Protecting infant health – the global challenge

Patti Rundall, Baby Milk Action, IBFAN Global Advocacy,
First Steps Nutrition 20^{th} April 2016
1 what we know
“The secret of success is sincerity. Once you can fake that you’ve got it made”

Jean Giraudoux (1882-1944)
“....international capital at the top is mobile and is running circles around governments....”

Jeffrey Sachs quoting a CEO and talking about *The Price of Civilisation* BBC Radio 4 Today:
Sponsorship is...

"a payment by a business firm... for the purpose of promoting its name, products or services. It is a commercial deal, not a philanthropic gift."

- UK Government definition, quoted in, *The Spread of Sponsorship*, Bloodaxe Books (Shaw 1993),
The commercialisation of artificial feeding started when Nestlé created a substitute for mother’s milk in 1867.

Since that time it has dominated the market. This advert is from 1936.
The market was created by building ‘trust’

“In less developed countries, the best form of promoting baby food formulas may well be the clinics which the company sponsors”

Nestlé in Developing countries 1970
Baby foods: fastest growing food sector >7%

- 2014 global sales **US$58 billion** (Euromonitor)
- **US$ 70.6 billion** expected by 2019 (Lancet).
- All these sales are generated through marketing that violates children’s rights to health.
Breastfeeding is the cornerstone of child survival – reducing under-5 mortality by 13% saving 820,000 babies lives each year millions more do not reach their full potential
UK: has one of the lowest breastfeeding rates in the world

120 Million Europeans are at risk of poverty or social exclusion
1981: International Code - a global tool

- Although not legally binding, the *International Code* is the expression of the collective will of the membership of the WHA – the world’s highest health policy setting body.
- All Member States are urged to implement the International Code as a *minimum requirement* ‘in its entirety.’
..that tackles misleading marketing

• The Code does not stop the sale of safe products
• It does not put pressure on women to breastfeed against their will

• The Code DOES ensure protection from misleading promotion - sound objective independent information and support.
WHA Resolution 49.15 passed in May 1996 urged Member States to:

“ensure that financial support for professionals working in infant and young child health does not create conflicts of interest...”
IBFAN stayed focused

- **International Baby Food Action Network**, founded in 1979 - a people’s network of over 273 groups in over 168 countries - one of the longest-surviving single-issue organisations
Kept pace with marketing and science
Helped governments enact strong legislation

• The International Code and the Framework Convention on Tobacco Control really work.¹

• The majority of countries have taken *some action* to implement the International Code.

• 40 ban all promotion of baby foods.²

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¹ *An international legal strategy for alcohol control: not a framework convention—at least not yet*  Pre Publication in Addictions _3919 1.6  Allyn L. Taylor1 & Ibadat S. Dhillon2

“The industry is fighting a rearguard action against regulation on a country-by-country basis..”

Indian Market Constrained by Regulatory Barriers

- The huge disparity in the retail value of milk formula sales between China and India is mainly due to the significant differences between their official regulatory regimes.

![Milk Formula Retail Value Sales in India and China 2002-2008](chart)

*Source: EuroMonitor International*
Monitored independently
2 what corporations know
'the infant formula experience has put back the multinational cause by 8-10 years…’

International Tobacco Information Center (INFOTAB) 1981
The tobacco playbook works

1. **Hijack/manipulate** the political and legislative process;
2. Exaggerate the economic importance of the industry;
3. **Manipulate public opinion** /look respectable;
4. **Use front groups**;
5. **Discredit science/fund science**, infiltrate food safety systems
6. **Intimidate governments** – threaten litigation
“Tying corporations up in regulatory straightjackets is unnecessary when companies such as Nestlé already have sound principles and core values.”

Peter Brabeck, Nestle Chair and CEO, AGM 2010. Vice-Chairman, Foundation Board, World Economic Forum.
self regulation..

• works only as long as companies want it to.
• Doesn’t reduce the extent and impact of marketing - the volume can increase.
• undermines governments’ resolve to legislate. ¹

¹ Taken from a presentation at the European Platform for Action on Diet and Physical Activity by Corinna Hawkes, the International Food Policy Research Institute, Washington. Feb 2007

For analyses of the weaknesses of voluntary approaches:
http://info.babymilkaction.org/node/466
http://info.babymilkaction.org/sites/info.babymilkaction.org/files/P1PHNhawkespledges.pdf
Influence monitoring criteria

- promotion of fortified foods
- Ignores claims
- Promotes consumer 'education’ engagement with 'stakeholders' in public private partnerships
- 90% of violations IBFAN reports comply with Nestle policy!
Frame the debate/capture media

“...the Gates Foundation’s pervasive influence is nonetheless of grave concern both to democratic global health governance and to scientific independence....”
Influence global standards

Codex standards are used as benchmarks in trade disputes.

