

THE LANCET

THE 2023 SERIES ON BREASTFEEDING

USA Launch

GLOBAL BREASTFEEDING
COLLECTIVE



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The 2023 Lancet Series on Breastfeeding



“The marketing of commercial milk formula for use in the first 3 years of life has negatively altered the infant and young child feeding ecosystem”


INFANT FEEDING MATTERS... AND BREASTFEEDING IS CRUCIALLY IMPORTANT

For those who don't know...

Breastfeeding 1 Lancet 2016 

Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect

Cesar G Victora, Rajiv Bahl, Aluisio J D Barros, Giovanni V A França, Susan Horton, Julia Krusevec, Simon Murch, Marijeva Sankar, Neff Walker, Nigel C Rollins, for The Lancet Breastfeeding Series Group*

Breastfeeding 2 Lancet 2016 

Why invest, and what it will take to improve breastfeeding practices?

Nigel C Rollins, Nita Bhandari, Nemat Hajeerhoy, Susan Horton, Chessa K Lutter, Jose C Martinez, Ellen G Piwoz, Linda M Richter, Cesar G Victora, on behalf of The Lancet Breastfeeding Series Group*

**Human
biology**

**Lifelong
health and
development**

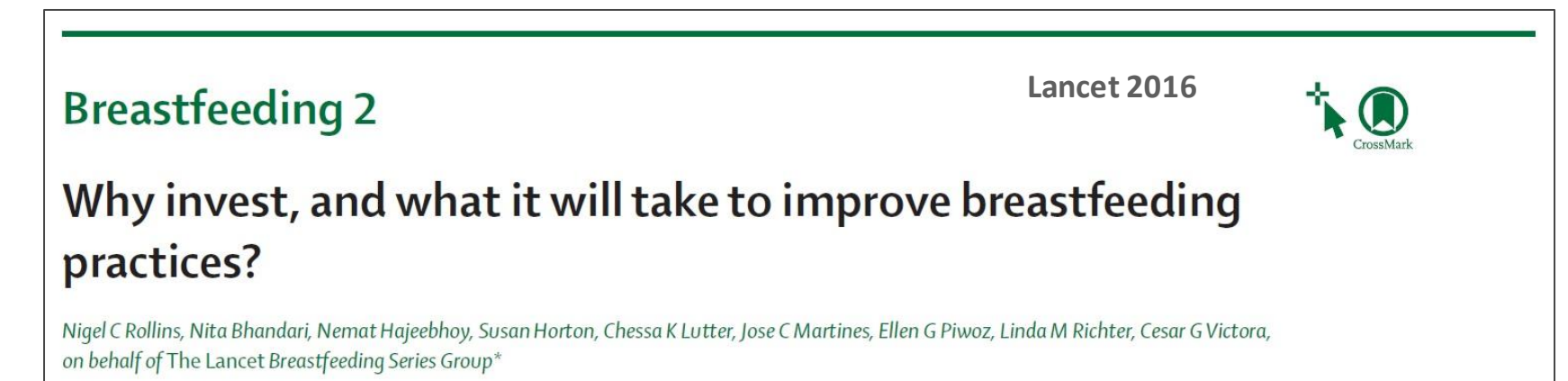
**Maternal
health**

**Child
survival**

800,000 child deaths
prevented each year

INFANT FEEDING MATTERS... AND BREASTFEEDING IS CRUCIALLY IMPORTANT

For those who don't know...



**Human
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**Maternal
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**Child
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800,000 child deaths
prevented each year

**But, over the past 20 years, practices have changed
and, globally, fewer than half of all infants are fed according to WHO recommendations**

TERMINOLOGY

Commercial Milk Formula instead of breast milk substitute

- To highlight the artificial and ultra-processed nature of formula products
- ‘Substitute’ conveys the notion of equivalence

Marketing

- Any form of commercial communication or activity that is “designed to, or has the effect of, increasing recognition, appeal and [or] consumption of particular products and services”
- Includes advertising, distribution, promotion, lobbying, and sponsorship, but excludes transportation and sales of the product itself

SERIES MESSAGES

- Breastfeeding success is a collective responsibility that depends on multifaceted policy and societal responses – it is not the sole responsibility of women
- Infant behaviours e.g., sleep and crying, have normal trajectories – same as learning to walk or to speak – and can be misinterpreted as hunger etc. or re-framed as ‘abnormal’ to promote artificial solutions
- Commercial milk formula marketing influences our beliefs, values and practices – it has changed the infant feeding ecosystem – and its extent and power has not been fully appreciated by most in health, civil society and government
- There are many constraints if a woman decides she wants to breastfeed. It is the responsibility of governments to implement structural interventions/policies to support breastfeeding and mitigate negative, undermining influences

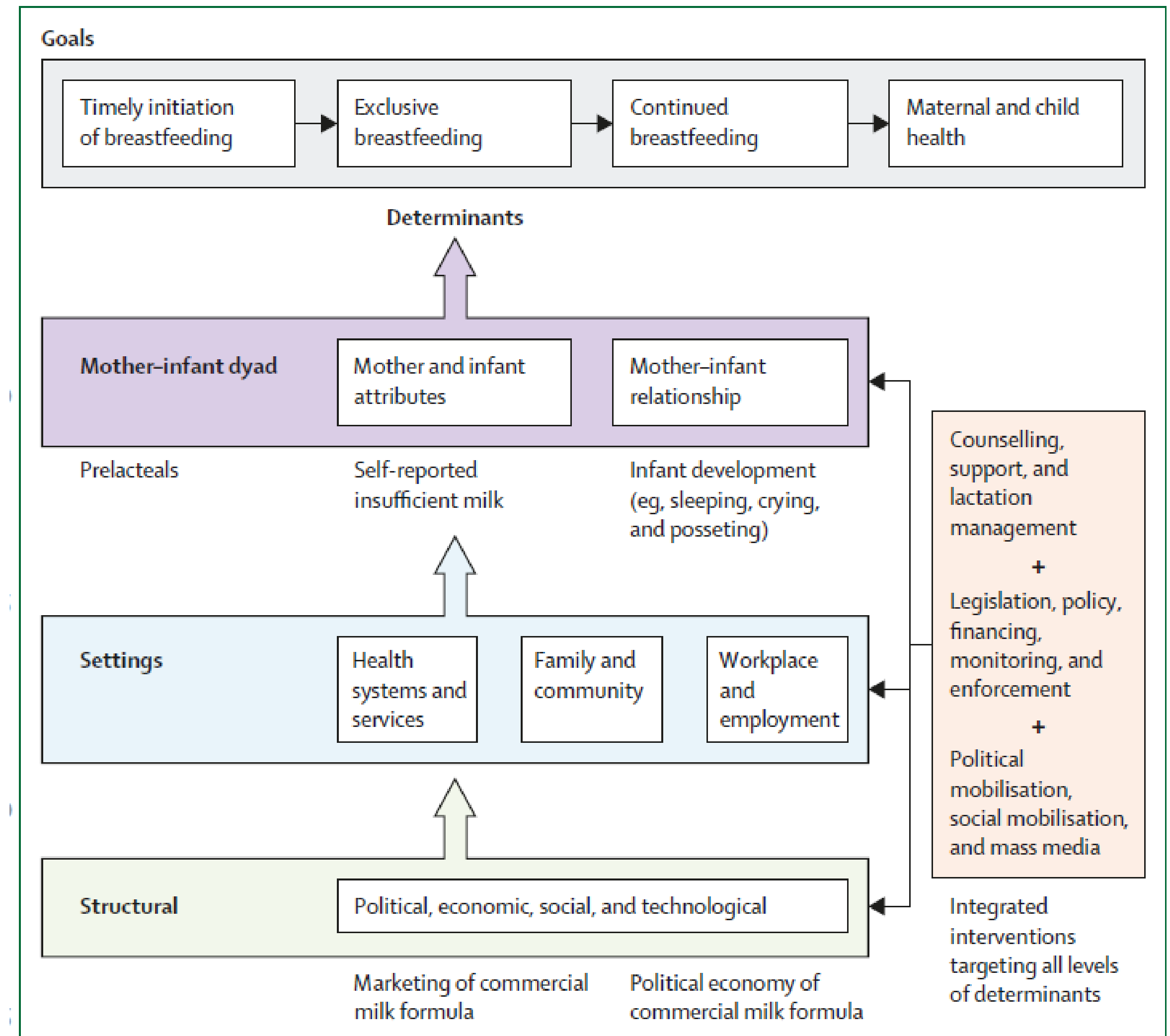
BREASTFEEDING 1

**Breastfeeding: crucially important,
but increasingly challenged in a market-driven world**

*Rafael Pérez-Escamilla, Cecília Tomori, Sonia Hernández-Cordero, Phillip Baker, Alusio J D Barros, France Begin, Donna J Chapman, Laurence M Grummer-Strawn, David McCoy, Purnima Menon, Paulo Augusto Ribeiro Neves, Ellen Piwoz, Nigel Rollins, Cesar G Victora, Linda Richter, on behalf of the 2023 Lancet Breastfeeding Series Group**


OBJECTIVES

- Examine how mother and infant characteristics interact with breastfeeding determinants at all levels
- Document how these interactions drive breastfeeding outcomes, and
- Identify what policies and interventions are necessary to support optimal breastfeeding



METHODS

- Analyses of nationally representative surveys of children under two years of age
- Systematic reviews
- Case studies

**Paediatric and Perinatal Epidemiology**

ORIGINAL ARTICLE

Disparities in early initiation of breast feeding and prelacteal feeding: A study of low- and middle-income countries

Paulo Augusto Ribeiro Neves¹, Juliana S. Vaz², Luiza L. C. Ricardo³, Nancy N. Armenta-Paulino⁴, Aluísio J. D.

Received: 21 October 2021 | Revised: 6 February 2022 | Accepted: 8 February 2022
DOI: 10.1111/mcn.13337


SUPPLEMENT ARTICLE

Maternal & Child Nutrition WILEY

Follow-up and growing-up formula promotion among Mexican pregnant women and mothers of children under 18 months old

Mireya Vilar¹, Ana C. Casta², Rafael Pérez³

Electronic supplementary material:
The online version of this article contains supplementary material.



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Cite as: Neves PAB, Armenta-Paulino N, Arroyave L, Ricardo LCC, Vaz JS, Barcellos CS, Bacher L, Pérez-Escamilla R, Barros AJD. Prelacteal feeding and its relationship with exclusive breastfeeding and formula consumption among infants in low- and middle-income countries. *J Glob Health* 2022;12:04104.

Prelacteal feeding and its relationship with exclusive breastfeeding and formula consumption among infants in low- and middle-income countries

Paulo AR Neves¹, Armenta-Paulino², Arroyave³, Luiza⁴, Juliana S Vaz⁵, Boccolini⁶, Lind⁷, Rafael Pérez-Escamilla⁸, Aluísio JD Barros⁹

Received: 8 March 2022 | Revised: 13 April 2022 | Accepted: 17 April 2022
DOI: 10.1111/mcn.13371

SUPPLEMENT EDITORIAL

Maternal & Child Nutrition WILEY

What will it take to increase breastfeeding?

