

[Papers on infant and young child nutrition and the status of implementation of the International Code of Marketing of Breast-Milk Substitutes].

s.n.] - International Code of Marketing of Breast



Description: -

- Infant formulas.

Food substitutes -- Marketing.

Breast milk -- Marketing.

Bottle feeding.

Breastfeeding[Papers on infant and young child nutrition and the status of implementation of the International Code of Marketing of Breast-Milk Substitutes].

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International Code of Marketing of Breast

An MOU would set out the common understandings, express a convergence of will between the parties and indicate an intended common line of action. When labels give instructions for modifying a product into infant formula, the above should apply.

International Code of Marketing of Breast

What is the International Code of Marketing of Breast-milk Substitutes? Background: Breastmilk is the best source of nourishment for infants and young children, and breastfeeding is one of the most effective ways to ensure child health and survival. This International Governance Board would have the remit to advise governments and organizations on the establishment of governance structures and systems that will underpin the Code.

International Code Of Marketing Of Breast Milk Substitutes PDF Book

This is despite continuing evidence of breaches of self-regulation by the infant formula industry. However, infant feeding policy and practice continues to be a contentious area of global health care with acrimony and ineffectiveness more prevalent than consensus and compliance. For example, with the rapid expansion of the female workforce, how are current infant feeding policies and the Code impacting on working mothers and the welfare needs of their families? For this purpose, governments should seek, when necessary, the cooperation of WHO, UNICEF and other agencies of the United Nations system.

Implementation of International Code of Marketing Breast

It is extremely important that parents are provided with the most up-to-date information on infant feeding and that a transparent and balanced approach is taken for both breast milk and infant formula. The consequence of this failure of implementation is that in most countries manufacturers and distributors of breast milk substitutes continue to operate in regulation-free environments. Fifthly, governance structures need to be

strengthened across all stakeholder activities.

International code of marketing of breast milk substitutes

It can be surmised from this data that the views and preferences of women living in more affluent countries are not aligned with the directives of the global infant feeding policy and probably the WHO Code.

Implementation of International Code of Marketing Breast

An unexpected but interesting initiative addressing governance of infant formula manufacturers has recently emerged.

WHO

Moreover, recent reviews of the data relating to health benefits of breast feeding in medium- to high-resource countries have recommended exclusive breastfeeding for between 4 and 6 months. In May 1981, the World Health Assembly adopted the International Code of Marketing Breast-Milk Substitutes. Systems need to be in place to ensure that contact between healthcare workers and industry do not undermine support for breast feeding; however, it is noted that women are far more likely to cease breast feeding because of basic preventable healthcare issues such as sore nipples, concerns about adequacy of milk supply and a perception that the infant is not satiated.

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