

CODE WATCH

25 YEARS OF PROTECTING BREASTFEEDING



- Improving breastfeeding practices could reduce infant and young child illness and death more than any other health strategy.
- The continued unethical marketing of breastmilk substitutes undermines breastfeeding.
- In 2006 we can celebrate success. Over 60 countries have legislated all or many provisions of the International Code of Marketing of Breastmilk Substitutes (the Code) which regulates this kind of marketing.
- But there is still much to do. Global companies invest millions in the promotion of infant feeding products.
- We can raise awareness of the Code in our communities and create imaginative tactics to assist authorities to keep the commitments they made at the World Health Assemblies.
- Together we can make a difference and save thousands of infant lives.



WORLD ALLIANCE FOR BREASTFEEDING ACTION

Protects, Promotes and Supports Breastfeeding Worldwide

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WABA World Breastfeeding Week
1 - 7 AUGUST 2006