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²Department of Social and Behavioral Sciences, Yale School of Public Health, New Haven, Connecticut, USA

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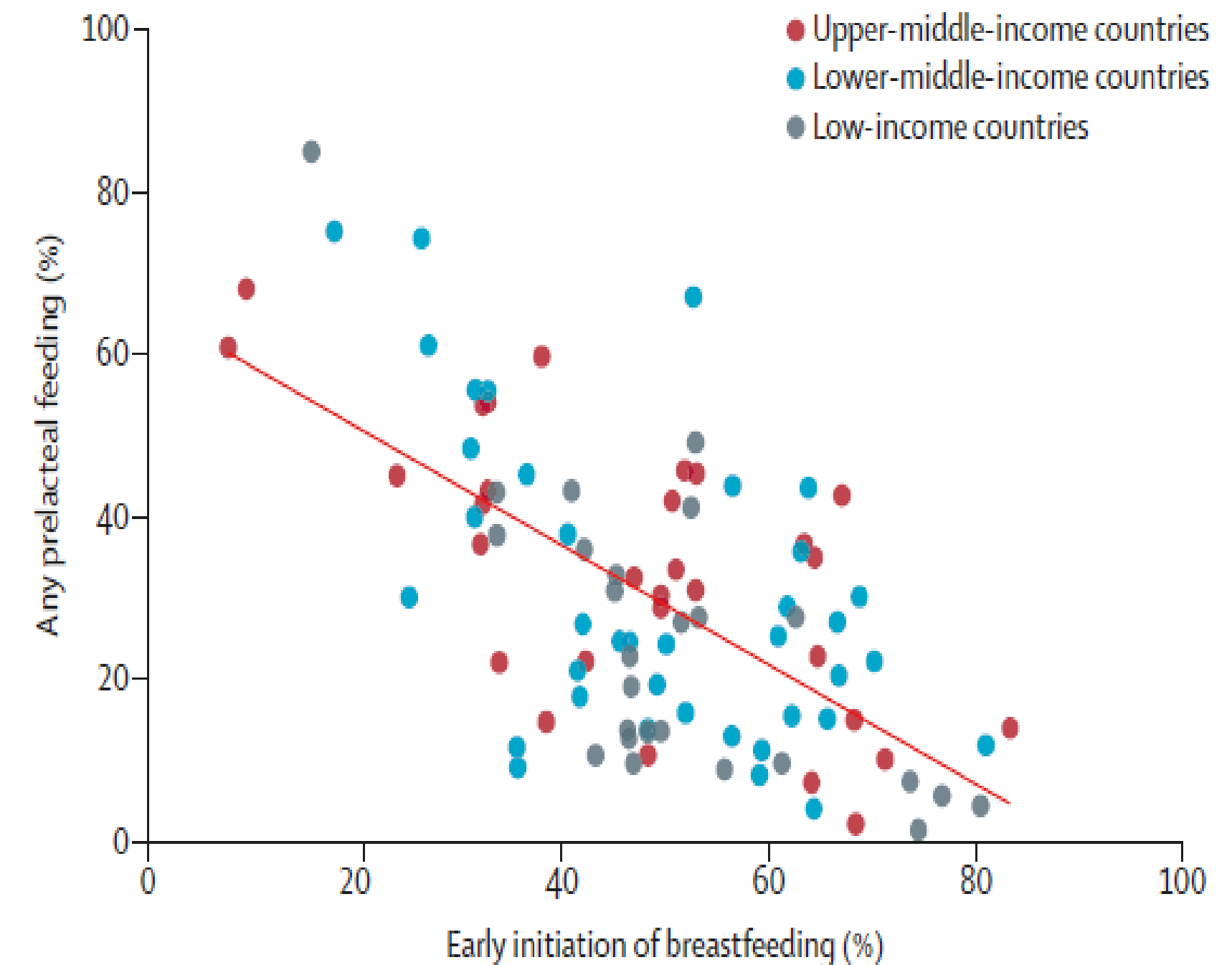
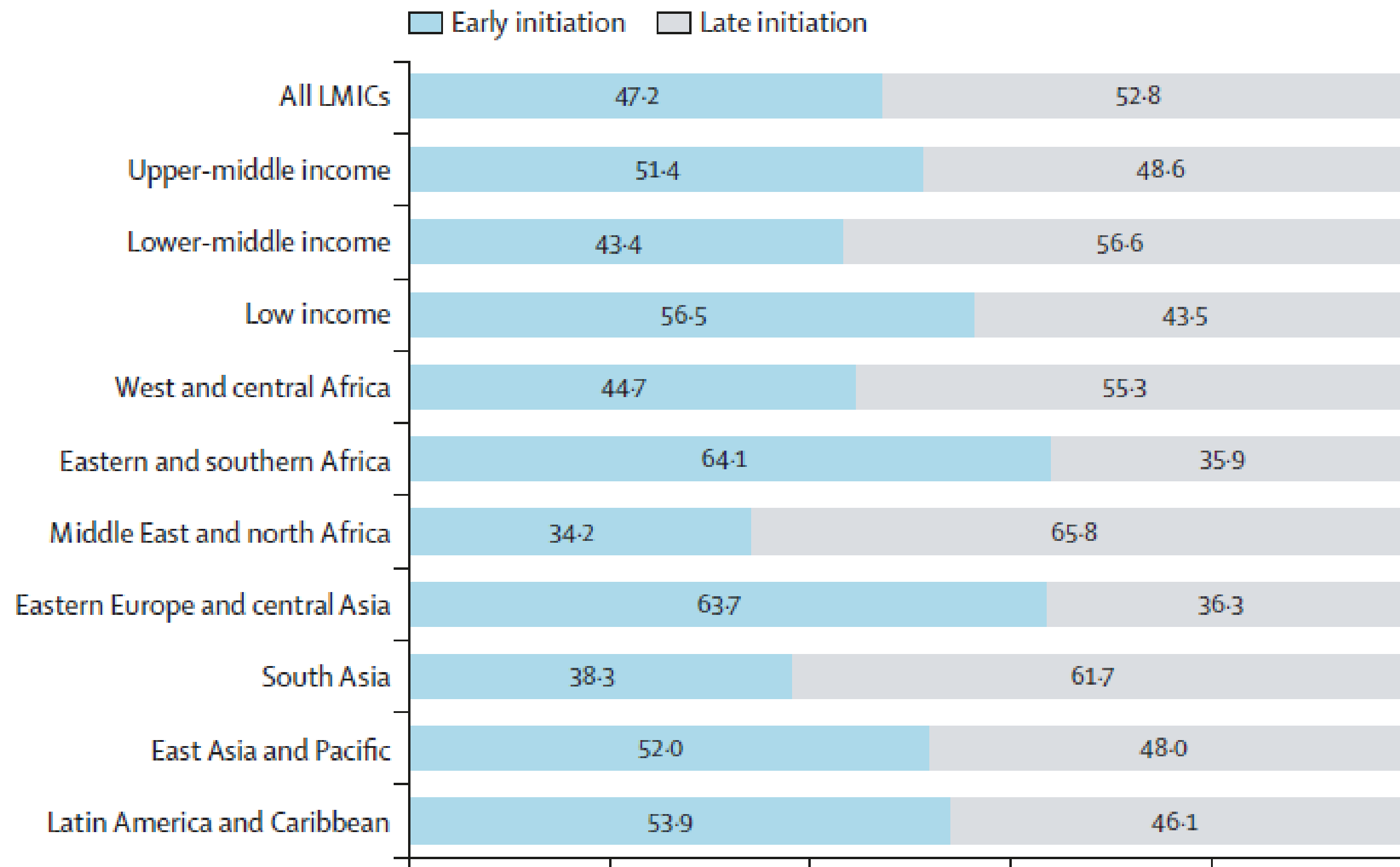
Abstract
The introduction for the Supplement in Maternal & Child Nutrition: What will it take to increase breastfeeding? describes the contribution of each of the articles included in this Supplement to the current evidence about the major structural challenges in place to overcome to improve breastfeeding practices, as well as the evidence-based policies and interventions that can be effective at advancing breastfeeding on a large scale to promote, protect and support breastfeeding.

KEYWORDS
breast milk substitutes, breastfeeding, breastfeeding confidence, breastfeeding support, infancy and childhood, maternal nutrition

The importance of proper nutrition and stimulation early in life for brain development, cognitive development, and the short-, medium- and long-term health and well-being of humans is well recognized

tailored to the unique needs of the infants according to the environments surrounding them ("mother-breastmilk-infant triad") (Bode et al., 2020). This complex system developed, over millions of

INITIATION OF BF AND EFFECT OF PRE-LACTEALS



- Less than half of newborns are put to the breast within the first hour of life in LMICs
- Pre-lacteals are strongly associated with delayed initiation of breastfeeding, shorter duration of breastfeeding and increased consumption of formula products

UNDERSTANDING NORMAL INFANT BEHAVIOUR

- Human babies are born in an immature state
- Post-birth adjustment and maturation
- Takes time and support to learn to feed, settle and sleep
- Normal sleep patterns of infants don't align with adult sleep patterns
- Newborns express their discomfort through crying, signalling the need for help and care
- Crying is adaptive and communicates many needs



... MISREADING THE CUES



Systematic review: reports from 22 countries and different income levels

- Distressing for parents
 - 50% of healthy infants 0-3 months have at least one episode of regurgitation/day
 - Mean time fussing or crying 2hrs/day
- Consistently undermines parental self-efficacy

MISREADING CUES LEADS TO... SELF-REPORTED INSUFFICIENT MILK (SRIM)

- Perceived infant satiety & satisfaction shape self-assessment of milk supply
- Crying, fussiness and short sleep duration undermine confidence
- Partners, family members and health staff also misinterpret cues
- **SRIM is the reason given by**
 - 45% of mothers globally for introducing CMFs before 6 months
 - Third of mothers for stopping breastfeeding
- Yet, effective counselling and support helps parents understand infant cues and improve effective breastfeeding and breastmilk production



REFRAMING 'NORMAL' AS A MARKETING OPPORTUNITY

- New parents may be concerned about maturing baby behaviours
- CMF marketing frames normal maturing behaviours as 'something is wrong' – pathological – or mothers are inadequate
 - "If you are not sure whether you have enough milk..."
 - "If your infant has a rash or cries or [spits up] or is unsettled... maybe they have an allergy"and offer products as **solutions**
- "Selling peace of mind"... certainty of quantity of milk consumed
- Without skilled support and reassurance, parents change from breastfeeding to CMF – or from one CMF to another



MULTILEVEL AND MULTISECTORAL INTERVENTIONS IMPROVE BREASTFEEDING AT SCALE

Case studies from 4 countries describe **INVESTMENTS** over the past decade that improved EBF rates

Burkina Faso

BF training and multilevel programme delivery, including

1. Training of traditional leaders
2. **Creation of mother-to-mother support groups**
3. **Evidence-based social and behaviour change communication (SBCC)** programmes through partnerships between government, UNICEF, and ALIVE & THRIVE

Mexico

A comprehensive national strategy to coordinate BF actions building on

1. **Landscape analysis** with the Becoming BF Friendly policy toolbox,
2. **Strong position statement** from the Mexican National Academy of Medicine
3. BF monitoring

The Philippines

1. Incorporated BF into early essential newborn care
2. Train health providers on baby behaviours and BF
3. **Extended paid maternity leave**
4. **Implemented an official database of Code violations**

USA

1. **Expanded BFHI and WIC BF counselling**
2. **Monitoring, surveillance, and programme evaluation**
3. Expanding the number of people with health insurance and **requiring health insurers to cover lactation support services**

BREASTFEEDING 2

Marketing of commercial milk formula: a system to capture parents, communities, science, and policy

*Nigel Rollins, Ellen Piwoz, Phillip Baker, Gilian Kingston, Kopano Matlwa Mabaso, David McCoy, Paulo Augusto Ribeiro Neves, Rafael Pérez-Escamilla, Linda Richter, Katheryn Russ, Gita Sen, Cecília Tomori, Cesar G Victora, Paul Zambrano, Gerard Hastings, on behalf of the 2023 Lancet Breastfeeding Series Group**

Acknowledgements and thanks

Jane Badham, Robert Boyle, Roger Mathisen, Marcus Stahlhofer, Kremlin Wickramasinghe, David Miller, Gerry Power and Mike Spencer. Peter Salama for his early encouragement and inspiration for doing what is right and important for children.

