

## Remit – Marketing of Breast-Milk Substitutes

Adopted at the PSNZ AGM 25 November 2010

As the Society receives funding for trade displays any promotion of infant formulas intended as breast-milk substitutes is in contravention of Article 7.3 of the *International Code of Marketing of Breast-milk Substitutes* which states:

*No financial or material inducements to promote products within the scope of this Code should be offered by manufacturers or distributors to health workers or members of their families, nor should these be accepted by health workers or members of their families.*

The proposed remit, including amendment proposed by Eleanor Carmichael and John Goldsmith (underlined) reads:

*The Paediatric Society of New Zealand requests suppliers of nutritional products taking exhibition space at the Society's Annual Scientific Meeting, in keeping with the Baby Friendly Hospitals and the Ten Steps to Successful Breastfeeding Initiatives adopted widely in New Zealand, not to display or promote infant formulas other than those prescribed for specific conditions i.e. those products requiring special authority application from a specialist. Persistent display or promotion of formulas intended as breast milk substitutes will result in the supplier being refused a stand at the next conference. The reason behind this is that if we receive funding for trade displays that promote infant formulas that are intended as breast milk substitutes, this is in contravention of Article 7.3 of the International Code of Marketing of Breast Milk Substitutes which states that, "No financial or material inducements to promote products within the scope of this code should be offered by manufacturers or distributors to health workers or members of their families, nor should these be accepted by health workers or members of their families".*

Carried.