

## The formula milk industry marketing playbook: Resources that can be used for advocacy.

### WHO & UNICEF Multi-country Study (MCS) 2022

- WHO & UNICEF. 2022. How the marketing of formula milk influences our decisions on infant feeding. Geneva: WHO & UNICEF. <https://www.who.int/publications/i/item/9789240044609>
- World Health Organization, United Nations Children's Fund (UNICEF) & M&C Saatchi World Services. (2022). Multi-country study examining the impact of marketing of breast-milk substitutes on infant feeding decisions and practices: commissioned report. World Health Organization. <https://apps.who.int/iris/handle/10665/354094>

### Published papers from data collected for the MCS from **Mexico**:

- Vilar-Compte, M., Hernández Cordero, S., Castañeda-Márquez, A. C., Rollins, N., Kingston, G., & Pérez-Escamilla, R. 2022. Follow-up and growing-up formula promotion among Mexican pregnant women and mothers of children under 18 months old. *Maternal & Child Nutrition*. 18(S3): e13337. <https://doi.org/10.1111/mcn.13337>
- Hernández-Cordero, S., Vilar-Compte, M., Castañeda-Márquez, A.C. et al. 2022. Exposure to marketing of breastmilk substitutes in Mexican women: Sources and scope. *International Breastfeed Journal*. 17, 16. <https://doi.org/10.1186/s13006-022-00455-y>

### Published papers from data collected for the MCS from **South Africa**:

- Doherty T, Pereira-Kotze CJ, Luthuli S, et al. 2022. They push their products through me: health professionals' perspectives on and exposure to marketing of commercial milk formula in Cape Town and Johannesburg, South Africa – a qualitative study. *BMJ Open*. 12:e055872. <http://dx.doi.org/10.1136/bmjopen-2021-055872>
- Horwood, C., Luthuli, S., Pereira-Kotze, C. et al. 2022. An exploration of pregnant women and mothers' attitudes, perceptions and experiences of formula feeding and formula marketing, and the factors that influence decision-making about infant feeding in South Africa. *BMC Public Health*. 22, 393. <https://doi.org/10.1186/s12889-022-12784-y>
- Pereira-Kotze C, Horwood C, Haskins L, Kingston G, Luthuli S & Doherty T. 2022. Exploring women's exposure to marketing of commercial formula products: a qualitative marketing study from two sites in South Africa. *Global Health Action*. 15:1. <https://doi.org/10.1080/16549716.2022.2074663>

### Videos for the Multi-country study report launch (2022)

- WHO short video for launch of the Multi-country Study report (23 February 2022): 'You See, They See: Formula milk marketing and infant feeding' <https://youtu.be/qkCxAM-ooPl>
- WHO launch of the Multi-country Study, Marketing of the 55 billion CMF industry: <https://www.who.int/news-room/events/detail/2022/02/23/default-calendar/marketing-the-USD-55-billion-formula-milk-industry>



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## Lancet Breastfeeding Series 2023 Paper 2

- Rollins N, Piwoz E, Baker P, et al. 2023. Marketing of commercial milk formula: a system to capture parents, communities, science, and policy. *Lancet*. 401; 10375: Pg 486-502. [https://doi.org/10.1016/S0140-6736\(22\)01931-6](https://doi.org/10.1016/S0140-6736(22)01931-6)

## Lancet Breastfeeding Series 2023 Launch

- Official launch of Lancet Breastfeeding Series 2023: <https://www.who.int/news-room/events/detail/2023/02/08/default-calendar/launch-of-the-2023-lancet-series-on-breastfeeding--including-the-influence-of-commercial-milk-formula-marketing>
- Video of the London Lancet Breastfeeding Series 2023 Launch: [https://player.4am.ch/who/20230208\\_BMS/index.html?lang=en](https://player.4am.ch/who/20230208_BMS/index.html?lang=en)
- Lancet Breastfeeding Series 2023 PowerPoint presentation: [https://cdn.who.int/media/docs/default-source/mca-documents/child/lancet\\_series/lancet-series\\_final\\_08feb2023\\_qr-codes.pdf?sfvrsn=58203c3d\\_3](https://cdn.who.int/media/docs/default-source/mca-documents/child/lancet_series/lancet-series_final_08feb2023_qr-codes.pdf?sfvrsn=58203c3d_3)
- 2023 Lancet Breastfeeding Series infographic: <https://www.thelancet.com/infographics-do/2023-lancet-series-breastfeeding>

## The Problem with the Formula Milk Industry webinars (2022)

- 8 September 2022: The Problem with the Formula Milk Industry – An Unhealthy influence on Health Professionals? <https://www.youtube.com/watch?v=THRNOTDe2WM>
- 29 September 2022: The Problem With The Formula Milk Industry--Should Health Professional Associations Refuse Industry Funding? - <https://www.youtube.com/watch?v=iLJrM3LALeU>

## Other resources

- 28 October 2022: Webinar: Who benefits from undermining breastfeeding? Exploring the global CMF industry's generation and distribution of wealth and income. <https://www.youtube.com/watch?v=JJ1NyTjH154>
- WHO & UNICEF resources: Ending exploitative marketing of formula milk (Infographics, reports, videos):. <https://www.who.int/teams/maternal-newborn-child-adolescent-health-and-ageing/formula-milk-industry>
- WHO petition to #EndExploitativeMarketing: <https://www.who.int/teams/maternal-newborn-child-adolescent-health-and-ageing/formula-milk-industry/endexploitativemarketing-of-formula-milk-products>
- 21 May 2021: 40th anniversary of the Code event: <https://www.globalbreastfeedingcollective.org/40th-anniversary-international-code-marketing-breast-milk-substitutes-event>



