campaign over the years.

Alison Mortlock and Lisa Woodburn again produced a breastfeeding calendar for the IBFAN network. This is a major fundraiser for Baby Milk Action and provides a corporate-free alternative for health centres and elsewhere.

Area contacts

IBFAN's principles:

Baby Milk Action supports

- the right of infants everywhere to the highest level of health,
- the right of families to enough nutritious food,
- the right of women to informed choices about infant feeding,
- the right of women to full support for successful breastfeeding and for sound infant feeding practices,
- the right of all people to health services which meet basic needs,
- the right of health workers and consumers to health care systems which are free from commercial pressure,
- the right of people to organise in international solidarity to secure changes which protect and promote basic health, and ethical behaviour of the baby food industry.

Finances

Baby Milk Action's work this year has been funded by grants from CAFOD, Christian Aid, The Eleanor Rathbone Charitable Trust, Gibbs Charitable Trust, Joffe Charitable Trust, OXFAM, The Roden-Puckham Charitable Foundation, The Rowan Charitable Trust, Save the Children, S.E. Franklin Deceased Charity and SCIAF. We are grateful to all our supporters, without whom our work would not be possible. We would like to acknowledge a generous legacy from long-time supporter and Member No 2, Julie Clifford who sadly passed away in 2006. Juliet helped Baby Milk Action by shelving for our resource library many years ago. The Library in our new office has been named in her memory.

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Year report 2006 - 2007

Solidarity with the Philippines

In August 2006 the Supreme Court in the Philippines initially rejected a plea by the pharmaceutical industry to put a restraining order on marketing regulations for baby foods introduced by the Department of Health. However, four days after President Arroyo received a warning letter from the President of the US Chamber of Commerce, Mr Thomas Donohue, of "the risk to the reputation of the Philippines as a stable and viable destination for investment" if she did not "re-examine this regulatory decision" the Court imposed the Restraining Order.

So began over a year of campaigning action by Baby Milk Action and our partners in the Philippines and elsewhere to defend the Regulations. The final Court ruling lifting the Restraining Order came in October 2007.

The industry had argued that the introduction of the Regulations "is unnecessary and oppressive, and is offensive to the due process clause of the Constitution, insofar as the same is in restraint of trade." The Court concluded, however: "The framers of the constitution were well aware that trade must be subjected to some form of regulation for the public good. Public interest must be upheld over business interests."

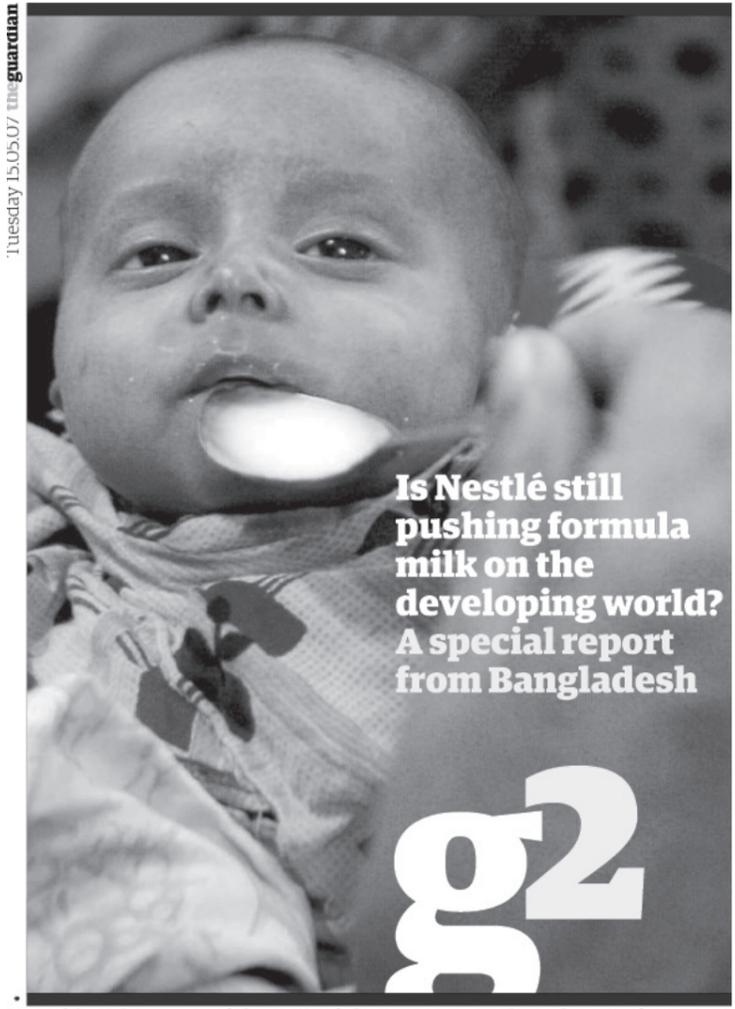
An outright ban on advertising of products for older children was not upheld, but all promotional materials have to be vetted by an independent Government Committee before they are used.

