

NB BABY-FRIENDLY™ NEWS

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New Brunswick Baby-Friendly™ Initiative Advisory Committee

World Breastfeeding Week 2006

The International Code: Protecting Infant Health for 25 Years

Following the release of the Innocenti Declaration in 1990, the World Alliance for Breastfeeding Action (WABA) was formed to facilitate and strengthen social mobilization for breastfeeding. In 1992, WABA launched the first World Breastfeeding Week (WBW) as part of its strategy. Now, over 120 countries commemorate the Innocenti Declaration by celebrating World Breastfeeding Week from August 1st-7th.

Given the challenges of planning and celebrating WBW during the summer vacation period, professionals and communities across Canada celebrate WBW during the week of **October 1st to 7th**. The first week of October was chosen as it represents the beginning of breastfeeding following the nine months of gestation.

This year's theme is **The International Code: Protecting Infant Health for 25 years**. It commemorates the endorsement of the *International Code of Marketing of Breast Milk Substitutes* (WHO code) by the 34th Assembly of the World Health Organization in 1981. The Code was passed by all members of the World Health Assembly with the exception of the United States which later endorsed the Code.

Once endorsed, it is up to each country to pass legislation to enforce the minimum standards outlined in the WHO code. Canada and the US have yet to take this action.

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International Code of Marketing of Breast Milk Substitutes

The Code and its resolutions are meant to outline minimum requirements to protect, promote and support appropriate infant and young child feeding practices by regulating the marketing of breast milk substitutes, bottles and teats.

Breast milk substitutes in the Code refer to "infant formula, or other milk products, foods and beverage marketed or otherwise represented as a partial or total replacement for breast milk".

The Code does not ban the sale of infant formula, but rather recommends ethical ways of marketing breast milk substitutes.

Summary of the WHO International Code of Marketing of Breast Milk Substitutes

The WHO Code of Marketing of Breast Milk Substitutes includes the following:

1. No advertising of breast milk substitutes or related products to the public.
2. No free samples to mothers.
3. No promotion of products in health care facilities, including no free or low-cost formula.
4. No company representatives to contact mothers.
5. No gifts or personal samples to health workers. Health workers should never pass products on to mothers.
6. No words or pictures idealizing artificial feeding, including pictures of animals on the labels.
7. Information to health care workers must be scientific and factual.
8. All information on artificial infant feeding must explain the benefits and superiority of breastfeeding, and the costs and hazards associated with artificial feeding.
9. Unsuitable products such as sweetened condensed milk should not be promoted for babies.
10. Manufacturers and distributors should comply with the Code's provisions even if countries have not acted to implement the Code.

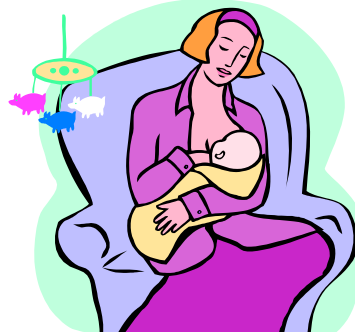
Did you know ?

Did you know that to become Baby-Friendly™ a facility needs to comply with the provisions of the WHO International Code of Marketing of Breast Milk Substitutes and the subsequent World Health Assembly Resolutions?

Did you know that it is a violation of the WHO Code to give parents materials or free formula samples from companies that manufacture products which fall within the scope of the Code?

Have you heard of the Quintessence Breastfeeding Challenge??

The focus of the Quintessence is to celebrate breastfeeding. On a specified date and time, breastfeeding mothers, their families and friends are invited to a specific location to participate in the event. The challenge is to bring together the largest number of women all breastfeeding at one site at the same time. To find out more about the Quintessence Breastfeeding Challenge, visit: www.babyfriendly.ca



Resources on World Breastfeeding Week 2006 and the WHO code

- The World Breastfeeding Week 2006 Action kit for Canada – \$50.00 is now available from: www.infactcanada.ca/WBW.htm Also from this website the report: *Out of the Mouths of Babes. How Canada's infant food industry defies world health organization rules and puts infant health at risk* (INFACT Canada) is available.
- To download your free copy of the WHO International Code of Marketing of Breast-milk Substitutes :
www.who.int/nutrition/publications/code_english.pdf
- A booklet of Frequently Asked Questions to better understand the WHO Code is available free of charge for download from: http://www.who.int/child-adolescent-health/New_Publications/NUTRITION/ISBN_92_4_159429_2.pdf

Upcoming Training Events for Health Professionals

Breastfeeding Promotion and Support in Baby-Friendly™ Facility – A 20 hour course sponsored by the NB BFI Advisory Committee will be offered free of charge!

<u>DATE</u>	<u>LOCATION</u>	<u>LANGUAGE</u>
September 13-15, 2006	Fredericton	English
October 3-5, 2006	Miramichi	English
October 24-26, 2006	Campbellton	French
November 21-23, 2006	Moncton	French
February 6-8, 2007	Saint-John	English

***To register, contact Isabelle Mélançon at: isabelle.melancon@qnb.ca

La Leche League Canada is offering a Health Professional Seminar on *Mothering and Milk: Looking at Milk Production, the Effect of Breast Surgery and Maternal Emotions.*

Where: In Fredericton on October 18, 2006.

When: October 18, 2006 (8:15-4:15)

Cost: \$130 on or before Oct.3; \$140 after Oct.3

***For more information or registration, contact Jo-Anne at: elder@nb.sympatico.ca

**Celebrating World Breastfeeding Week
in New Brunswick
October 1st to 7th**



Lunch and Learn

Breastfeeding...a healthy choice

- French session at the Recreaplex in Dalhousie on October 2nd at 11:00.
- English session at the Campbellton Civic Centre on October 3rd at 11:00. To register: 1-800-332-3087

Kick off

Buddy up for Breastfeeding

In Perth-Andover by VON Healthy Baby and Me, for more information: vonhbm@nb.aibn.com

Annual Walk for Breastfeeding

Fredericton Public Library
September 30th from 10:00 - 10:45
Hosted by the La Leche League Canada-Fredericton group.

La Leche League Meeting

Fredericton Public Library
October 2nd from 10:00-11:30

Quintessence Breastfeeding Challenge sites:

- Saint John Family Resource Centre on September 30th at 10:30. Hosted by the Saint John Breastfeeding Alliance.
- Bouctouche Family Resource Centre on September 30th from 10:00 to 12:00. Hosted by the VON Healthy Baby and Me.
- Dr Everett Chalmers Regional Hospital (Cornsih room) in Fredericton on September 30th at 10:30. Hosted by the Fredericton Breastfeeding Promotion Committee.



If you want to share your comments and stories revolving around your BFI journey or if you have questions, please send your information to the NB BFI coordinator

**Isabelle Mélançon at:
Isabelle.melancon@gnb.ca**