Artwork is used to illustrate actual packaging that make or imply certain claims about improved health or development. Any resemblance to actual product packaging is coincidental.

OBJECTIVE AND METHODS

Objective: to describe the CMF marketing playbook and its influence on families, health professionals, science, and policy processes

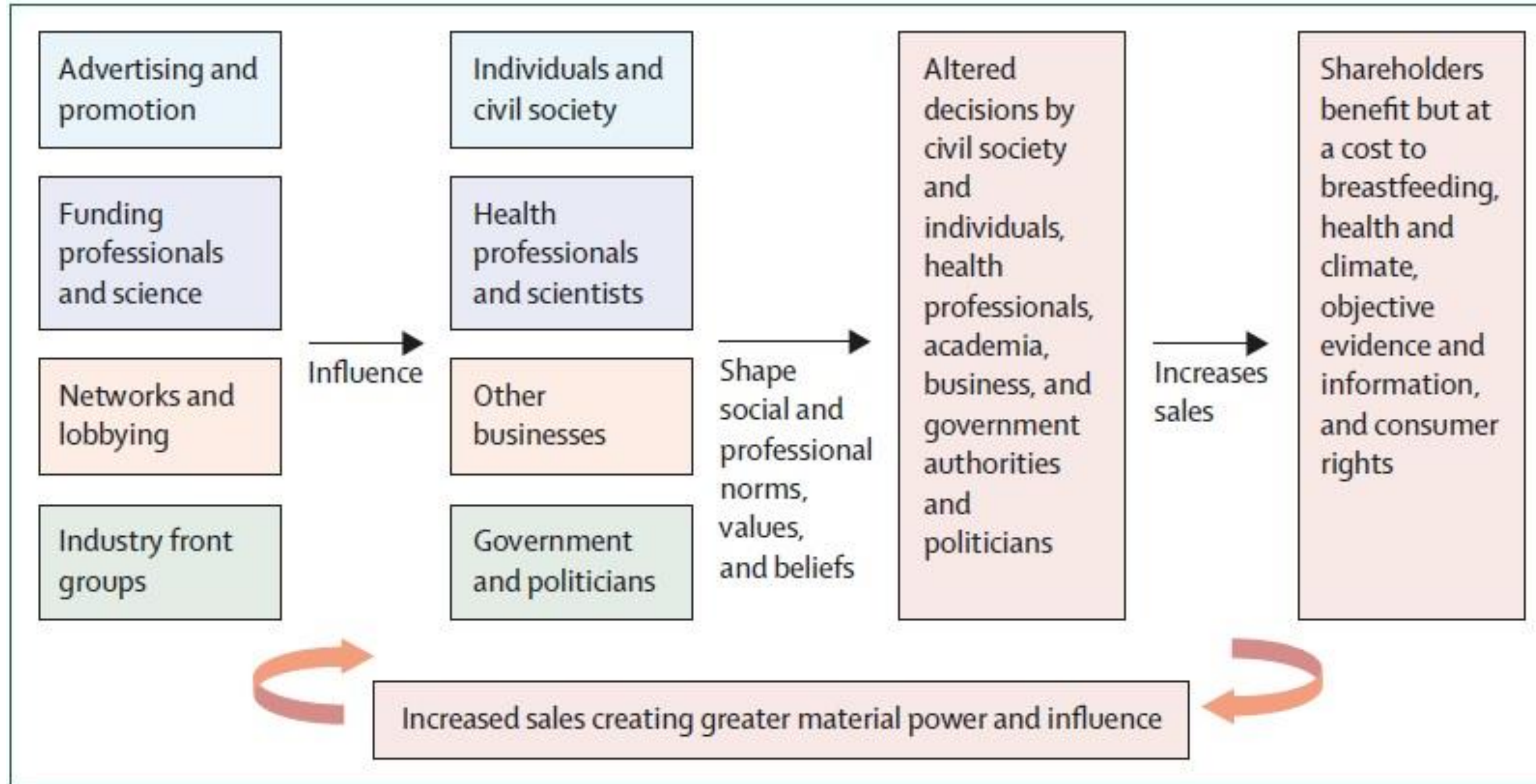
Multiple methods:

- Systematic and scoping reviews of public health and CMF industry literature and business reports
- Analyses of national CMF sales and infant feeding survey data
- Examination of marketing expenditures
- Two multi-country studies documenting women's experiences of marketing and scope of digital marketing
- Case studies describing CMF industry interference of national and international regulatory processes

KEY FINDINGS

- CMF marketing practices are **multi-faceted, sophisticated, well-resourced** and are therefore a ***powerful system of influence*** made even more influential through digital systems
- CMF marketing playbook is similar to marketing of other products **but** there are important differences:
 - impacts **lifelong health, development and rights** of children and their mothers, and
 - violates a **Code of Marketing** agreed by the UN World Health Assembly
- CMF marketing has been very **successful** over the decades in reshaping individual, societal and medical norms and values

CONCEPTUAL FRAMEWORK



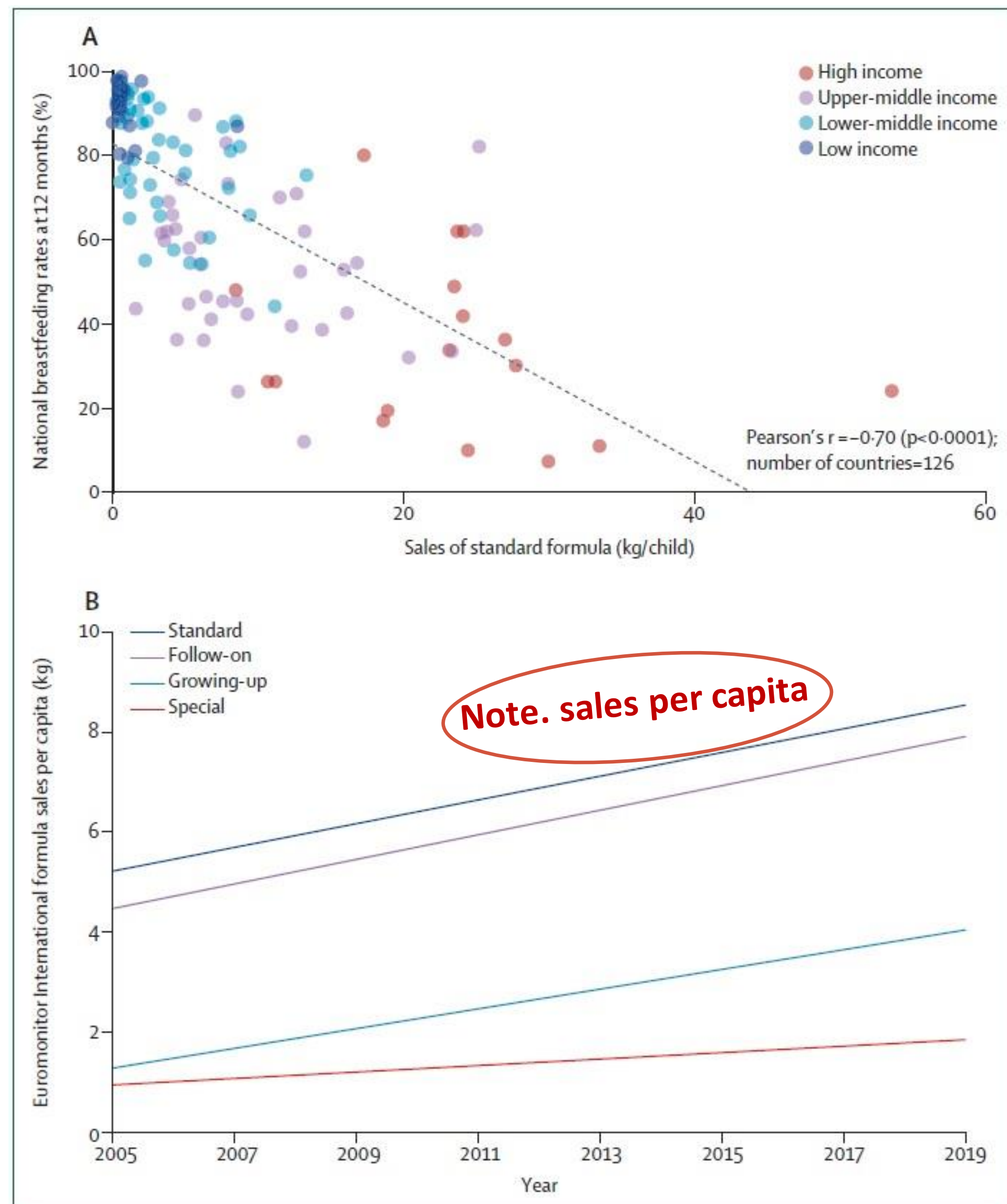


Figure 2: Rate of national breastfeeding at 12 months vs per capita sales of standard CMF by country income category and the sales of CMF per capita, 2005-19

- **CMF Marketing System is Powerful & Profitable**
 - **\$55.6 bn sales in 2019**
- **Many reasons for these changes:**
 - Preference, work constraints, perceived insufficient milk, poor support
 - **Central role of marketing**
 - 4.3-6.8% annual sales spent on marketing
= **US\$ 2.6-3.5 billion per year**
 - **Underestimate** – does not include lobbying, social media, sponsorship of health workers

Marketing of Commercial Milk Formula: a system to **capture parents and communities**, science and policy and... **shape societal and professional norms, values and beliefs to alter decisions**

“ all those scientific acronyms like DHA. You don't know what it is, but it sounds cool. It is supposed to be a nutrient that goes directly to the baby's brain for stimulation ”

- Mother, Guadalajara, Mexico

“ the benefits my baby will get... if I want to promote brain development, height, or digestive system, I will find respective formulas ”

- Mother, Hanoi, Viet Nam

“ I actually like that premium brand, I love the colour, I love that expensive look...the gold gives it that expensive taste as if it's procured the best quality and it's something unique and different ”

- Mother, Johannesburg, South Africa

“ we were looking online and that little [advert for] brand Z milk popped up. With these cookies, they must know we're looking at baby stuff, and it's popped up out of nowhere ”

- Mother, London, United Kingdom

Marketing of Commercial Milk Formula: a system to **capture parents and communities**, science and policy and... **shape societal and professional norms, values and beliefs to alter decisions**



2017, Vitafoods. CEO

“...infant nutrition wasn’t necessarily about the ingredients or innovation”.

“What we are selling is actually sleep...If the baby doesn’t sleep for three nights and the mother is exhausted ...”

