ACADEMY OF Breastfeeding Medicine

Protect families from predatory marketing online

Advertising is not an appropriate source of information about feeding infants during the most critical window of human development.

Digital marketing has become the dominant form of promoting baby formula throughout the world.

- Digital marketing amplifies the reach and power of promotions by accessing pregnant women and mothers when they are vulnerable and do not have access to medical advisors.
- Women in every country are exposed to formula milk advertising on social media platforms and other online channels.

Companies that promote breastmilk substitutes prey on new families at their most vulnerable.

- Promotion of breastmilk substitutes undermines confidence in breastfeeding & increases purchases of formula milk.

Governments must protect families from predatory marketing with legally binding measures.

- The WHA has repeatedly called on governments to protect families by legislating to end predatory promotion of breastmilk substitutes.
- Countries that have adopted legal measures to restrict marketing of breastmilk substitutes have higher breastfeeding rates than countries that have not.

WHO has guidance on developing and applying effective regulatory measures for protecting families from predatory marketing of baby milks, feeding bottles, & foods for infants and young children.

- The guidance, developed at the request of the WHA77, applies to digital marketing of products within the scope of the Code and foods for infants and young children that are not breastmilk substitutes.

Insist on a strong resolution. Call on governments to protect families from predatory marketing of breastmilk substitutes by enacting and enforcing comprehensive legal bans on the promotion of products within the scope of the Code.