This important victory in protecting infant health and mothers' rights was achieved by national and international action. Our IBFAN partners in the Philippines mobilised 1,000 mothers for a photo-shoot in a park with slogan-painted umbrellas, mass breastfeeding events and a bare-breast protest outside the Supreme Court towards the end of the process.

Our campaign gained the support of **Emma Thompson, Julie Walters** and **Zoe Wannamaker** and helped break through a virtual reporting blackout, generating front-page headlines. The *Daily Enquirer* reported in November 2006: "Expressions of support from the United States, Canada, New Zealand and the United Kingdom have poured in in the wake of the 'blackmail' of the Philippine Government by American businessmen over the country's rules regulating the marketing of infant milk formula. 'Do not let yourself be bullied by these outrageously inhuman beings - they are not supported by the citizens of their countries,' a mother from the United States wrote in an Internet-based 'petition of solidarity' started by the global advocacy group Baby Milk Action."

Our Policy Director, Patti Rundall, appeared on TV and radio in the Philippines after accepting an invitation to visit the country from UNICEF. We promoted the film *Formula for Disaster* produced by UNICEF Philippines to show the reality of aggressive marketing. According to WHO, 16,000 infants die every year there due to inappropriate feeding. After the Regulations came into force, WHO thanked everyone who: "remained faithful in their role to protect Philippine children's health and welfare."

Cover photo: To mark the 30-year anniversary of the Nestlé Boycott the Guardian investigated Nestlé's activities in Bangladesh and found it promoting infant formula in hospitals - 15th May. Guardian News & Media Ltd 2007.



Tuesday 15.05.07 theguardian

Is Nestlé still pushing formula milk on the developing world? A special report from Bangladesh

g2

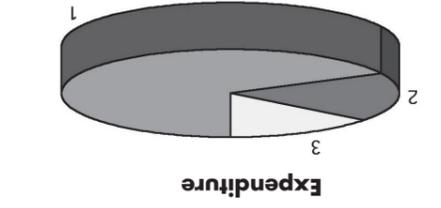
David Hockney Was Nick Hytner right? Antony Gormley What veggies can't eat

October September

2006 - 2007

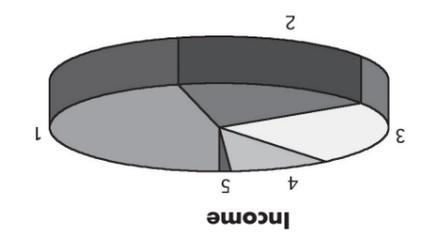


Charts are based on draft audited figures. Full accounts will be available at the AGM & on request.
 Includes the legacy (see left)
Net Profit: £41,086
Reserves: £55,019



Total expenditure = £ 133,742

Baby Milk Action expenditure October 2006 - September 2007



Total income = £115,784

Baby Milk Action income October 2006 - September 2007

2006 BABY MILK ACTION 2007

Raising Awareness

- Members and supporters were essential in raising awareness of the importance of protecting infant and young child health.