Typically: 40% are food industry, 59 as Business Interest NGOs (BINGOS).

Food industry sponsors of the 19th Session of the FAO/WHO Coordinating Committee for Africa 2011.
Infiltrate food safety systems: UK/India
Push weak scientific criteria

- ill-defined terms such as ‘generally accepted’ ‘History of safe use’ ‘science – based’ ‘scientifically demonstrated’

- WHO uses: “Relevant convincing / generally accepted scientific evidence or the comparable level of evidence under the GRADE classification”
Fund research
Create new markets

- Baffle with science and innovation
- Trigger fears that normal foods lack essential micro-nutrients
- Build ‘trust’ in processed foods
- Extend the bottle-feeding period
- Turn malnutrition into a “Business”
• Makes your child healthy, strong and active
• Increases your child’s appetite,
• Gives nutrients to your child to grow well,
• prevents anaemia
Teaching 15,000 women to cook desserts
‘Educate’ health workers

Initiated, funded and reviewed by NUTRICIA
Early Life Nutrition

0.5 CREDITS

Cows’ milk allergy in infants

Take the test and claim your certificate for 0.5 CPD credits
3 what civil society can do
Shine the light....

Before 2000 EU scientific advisors did not have to declare interests – leading to many bad decisions.

IBFAN has helped change this but problems persist.
Work with Coalitions and networks

- Conflict of Interest Coalition launched at the UN in 2011. 161 NGOs - including 4 UK Royal Colleges.
- It aims to safeguard public health policy-making from commercial influence.
- Baby Feeding Law Group: 20 leading UK health professional and lay organisations - working to strengthen UK and EU marketing legislation. Members meet quarterly.
“All too often the education process is entrusted to people who appear to have no understanding of industry and the path of progress...The provision of education is a market opportunity and should be treated as such”

European Round Table of Industrialists, 1988
Sometimes being an expectant mum can be a bit overwhelming - can’t it? Especially when it comes to feeding. If it’s your first baby you’ll be bombarded with information and advice on what, why and how - and if you’re onto your second or third child, things may have changed.

**BREAST IS BEST**

It’s generally accepted that breast feeding is best for your baby. But if for some reason you can’t, or choose not to breast feed, there are important facts you need to know to ensure that your precious new baby is getting the best feed to breast milk.

**WHAT IS A WHEY BASED FORMULA?**

If you’re bottle feeding it is important at birth and for the first few months that your baby is fed a ‘whey’ based infant formula usually labelled ‘First Infant Milk’ from Birth (Cow Brand’s), because it is easier to digest and is kinder to immature kidneys. But most importantly it is also the closest to breast milk.

**WHAT TO LOOK FOR IN AN INFANT FORMULA FOR OPTIMUM GROWTH AND DEVELOPMENT**

Ideally, a whey based infant formula should contain key natural nutrients found in breast milk, for example:

- **LCP’s – AA: DHA**

  - Long chain Polyunsaturated fatty acids, are natural components of breast milk and, as research indicates, are important in the development of your baby’s nervous system, cardiovascular and eye development.

- **NUCLEOTIDES**

  - Nucleotides are natural “building blocks” for growth and development, and are also involved in immunity. Nucleotides help your baby’s immune system develop.

- **BETA-CAROTENE**

  - Beta-carotene is an antioxidant which helps in the development of your baby’s immune system, skin and eye tissue.

- **LEUCINE**

  - Leucine is a key antioxidant for balanced nutrition.

Some infant formulae have this best ever combination of ingredients, so you should check them on the back of the cans. Together they provide a special balance of nutrients that promote your baby’s optimum growth and development.

*Ask your

**GOOD LUCK**

If you do decide to bottle feed, you now know what to look for in an infant formula to ensure your baby receives the closest possible alternative to breast milk. And with everything else to get right, it’s great to know that your bottle fed baby is getting the best ever start in life.

**WHO TO TALK TO**

For more information or advice talk to your Doctor, Matron, Health Visitor or Public Health Nurse. Or call the SMA Cardline on: UK: 0845 7792900 RCN: 1 800 609 446

**SKIN NUTRITION**

Stik Nutrition, Friarsham Farm, Lane South, Southwick, Halesowen, West Midlands, B62 1JN

**INFANT NUTRITION**

Healthcare Professional.
Complain to the Ombudsman about malpractice
Work with parliaments
Campaign to hold corporations accountable
Highlight environmental impact

800 litres of water to make a 1 litre of milk
4700 litres of water for 1 kilo of milk powder

IBFAN’s Carbon Footprint due to milk formula. April 2016
http://ibfan.org/docs/Carbon-Footprints-Due-to-Milk-Formula.pdf

http://bpni.org/ibfan-newswire-2014/9
Is Nestlé still pushing formula milk on the developing world? A special report from Bangladesh

Nestlé sends in lawyers as Hay controversy grows

Hey, heard the one about the ethical comedian?