“selling peace of mind”

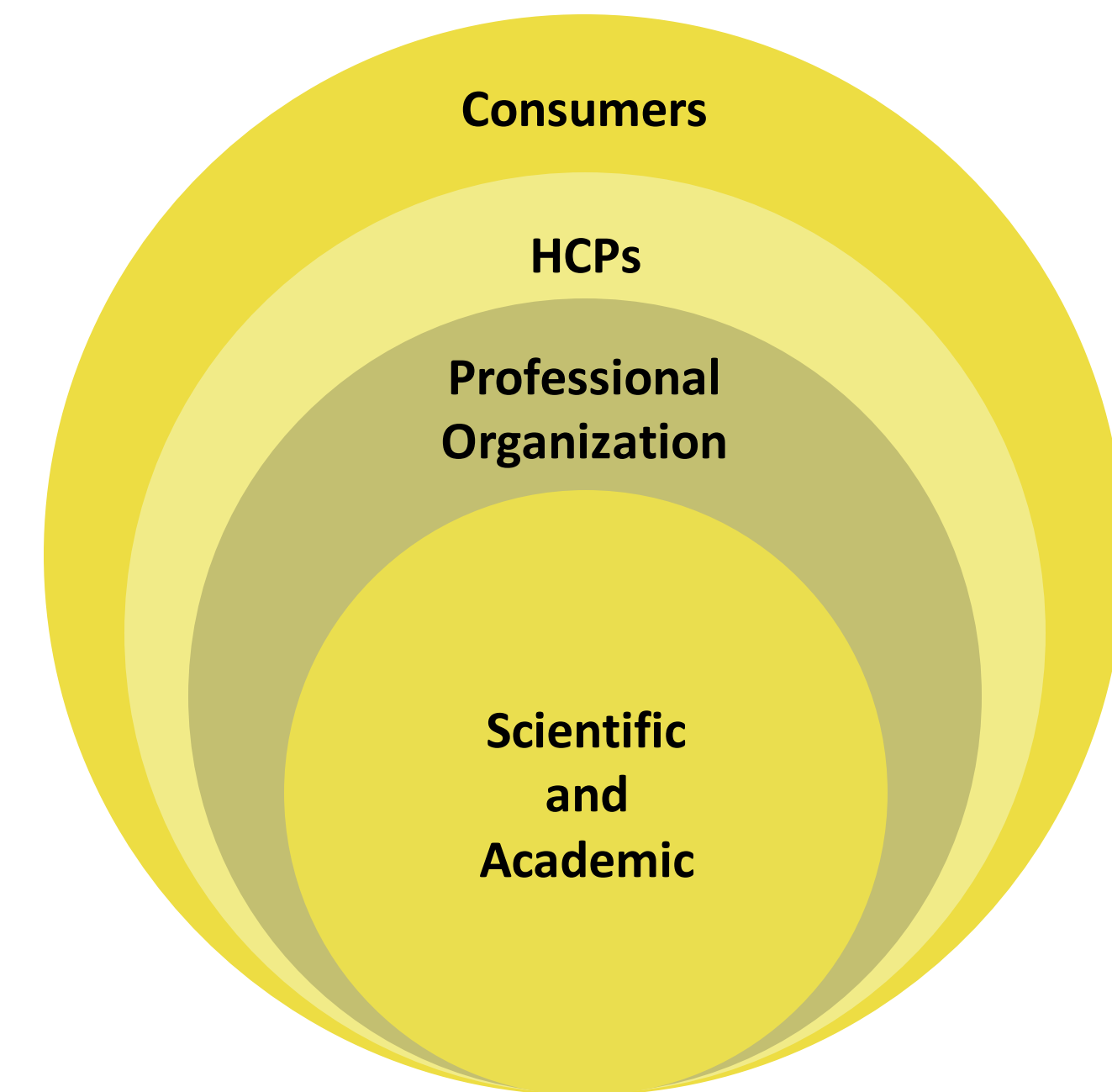
Marketing of Commercial Milk Formula: a system to **capture** parents, communities, **science and health workers** and policy and... **shape societal and professional norms, values and beliefs and to alter decisions**

Why are health workers and their associations so important? Category Entry Points

- Sponsorship
- Research
- Guideline groups

 **Conflicts of Interest**

The Echo Chamber



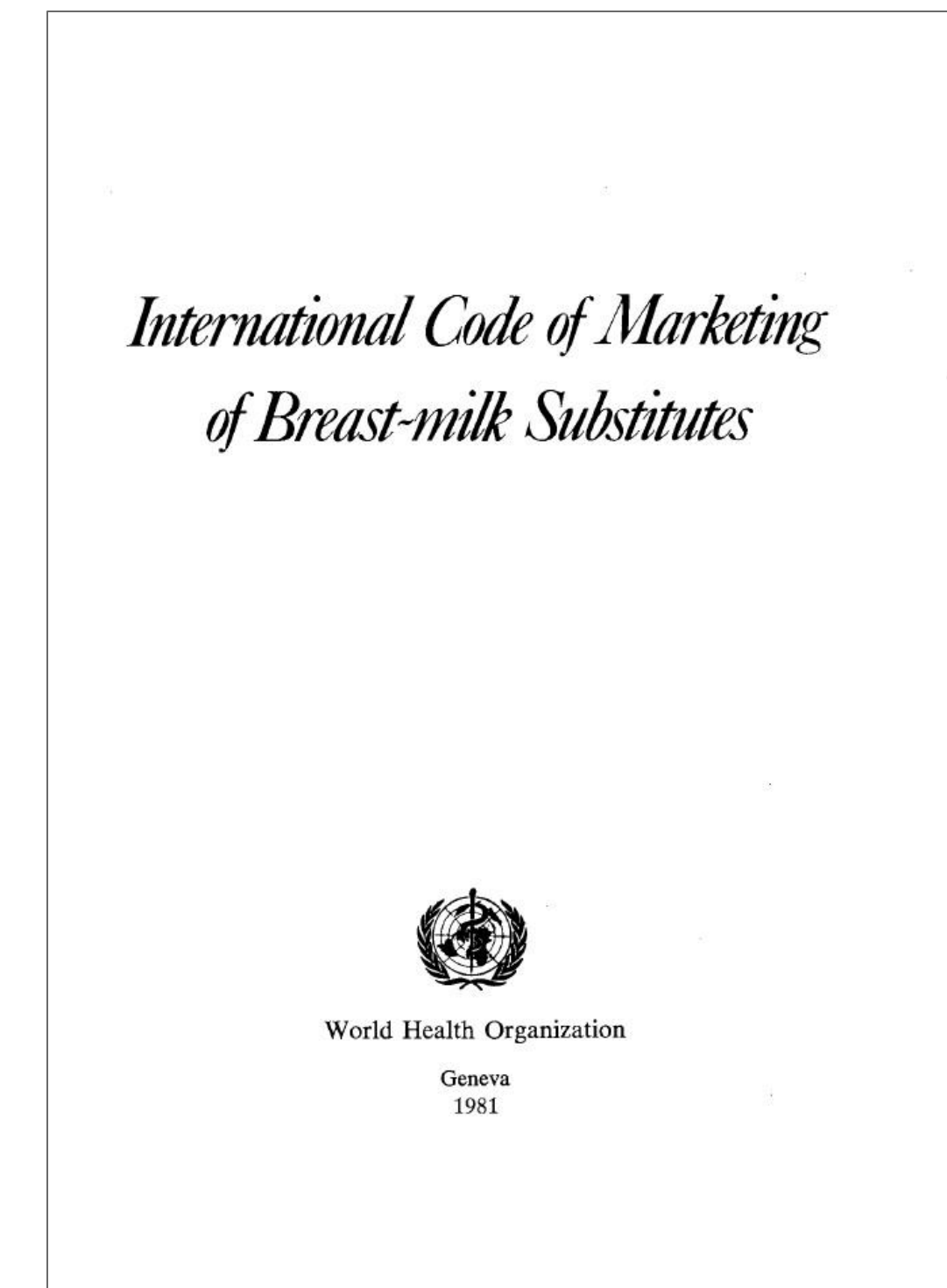
SSC
Stakeholder mapping
South Africa

Marketing of Commercial Milk Formula: a system to **capture** parents, communities, science and **policy and international recommendations** and... **shape societal and professional norms, values and beliefs and to alter decisions**

➤ **International policy frameworks are being manipulated to decrease their effectiveness**

Systematic reviews, case studies and analyses of public access information demonstrate:

- The Code is ***blocked, reinterpreted, circumvented*** and ***ignored***
- Codex Alimentarius is ***manipulated*** to establish weak standards that become a ceiling for regulation of CMF marketing



Marketing of Commercial Milk Formula: a system to **capture** parents, communities, science and **policy and international recommendations** and... shape societal and professional norms, values and beliefs and to alter decisions

➤ **International policy frameworks are being manipulated to decrease their effectiveness**

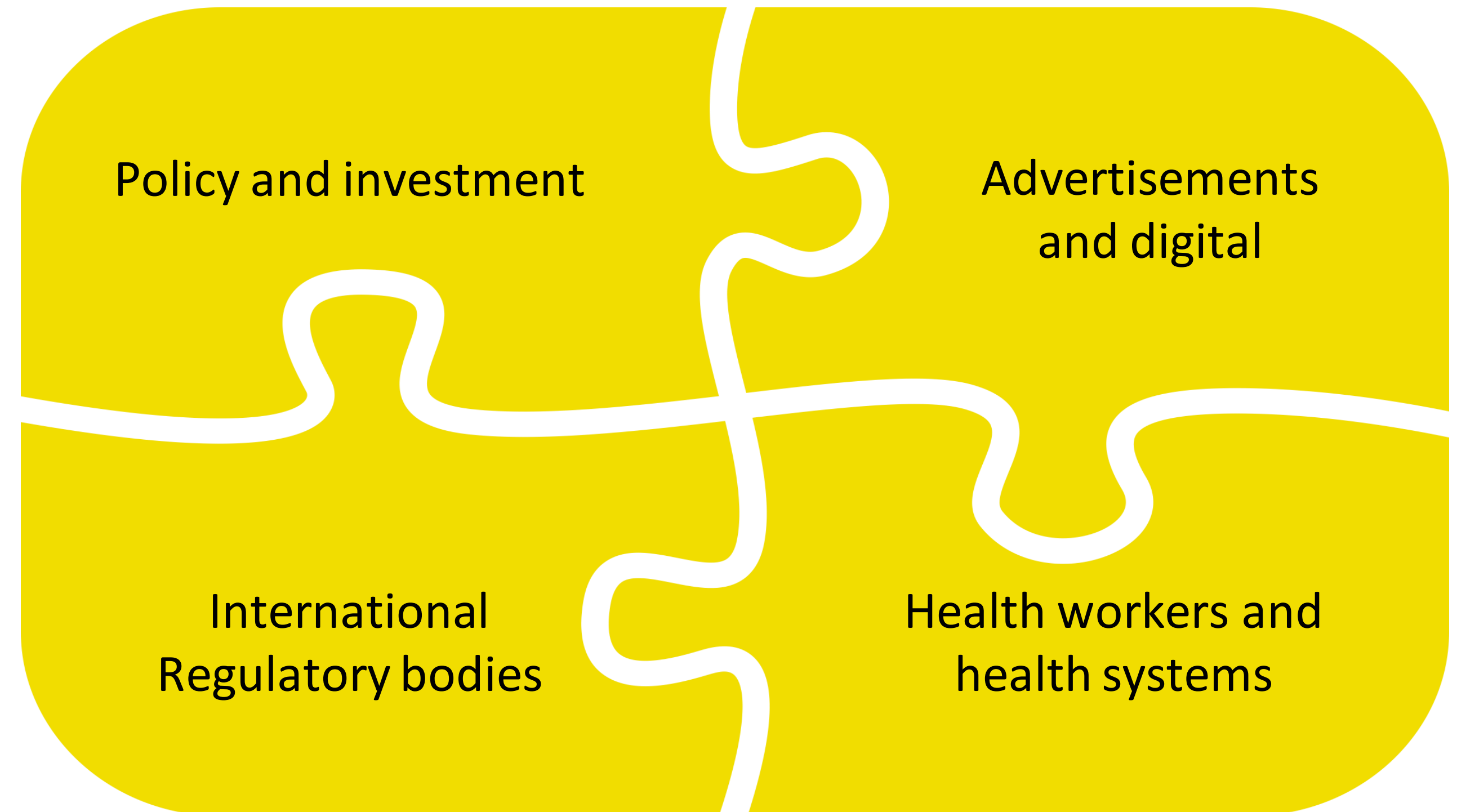
Systematic reviews, case studies and analyses of public access information demonstrate:

- Industry capitalizes on the ***lack of implementation of maternity leave*** conventions protecting breastfeeding
- ***Industry lobby groups*** are numerous and influence policy environments in favour of CMF industry and their shareholders

KEY LESSONS

- Criticism of industry and marketing is not criticism of women, their decisions or circumstances
- CMF industry deploys a system that turns the birth of an infant and the care of parents into a business opportunity
- This system undermines breastfeeding and human rights

A systems approach is needed to address the CMF playbook



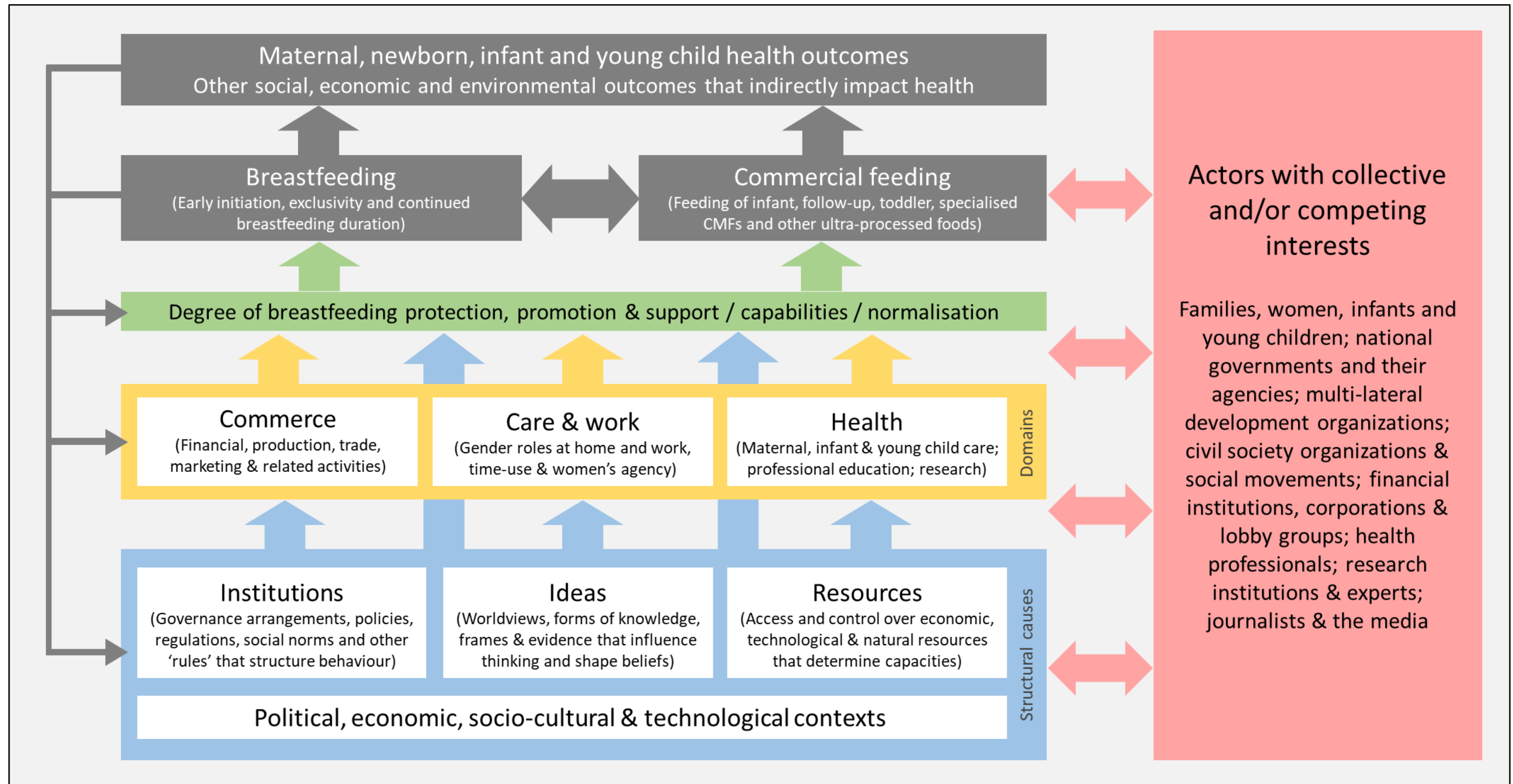
BREASTFEEDING 3

The political economy of infant and young child feeding: confronting corporate power, overcoming structural barriers, and accelerating progress

*Philip Baker, Julie P Smith, Amandine Garde, Laurence M Grummer-Strawn, Benjamin Wood, Gita Sen, Gerard Hastings, Rafael Pérez-Escamilla, Chee Yoke Ling, Nigel Rollins, David McCoy, on behalf of the 2023 Lancet Breastfeeding Series Group**

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Jane Badham, Roger Mathisen, Patti Rundall, Mary Renfrew, David Clark, Anuradha Narayan, and Suying Chang for reviewing drafts of the manuscript and providing suggestions. Annelies Allain for providing access to archival documents at the International Code Documentation Centre (IBFAN Penang, Malaysia).



METHODS AND ASSOCIATED RESEARCH

The CMF industry, markets and food systems

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DOI: 10.1111/mcn.13097

ORIGINAL ARTICLE

Maternal & Child Nutrition WILEY

First-food systems transformations and the ultra-processing of infant and young child diets: The determinants, dynamics and consequences of the global rise in commercial milk formula consumption

Baker et al. *Globalization and Health* (2021) 17:58
<https://doi.org/10.1186/s12992-021-00708-1>

Globalization and Health

Phillip Baker¹, Julie S. M. Davies², David M. M. Davies³, Katherine S. Slevent⁴, and David McCoy¹

RESEARCH Open Access

Globalization, first-foods systems transformations and corporate power: a synthesis of the global literature

Baker et al. *Globalization and Health* (2021) 17:125
<https://doi.org/10.1186/s12992-021-00774-5>

Globalization and Health

Phillip Baker¹, Gillian Kings², Katherine S. Slevent⁴, and David McCoy¹

RESEARCH Open Access

Breastfeeding, first-food systems and corporate power: a case study on the market and political practices of the transnational baby food industry and public health resistance in the Philippines

Phillip Baker¹, Paul Zambrano², Roger Mathisen³, Maria Rosario Singh-Vergel⁴, Ana Epefania Escobar⁴, Melissa Mialon⁵, Mark Lawrence⁶, Katherine S. Slevent⁴, Cherlie Russell⁷, and David McCoy¹

Abstract
Background: The aggressive marketing of breastmilk substitutes (BMS) reduces breastfeeding, and harms child and maternal health globally. Yet forty years after the World Health Assembly adopted the International Code of Marketing of Breast-milk Substitutes (The Code), many countries are still to fully implement its provisions into national law. Furthermore, despite The Code, commercial milk formula (CMF) markets have markedly expanded. In this paper, we adopt the Philippines as a case study to understand the battle for national Code implementation. In particular, we investigate the market and political strategies used by the baby food industry to shape the country's 'first-food system', and in doing so, promote and sustain CMF consumption. We further investigate how breastfeeding coalitions and advocates have resisted these strategies, and generated political commitment for a world-leading breastfeeding policy framework and protection law (the 'Milk Code'). We used a case study design and process tracing method, drawing from documentary and interview data.
Results: The decline in breastfeeding in the Philippines in the mid-twentieth Century associated with intensive BMS marketing via health systems and consumer advertising. As regulations tightened, the industry more aggressively promoted CMFs for older infants and young children, thereby 'marketing around' the Milk Code. It established front groups to implement political strategies intended to weaken the country's breastfeeding policy framework while also fostering a favourable image. This included lobbying government officials and international organizations, emphasising its economic importance and threats to foreign investment and trade, direct litigation against the government, messaging that framed marketing in terms of women's choice and empowerment, and forging partnerships. A resurgence in breastfeeding from the mid-1980s onwards reflected strengthening political commitment for a national breastfeeding policy framework and Milk Code, resulting in-turn, from collective actions by breastfeeding coalitions, advocates and mothers.

Trade policy, regulation and Corporate lobbying

<https://ijhpm.com>
Int J Health Policy Manag 2021, x(x), 1–15
doi: 10.34172/ijhpm.2021.109

Original Article

What You Don't Know About the Codex Can Hurt You: How Trade Policy Trumps Global Health Governance in Infant and Young Child Nutrition

Katheryn N. Russ¹, Phillip Baker², Manho Kang³, and David McCoy¹

Abstract
Background: Country contexts, including political, economic, and social factors, have strongly influenced the implementation of the Codex Alimentarius Commission's standards for infant and young child nutrition. We investigate the role of trade policy in shaping the implementation of the Codex standards for infant and young child nutrition in the United States.
Methods: We conducted a case study of the United States, examining the role of trade policy in shaping the implementation of the Codex standards for infant and young child nutrition. We analyzed the role of trade policy in shaping the implementation of the Codex standards for infant and young child nutrition in the United States.
Results: High industry representation in the United States has led to a focus on trade policy as a means of influencing the implementation of the Codex standards for infant and young child nutrition. This has resulted in a focus on trade policy as a means of influencing the implementation of the Codex standards for infant and young child nutrition.
Conclusions: The role of trade policy in shaping the implementation of the Codex standards for infant and young child nutrition is a complex one, involving a range of factors including political, economic, and social factors. This study highlights the need for a more holistic approach to the implementation of the Codex standards for infant and young child nutrition, one that takes into account the role of trade policy as well as other factors.

CORPORATE LOBBYING ON US POSITIONS TOWARD THE WORLD HEALTH ORGANIZATION: EVIDENCE OF INTENSIFICATION AND CROSS-INDUSTRY COORDINATION

Katheryn N. Russ, Phillip Baker, Manho Kang, and David McCoy

This is the first comprehensive study of expenditures on lobbying of the US federal government linked to discussions seeking to shape US policy toward, funding of, and participation in the World Health Organization (WHO). We link corporate lobbying expenditures and coinciding public statements to legislative proposals and other actions to restrict funding to, censure, and undermine confidence in the WHO. We uncover evidence of an intensifying and coordinated effort within a newly organized alliance across producers of commercial milk formulas, other ultra-processed foods, alcoholic beverages, biotechnology and pharmaceuticals, chemicals, plastics, and electronic gaming. Lobbying by the coalition occurs simultaneously with tobacco interests. Targets include WHO global health initiatives to address non-communicable diseases and access to medicines, as well as WHO protocols limiting private sector participation to mitigate conflicts of interest in health policy-making processes. The coalition characterizes its activities in terms of 'advocacy for WHO reform' or similar. In 2021, it argued such reforms are necessary for future pandemic response, indicating use of the Covid-19 crisis as leverage. Overall, these findings indicate corporate lobbying not only targets specific WHO processes that conflict with commercial interests, but also works to cast doubt on the integrity and narrow the operational capacities of the global health governance system itself.