- One of our major campaigns during this period was in support of the Philippines as the industry challenged its formula marketing regulations. In **November**. We asked supporters to send messages of solidarity, which resulted in front-page media coverage in the Philippines. We promoted a film from UNICEF Philippines exposing the reality of company practices. As reported overleaf, the campaign led to the Supreme Court eventually upholding the regulations.

- We coordinate the international boycott of Nestlé, the company responsible for more aggressive baby food promotion than any other. In **July** we coordinated the first International Nestlé-Free Week, marking the anniversary of the first boycott campaign, which led to the World Health Assembly bringing in marketing requirements. We were filmed by South Korean TV for its main morning news!

- Area contacts and staff held stalls and workshops at events in the UK including those organised by: National Childbirth Trust (AGM and health professionals event), Association of Breastfeeding

Mothers, Breastfeeding Network, Lactation Consultants of GB Baby Café, Baby Friendly Initiative, International Women's Day, UNISON national conference, Little Angels and Birthlight.

- We conducted the Nestlé Challenge at the annual demonstration outside the Nestlé UK HQ in **May** showing, with actual company materials, how mothers and health workers are targeted and the reality of preparing a feeding bottle in conditions of poverty.

- We attended the Labour Party Conference in **September** where Nestlé sponsored two fringe meetings, one on obesity and one on water.

- Our materials and information were cited in many reports, including a major investigation in **May** by *The Guardian* newspaper in Bangladesh, to mark the 30th Anniversary of the Boycott. This posed the question *Is Nestlé Still Pushing Formula Milk in the Developing World?* (see front cover). It found the answer is yes, exposing fliers promoting *Lactogen* formula which health workers are asked to give to mothers. Nestlé attempted to justify the practice, though it is a clear violation of the *International Code of Marketing of Breastmilk Substitutes*.

over 100 countries. Within IBFAN we have responsibility for company campaigns and share responsibility for Code Advocacy in Europe.



- We are the UK member of IBFAN (the International Baby Food Action Network) which consists of more than 200 groups in

Monitoring and Reporting

- We produce the *Campaign for Ethical Marketing* action sheets, exposing marketing malpractice around the world by all baby feeding companies and helping supporters write letters to company executives.

- We coordinate a UK monitoring project on behalf of the Baby Feeding Law Group and produced a briefing paper called *Hard Sell Formula* in **March**. We reported various violations to Trading Standards officers and the Advertising Standards Authority. Following this action the FSA mounted a crackdown on illegal labels,

but the new labels companies launched onto the market in **April** were also non-compliant.

- We conducted spot-monitoring of company telephone carelines in the UK in **August** and found that companies are failing to warn parents that powdered formula is not sterile or to give correct instructions on how to reduce the risks of contamination.

- We contributed information about UK baby food marketing to IBFAN's global monitoring project, *Breaking the Rules 2007* which was published in November 2007.

BABY MILK ACTION



Baby Milk Action aims to save infant lives and to end the avoidable suffering caused by inappropriate infant feeding. We work within the global network, IBFAN, to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry worldwide, using the International Code of Marketing of Breastmilk Substitutes and subsequent, relevant Resolutions of the World Health Assembly as a baseline.

Good breastfeeding practices top the list of interventions to reduce under-5 mortality and could save more lives than other key preventive measures such as immunisation, safe water and sanitation.¹

Protecting breastfeeding - Protecting babies fed on formula

Why the UK government should fulfil its obligation to implement the International Code of Marketing of Breastmilk Substitutes*



BFLG Response to the consultation on the revised Infant Formula and Follow-on Formula regulations

The Baby Feeding Law Group submission to the 3-month consultation on the new UK regulations contained evidence from our monitoring project and was used as a briefing for politicians and policy makers.