Politics on the Fringe is no laughing matter

Has the Perrier lost all its fizz?

Ban it! Boycott it! The festival of hype begins

Link with Nestlé provokes comedians to call for boycott now...

Nestlé in hot water over 'hijacker' awards' sponsor is accused of cashing in on the hype

IBFAN
defending breastfeeding

BABY MILK ACTION
IBFAN UK
Choose partners carefully….

- The UN ‘Roll Back Malaria’ initiative is often used as a model.

- Does anyone suggest partnering with the mosquito?
Key messages

- Keep health policies free from commercial influence
- Remind governments that they have a duty to protect children’s right to health.
- Monitor and question what corporations do
- Support Whistleblowers (ask to show Tigers)
- Join Baby Milk Action
Thank you!
EXTRA SLIDES
FIGHT the Nestlé monster
Conflicts at the heart of policy making

- “A high level of human health protection shall be ensured in the definition and implementation of all Community policies and activities” EU Treaty

- “A kilo of infant formula is worth ten times the value of a kilo of milk powder, so it’s obvious which product New Zealand should be selling.” Gerry Brownlee, NZ Economic Development Minister, 2011
Fererro’s interpretation of child rights
Undermine the UN system

- The World Economic Forum’s Global Redesign Initiative proposes that issues are taken off the agenda of the UN system and are addressed instead by ‘*plurilateral, often multi-stakeholder, coalitions of the willing and the able.*’
- WEF envisages a world managed by a coalition of multinational corporations, nation states (including through the UN System) and select civil society organisations.
5-country study finds

17 claims on one baby food
Claims on 70-80% of formula milks and baby foods

No claims were made for eggs.

Prevalence of Nutrition and Health-Related Claims on Pre-Packaged Foods: A Five-Country Study in Europe Sophie Hieke 1, *, Nera Kuljanic 1, Igor Pravst 2,3, Krista Miklavec 2, Asha Kaur 4, Kerry A. Brown 5, Bernadette M. Egan 5, Katja Pfeifer 6, Azucena Gracia 7 and Mike Rayner 4 Nutrients 2016, 8, 137; doi:10.3390/nu8030137

* www.mdpi.com/journal/nutrients
Stop malnutrition becoming a business
REPUTATION! WHAT REPUTATION?

Nestle gives IAAF the boot over ‘image’ fears

by James Rodgers

Nestle’s launch campaigns “breath away” yesterday after it tried to jack itself into the sport’s breeding scandal “could negatively impact [its] reputation.”

The confectionary giant announced on Wednesday evening that it was terminating its partnership with the IAAF beta test programme with “immediate effect” after the “negative publicity associated with allegations of corruption and doping within the world of sport have damaged the reputation of the IAAF”.

“We believe that it could negatively impact our reputation and image,” the Swiss-based firm said.

But Nestle itself “has its own appalling record on multiple issues, health, environment — it goes on,” warned Emily Handley, policy director at IBFAN.

The group — part of the International Baby Food Action Network — has spent decades organising boycotts of the firm over its “aggressive” marketing of infant foods in breach of international standards. Nestle “tends to monitoring independent monitoring and tracking this company’s baby food marketing for decades and know for sure that it poses a real and continuing threat to child health and survival,” she said.

The World Health Organization estimates that around 800,000 infant

AIF president Lord Coe was also “angered and dismayed” by Nestle pulling out of the sponsorship, saying: “It’s the kids who will suffer.

“The IAAF has been deeply involved in the corruption allegations and the negative publicity has damaged the reputation of the IAAF. This is a major setback for the world of sport and the IAAF.”

Sports marketing giant Adidas already said it had pulled out of an 11-year deal last month, with the IAAF expected to lose out more than £2 million as a result.

Nestle was the last of the 7N08 companies to sign deals, which IAAF chief Coe has been trying to expand to 15 countries next year, reaching 360 lecturers and 8,640 FE teachers.

“Hormone” urges the public not to be taken in by Nestle’s “amazingly effective PR machine that is designed to cover up its bad practices.”

“A brilliant cover for their past failings with our health and social welfare,” said a source. “They need to face up to the fact that their image is being targeted by the media.”

Spokesman Ross Hings said: “We are pleased to report that the IAAF is taking steps to improve its relationship with Eden Rock and the wider community.”

And he said that because bad was being done “we will be a bigger voice for the things that is happening in the world.”

“Trends are finalised on the development world Nestle and other firms

IBFAN defending breastfeeding