Environmental impacts

International Journal of Environmental Research and Public Health MDPI

Review

Examining the Environmental Impacts of the Dairy and Baby Food Industries: Are First-Food Systems a Crucial Missing Part of the Healthy and Sustainable Food Systems Agenda Now Underway?

Daniel H. Pope^{1,*}, Johan O. Karlsson², Phillip Baker^{3,4} and David McCoy¹

Abstract
Food systems are increasingly being understood as driving various crises and their transformation is recognised as a key opportunity for planetary health. In this review, we examine the impact of CMF use on planetary health, particularly its effects on climate change, water use and pollution and effects for human health. Milk is the main ingredient in the production of the dairy sector a key area of attention. We find that CMF use has two main impacts: it is a major source of greenhouse gas emissions and it is a major source of water pollution. We argue that the dairy and baby food industries are a crucial missing part of the healthy and sustainable food systems agenda now underway. We call for a more holistic approach to the food systems agenda, one that takes into account the environmental impacts of the dairy and baby food industries as well as other factors.


Keywords: breast milk; commercial milk formula; climate change; environmental impacts

Economic impacts

TWN Third World Network DEAKIN UNIVERSITY UNU-HIGH

Who benefits from undermining breastfeeding?

Exploring the global commercial milk formula industry's generation and distribution of wealth and income



THE DOMAIN OF COMMERCE

CMF markets are concentrated and highly profitable

- Abbott, Danone, Feihe, Friesland Campina, Nestlé and Reckitt (including Mead Johnson) in 2021 collectively controlled 60% of CMF sales

THE DOMAIN OF COMMERCE

CMF companies are large and powerful

Abbott, Danone, Nestlé and Reckitt (including Mead Johnson) together...

Generated US\$187 billion in revenue (2022)

equivalent to 62nd largest country by GDP

Owned US\$316 billion in assets (2022)

> private wealth held in every African country bar South Africa

Employed >535,000 people globally (2018)

> health workforce of South Africa, Zimbabwe and Lesotho combined

THE DOMAIN OF COMMERCE

Economic power permits a powerful and sophisticated political strategy

Two faces of corporate power:

- Public facing
- Hidden: co-opt opposition, undermine the Code and curtail public-interest regulation



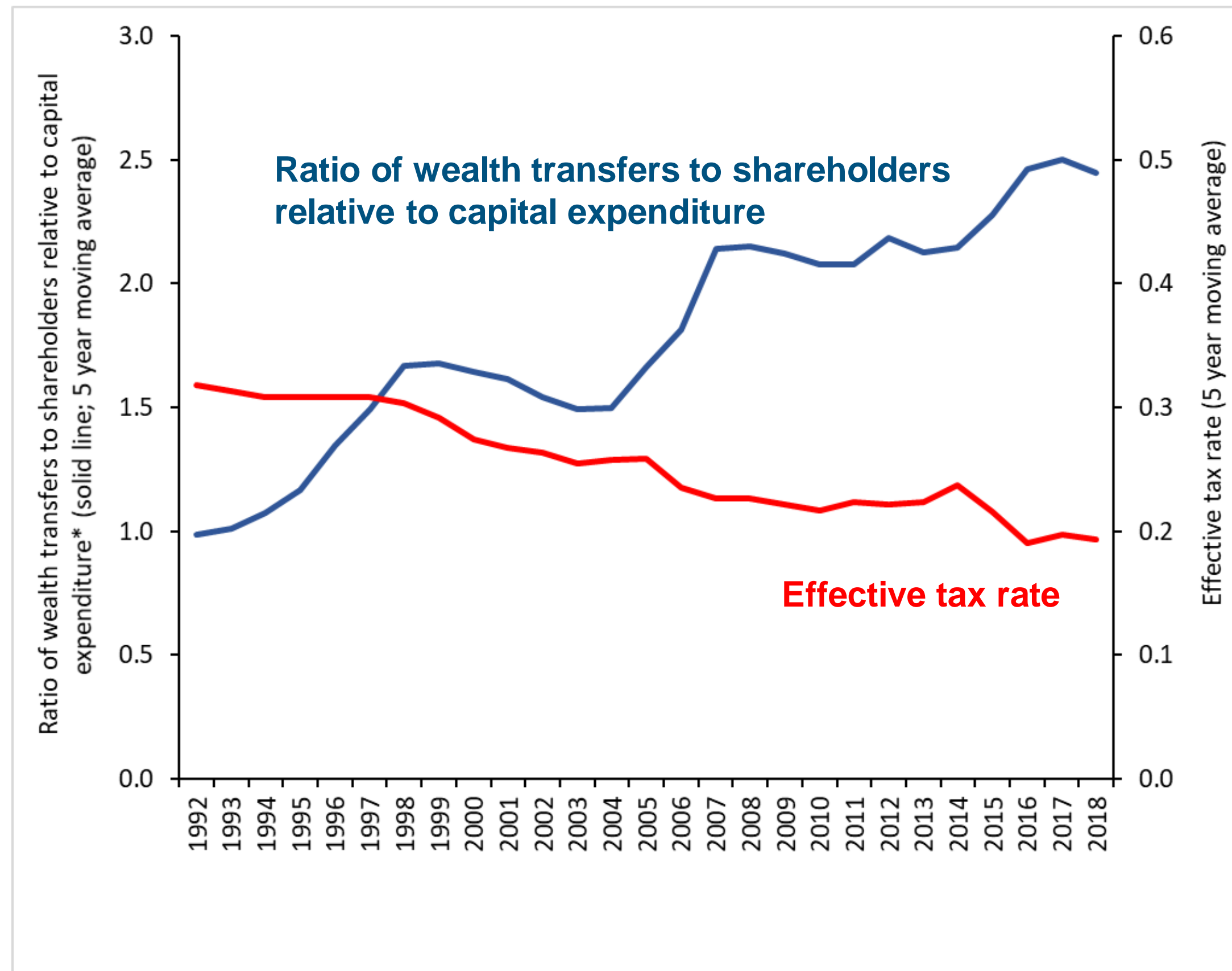
THE DOMAIN OF COMMERCE

Sources of corporate power

- Deregulation at the expense of public health
- More parts of life commodified and marketised
- Tax avoidance and ineffective anti-trust measures
- Externalisation of costs



THE DOMAIN OF COMMERCE



An analysis shows an increasing share of profits accompanied by declining tax contributions.

Profits mostly end up in HICs while harms may disproportionately burden people in LMICs

THE DOMAIN OF WOMEN, CARE AND WORK

Economic value of care work unrecognized

- Unpaid care work equivalent to 20 - 40% of GDP
- Breastfeeding not counted in GDP, but CMF sales are



THE DOMAIN OF WOMEN, CARE AND WORK

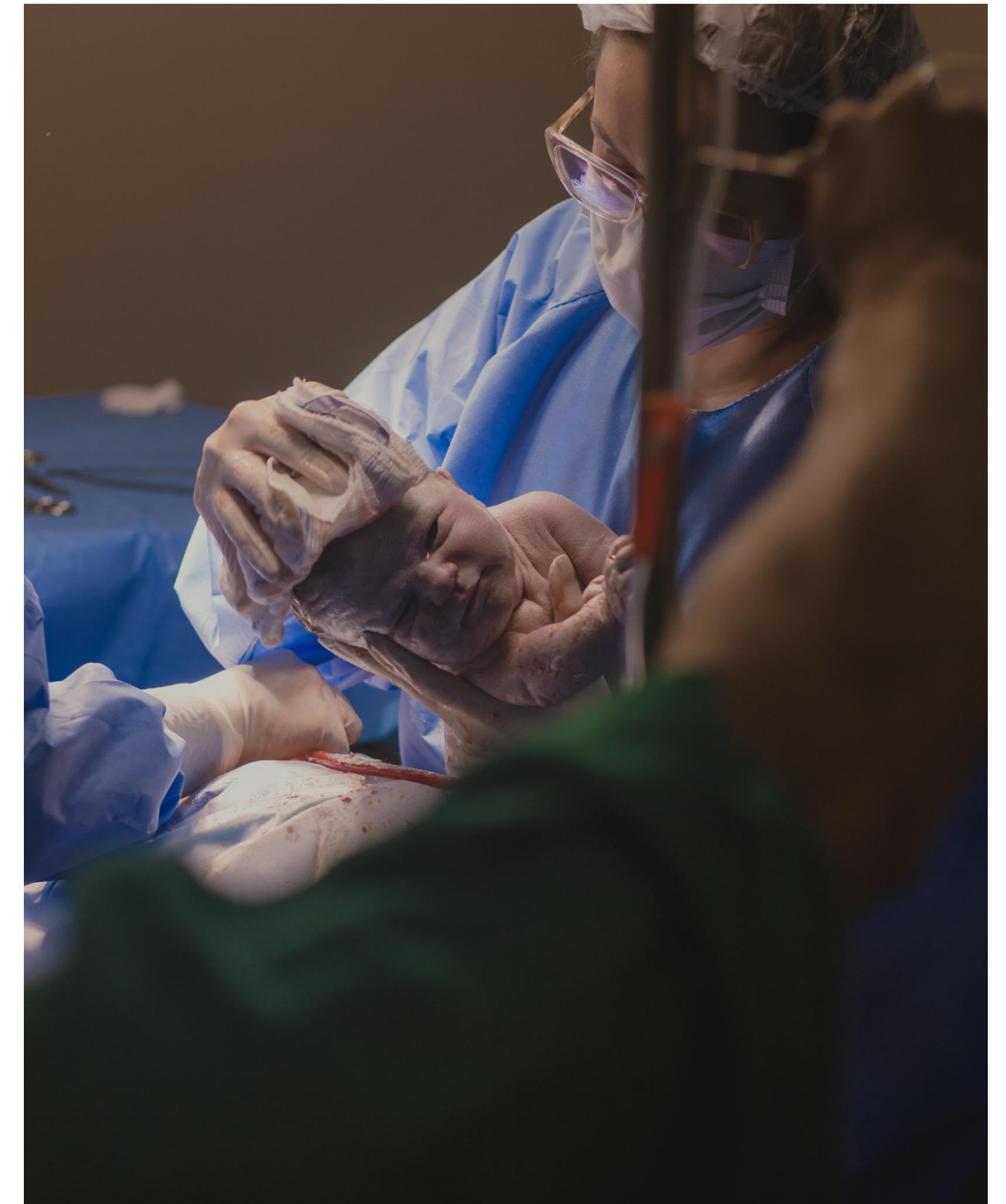
Inadequate maternity rights protection and poor working conditions make it difficult or impossible for vast numbers of mothers to be able to breastfeed

This is compounded by the rising amount of precarious and underpaid work in both the formal and informal sectors



THE HEALTH DOMAIN

- Patriarchal and biomedical cultures
- Normalisation of public-private-partnerships and healthcare commercialisation and privatisation that fosters an acceptance of industry sponsorship and influence
- Economic policies that unnecessarily constrain public finance and investment



RECOMMENDATIONS

1. Governments must provide accurate and timely information about breastfeeding and infant behaviours, better support, and skills development for health professionals, parents and communities
2. A legal global treaty to end the marketing of CMF while continuing to strengthen national Code legislation
3. Civil society, health professionals and politicians must have a better understanding of the CMF industry's marketing and political strategies and how they perform economically with respect to tax and externalities
4. Health systems must deliver women-centered maternity care = investment and an empowered health force plus end undue formula milk industry influence over research, training and other professional activities
5. Governments and society must recognize and value care work – incorporating it into economic accounting systems and policy – and properly invest in maternity protection
6. **Unless the imbalance in power between private commercial interests and those with a duty and mandate to protect the rights and needs of children and mothers is corrected, then nothing will change** = Stronger defences against corporate capture of regulation, policy, health providers and systems, and communities

It's not just about infant and young child feeding – it's about the impact of commercial interests on child development and society more generally. It's about the economic power used by the formula industry and the detriment to health and rights

Our vision: a world where parents and families are supported in the care of their infants, and for breastfeeding to be robustly promoted and supported, and protected at all levels

Implications of Series for the USA

US macroeconomic and commercial policy

Where does it present special barriers?