Why we do what we do: Gloria fed her son, Miguel, formula after having seen advertising suggesting it would make him more intelligent. When he became ill and malnourished she learned she had been misled and joined a protest at the Supreme Court in the Philippines



We launched Fairtrade-cotton reusable shopping bags to promote the boycott



Across the internet, people are declaring their websites, blogs and social networking pages Nestlé-Free zones with this logo and banner ads that link back to a special page on our website.

www.babymilkaction.org
www.babyfeedinglawgroup.org.uk
www.breastfeedingmanifesto.org.uk

Code Advocacy

- A major focus throughout the year was the drafting of new *Infant Formula and Follow-on Formula Regulations* following the adoption of a revised European Union Directive in **December 2006**. Our work was carried out mainly through the **Baby Feeding Law Group**, (BFLG) the coalition of 23 health professional and lay organisations and focused on persuading the Government to fulfill its promises (made in the *Choosing Health White paper*) by implementing the Directive in the strongest possible way.

- We produced a 40-page report called *Protecting breastfeeding - Protecting babies fed on formula* for the UK Government consultation on the Regulations in **September** on behalf of the BFLG.

- We continued to represent IBFAN at the European Commission's *Platform for Action on Diet, Physical Activity and Health*, an initiative which aims to address the obesity epidemic. We have helped ensure breastfeeding is part of the strategy. Following a Platform Plenary Meeting in **July** we entered into correspondence with Robert Madelin, the Director General of the EU Commission's Health and Consumer Protection Directorate (DG SANCO). At issue is whether the EU Directive is a 'total' or 'partial'

harmonisation measure and whether the advice given by Commission staff to Member States is appropriate. The EU Treaty states that: "A high level of human health protection shall be ensured in the definition and implementation of all Community policies and activities" but all too often the public health purpose of the Directive is ignored. Baby Milk Action awaits the outcome of its complaint to the European Ombudsman about maladministration by the Commission in its handling of the matter. We worked closely with MPs David Kidney and Lynne Jones, Lord Avebury and MEPs Richard Howitt, Catherine Stihler and Glenys Kinnock and also met the Head of DG SANCO's Legal Affairs Unit.

- After 10 years of lobbying, the global Codex Alimentarius baby food standards were finally adopted, with many of the changes we had pushed for. We attended the Codex Nutrition meeting in Thailand in **November**.

- Following this, our Policy Director, Patti Rundall, went on to the Philippines to help UNICEF and WHO defend the Government's formula regulations, attending a meeting in Congress and then going on to the WHO European Ministerial Conference on Counteracting Obesity in Turkey.

Networking

- We are the Secretariat of the UK **Baby Feeding Law Group** (BFLG) which includes the Royal Colleges of Midwives, Nursing and Paediatrics, and Community Practitioners the Health Visitors' Association and UNISON.

- We are on the Steering Group of the 38-member **Breastfeeding Manifesto Coalition** which has seven objectives, one of which is Code implementation and another the provision of

independent information in schools.

- We coordinate the International Nestlé Boycott, launched by groups in 20 countries.

- We are also a member of NGO networks such as Sustain (The Children's Food Bill), the UK Consortium on AIDS, the CASE Privatisation Group, CORE, the Trade Justice Movement and the UK Food Group.

Publishing and Marketing

- We produced two issues of the *Update* newsletter, briefing papers and the 2008 IBFAN breastfeeding calendar.

- In **March** we introduced a new range of t-shirts with images of our popular Brazilian fridge magnets..

- We launched a range of reusable shopping bags in **July** for International Nestlé-Free Week. Sales in our on-

line Virtual Shop continue to grow.

- Page views on our website reached 100,000 in **May**, a new record.

- Our Campaign Coordinator, Mike Brady, continued his blog throughout the year and in **April** added a weekly podcast, particularly for those with reading difficulties. It can be found on our website and on iTunes.

¹ Jones et al. *How many child deaths can we prevent this year?* The Lancet, Vol 362 July 5, 2003 Child survival 11