- The United States is the only OECD economy that does not provide paid parental leave
- More than three-quarters of Americans believe there should be paid maternity leave for workers
- Lax privacy laws allow targeted digital marketing of CMFs
- United States trade policy positions undermine attempts of other countries to regulate inappropriate marketing of CMFs
- US has proposed but not signed on to the new global minimum corporate tax

Meeting breastfeeding intentions differ by race/ethnicity,
Infant and Toddler Feeding Practices Study-2

Maternal & Child Nutrition WILEY
Heather C. Hamner¹ | Jennifer L. Beauregard^{1,2,3} | Ruowei Li¹ |
Jennifer M. Nelson^{1,2} | Cria G. Perrine^{1,2}

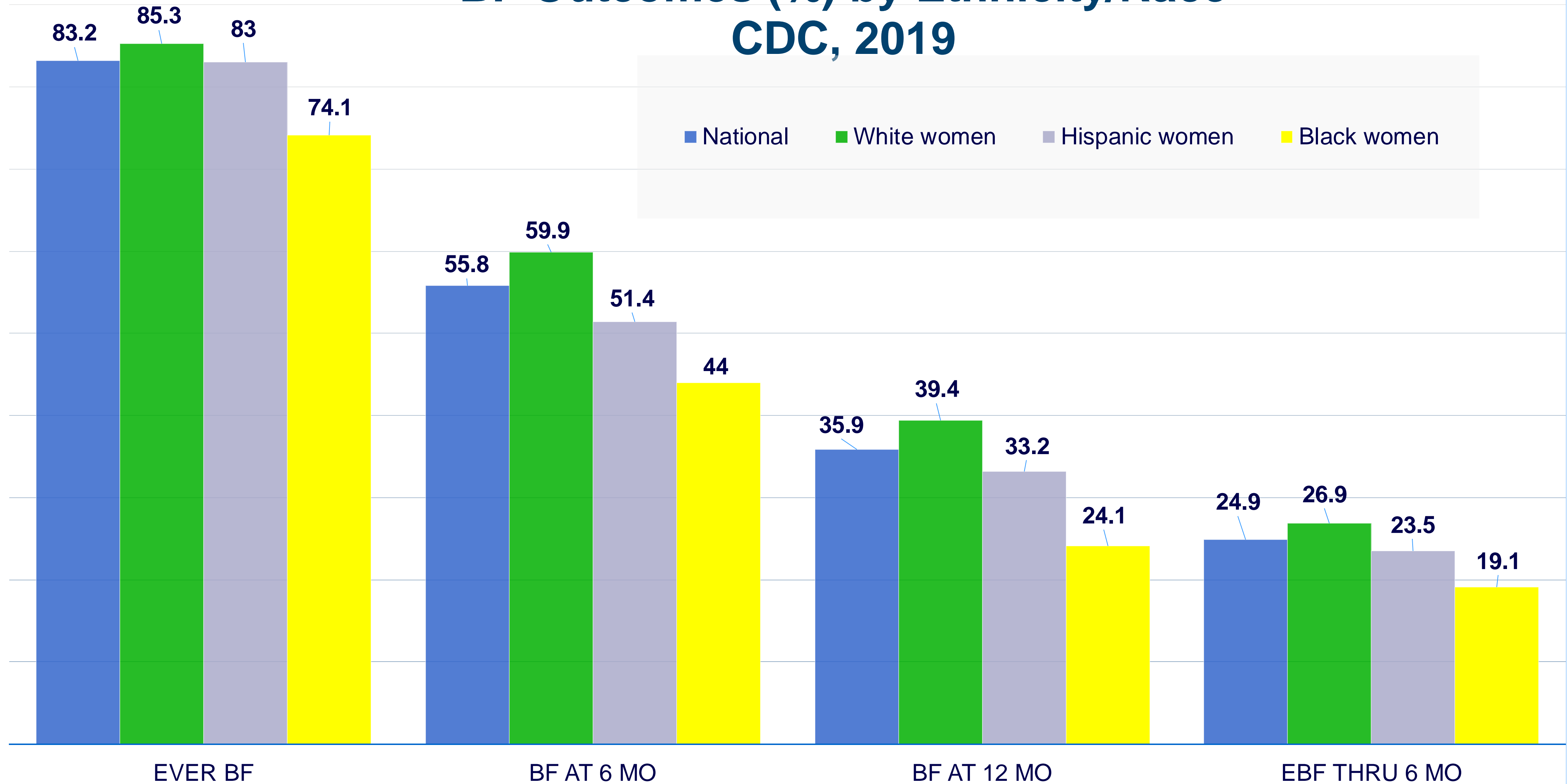
TABLE 4 Association of race/ethnicity^a with meeting breastfeeding intentions, USDA's Infant and Toddler Feeding Practices Study 2

Meeting intention of trying to breastfeed (n = 1877) ^b		Meeting intention of breast milk only at Month 1 (n = 1226) ^c	Meeting intention of breast milk only at Month 3 (n = 1035) ^d
Adjusted ^{e,f} odds ratios (95% confidence intervals)			
Maternal race and ethnicity			
Non-Hispanic White	Referent	Referent	Referent
Non-Hispanic Black	1.43 (0.88, 2.30)	0.63 (0.41, 0.98)	0.58 (0.34, 0.99)
Hispanic	4.38 (2.81, 6.81)	0.64 (0.44, 0.92)	0.59 (0.40, 0.87)

- Longitudinal WIC cohort study (N=2070)
 - Prenatal, birth, 1 & 3 mo post-partum
- Black and Hispanic women were less likely to meet their BF intentions than White women at 1 and 3 mo pp
- Understanding how racism, bias and discrimination contribute to women not meeting their BF intentions needed to ↓ BF inequities

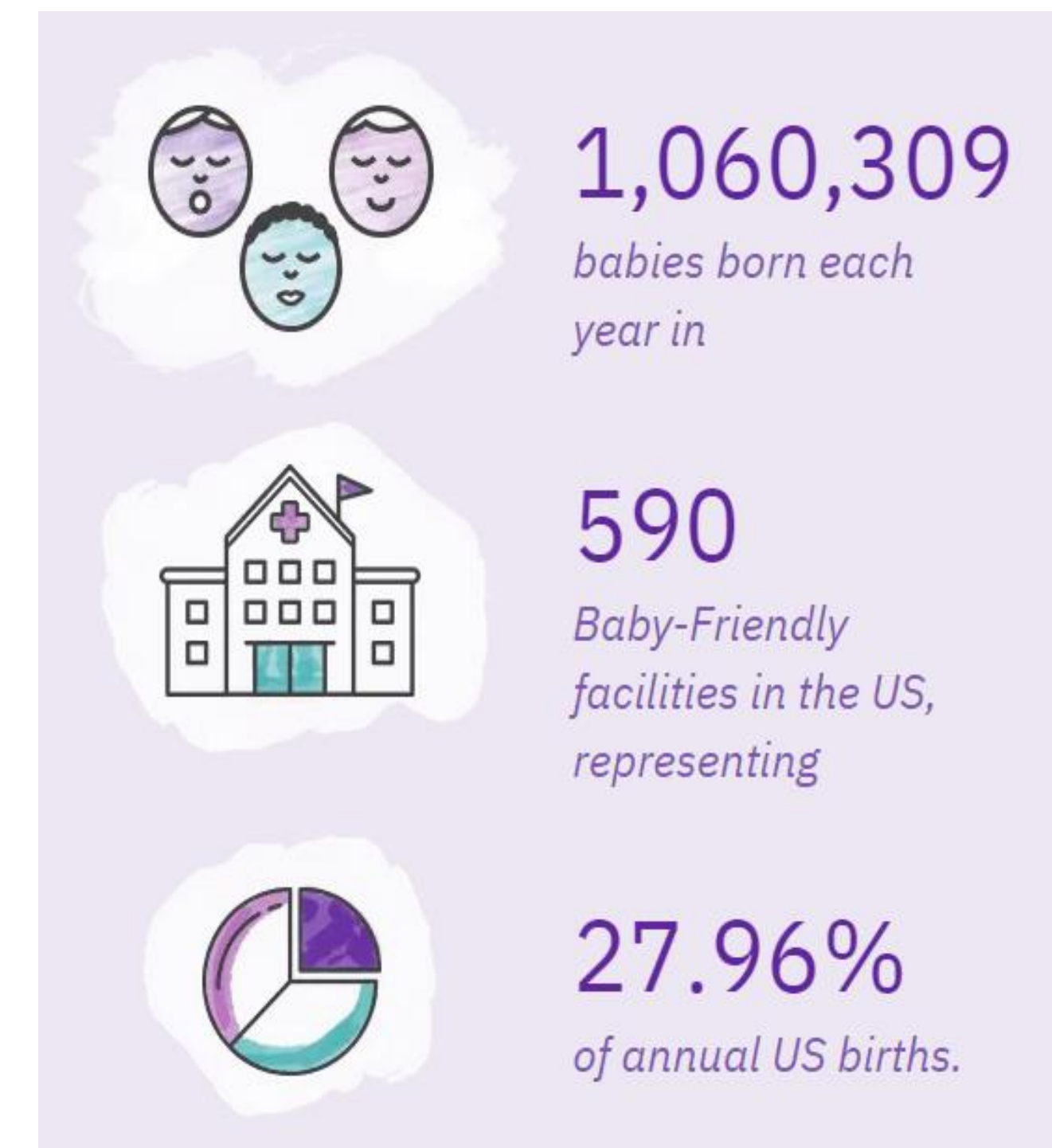
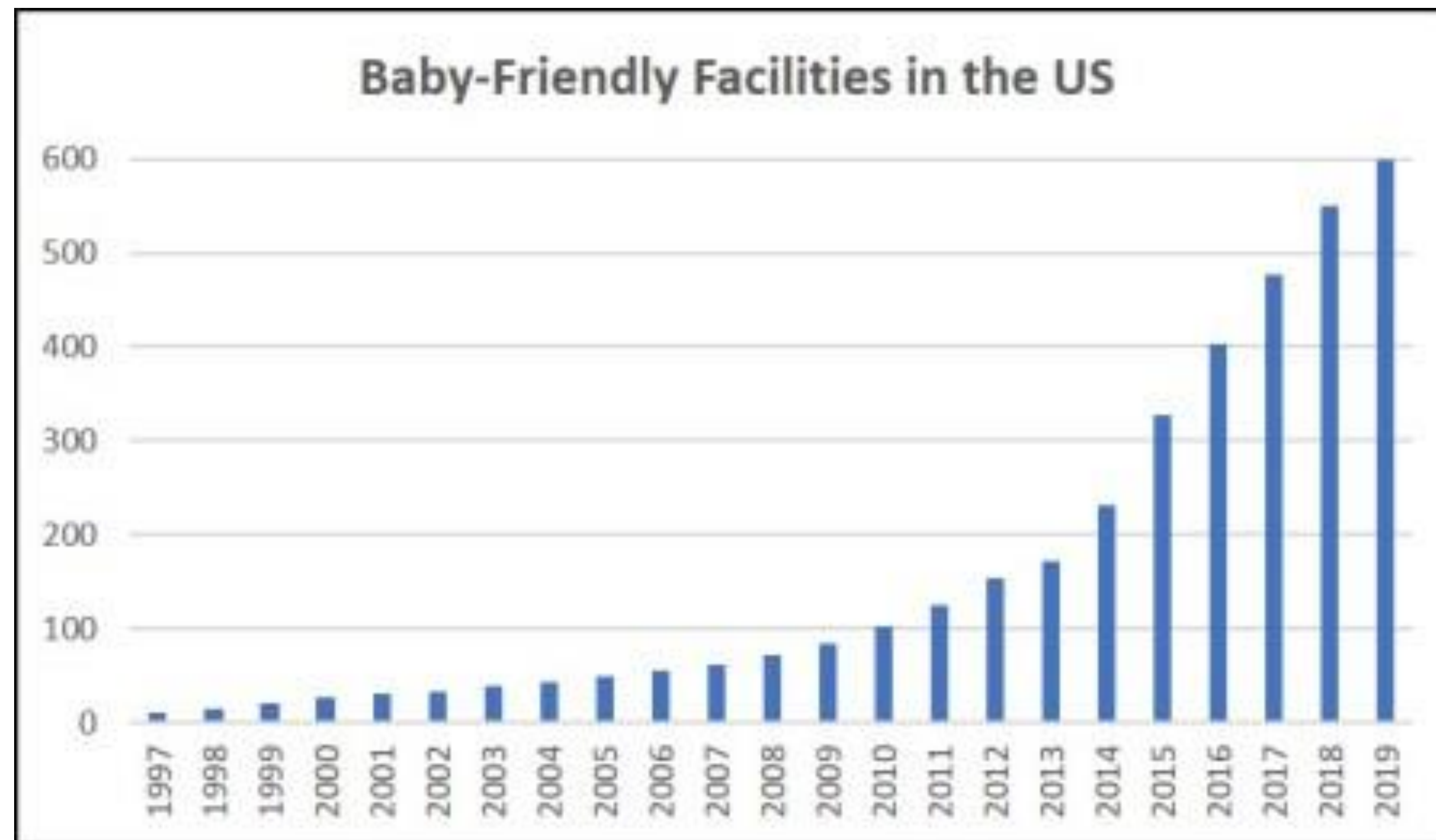
Hamner et al. Matern Child Nutr. 2021 Apr;17(2):e13093

BF Outcomes (%) by Ethnicity/Race CDC, 2019



https://www.cdc.gov/breastfeeding/data/nis_data/data-files/2019/rates-any-exclusive-bf-socio-dem-2019.html

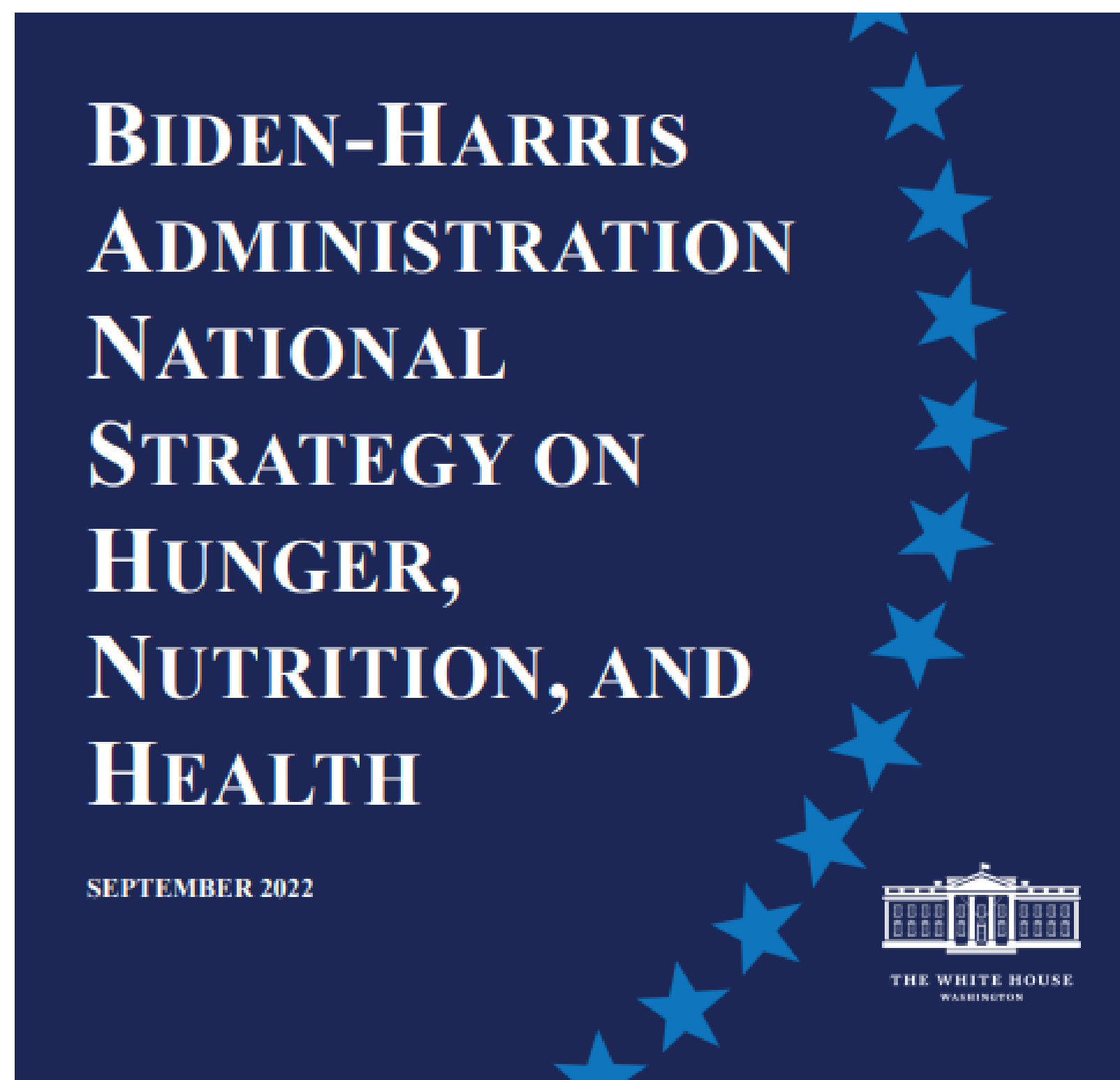
The Baby Friendly Hospital Initiative USA (CDC)



<https://www.babyfriendlyusa.org/>

Encouraging Signs

2022 White House Strategy on Hunger, Nutrition, and Health



- Expand **breastfeeding support and counseling for mothers** (p. 26)
- Parents who choose to breastfeed continue to face **substantial barriers in sustaining this choice**, including inconsistent hospital practices, lack of insurance coverage, and inadequate access to paid parental leave

<https://www.whitehouse.gov/wp-content/uploads/2022/09/White-House-National-Strategy-on-Hunger-Nutrition-and-Health-FINAL.pdf>

US Implications

- Rampant exposure of families to formula marketing
- Extremely difficult structural circumstances
 - No paid leave
 - Social inequities
- Vulnerable first food system

NATIONAL

Justice Department opens investigation into Abbott over baby formula

Nearly a year after the FDA closed a Michigan manufacturing plant for safety violations, American families still struggle to find enough formula for their infants

By [Jacob Bogage](#), [Dan Rosenzweig-Ziff](#) and [Laura Reiley](#)

Updated January 21, 2023 at 4:53 p.m. EST | Published January 20, 2023 at 10:58 p.m. EST





US Implications

Extensive influence on health professionals

- Sponsorship of professional societies and conferences
- Research funding
- Insufficient lactation training

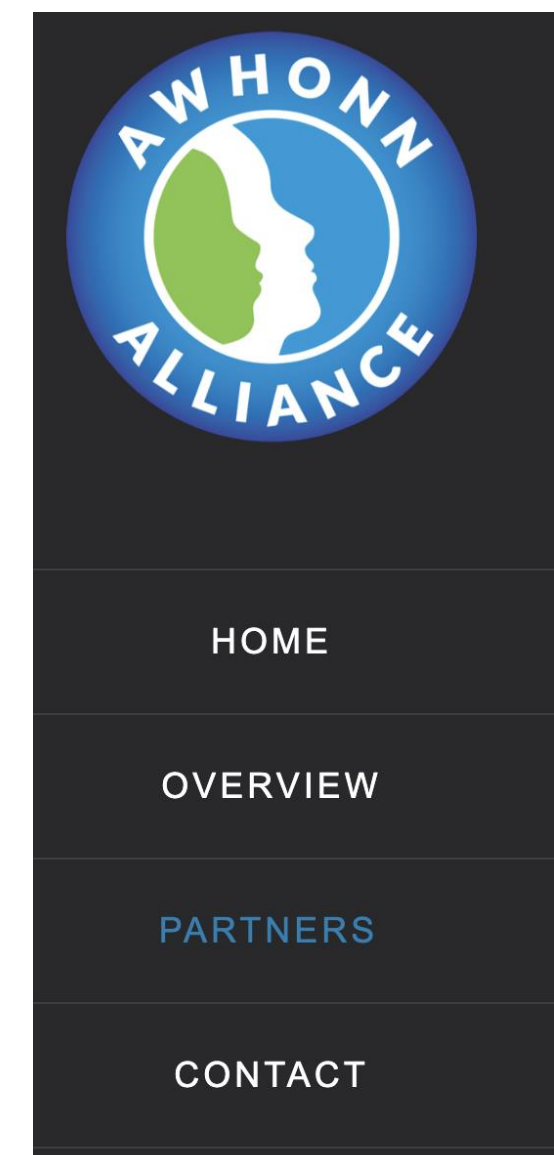
2016 (WHA 69.9): Health professional associations “should not accept gifts or incentives from companies [that market food for infants and children]”

2016 (WHA 69.9): Health professional associations should not “allow such companies to sponsor meetings of healthcare professionals and scientific meetings”

Corporate Donors to the AAP Friends of Children Fund

The AAP would also like to thank the following companies for their support of the [Friends of Children Fund](#). Through an annual membership contribution to the Fund, these companies are invited to a Corporate Summit held each summer at the AAP National Headquarters in Itasca, IL.

President's Circle (\$50,000 and above)



Coterie




PHILIPS

US Implications

- US voted against World Health Assembly Code of Marketing of Breast-Milk Substitutes in 1981
- Has continued to undermine the Code and subsequent WHA resolutions
- Loose regulation of industry activity
- US uses aggressive trade policy to prevent other countries from fully implementing the Code

The New York Times

Opposition to Breast-Feeding Resolution by U.S. Stuns World Health Officials

 Give this article



 2.2K



A Brooklyn mother unable to nurse fed her child donated breast milk. The \$70 billion infant formula industry has seen sales flatten in wealthy countries in recent years.
James Estrin/The New York Times

By **Andrew Jacobs**

July 8, 2018

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Moderator: Nina Martin

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Katheryn Russ, University of California – Davis

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Stacy Davis, National WIC Association

Lori Feldman-Winter, Pediatrician

Camie Goldhammer, Founding Executive Director of Hummingbird

Indigenous Family Services

Sekeita Lewis-Johnson, US Breastfeeding Committee

Ruth Petersen, Centers for Disease Control and Prevention

Tina Sherman, Moms Rising

The 2023 Lancet Series on Breastfeeding



“The marketing of commercial milk formula for use in the first 3 years of life has negatively altered the infant and young child feeding ecosystem”