



**Websites and
organisations that are
funded by the formula
milk industry**

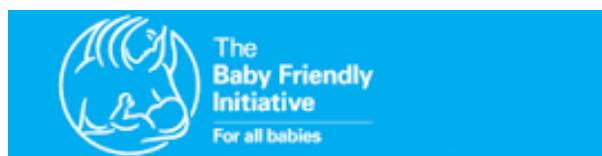
October 2018

Contents

Introduction	3
<hr/>	
Who provides <u>independent</u> information on food and nutrition for infants and young children?	5
<hr/>	
Organisations that are funded by, or working in partnership with, formula companies	6
<hr/>	
Websites for health professionals	7
<hr/>	
Health professionals associated with breastmilk substitute companies	8
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Introduction

This short summary outlines some of the websites and organisations that provide information to health professionals which are sponsored by infant milk manufacturers. Information provision by formula milk companies is part of their commercial PR activity. We believe, however, that there is no need for these companies to provide information about anything other than their own products and about how these can be safely used. The cost of PR activities inflates the price of formula milk, which should be a relatively low-cost product given the cost of its ingredients. The WHO *International Code of Marketing of Breast-milk Substitutes* and many subsequent WHA resolutions aim to ensure that inappropriate marketing and promotion of breastmilk substitutes do not undermine breastfeeding. Weak regulations on the marketing of infant formula and follow-on formula in the EU means that companies are able to provide information about their products on websites, through helplines and parent clubs, and to health professionals in magazines, at conferences, in professional journals and through links with professional bodies. There are frequent examples of how the rules are stretched and broken, and examples of these can be found in the report from Baby Milk Action



The Unicef Baby Friendly Initiative UK produces a very useful report:

[A guide for health workers to working within the International Code of Marketing of Breastmilk Substitutes](#)

(See http://www.unicef.org.uk/Documents/Baby_Friendly/Guidance/guide_int_code_health_professionals.pdf?epslanguage=en)

As UNICEF point out in this report:

“The companies often present themselves as philanthropic partners in the fight to protect and improve infant health and health workers may feel reassured by this. In reality, the companies, like all other commercial companies, exist to increase shareholder value by maintaining and increasing profit. For companies manufacturing formula milks or other food for babies this means seeking to sell as much of their product as possible. To do this, they need to persuade parents to formula feed rather than breastfeed and/or to choose their formula milk rather than a competitor’s, and/or to use their brand of baby food as early and as much as possible.”

We strongly recommend that all health workers download a copy of this report and consider their important role in giving information and advice to families, and how they can work within recognised codes of conduct to ensure that they are not unwittingly acting as conduits for formula company marketing messages. For more information about how companies promote their products to healthcare professionals using misleading information see the resource *‘Scientific and Factual? A review of breastmilk substitute advertising to healthcare professionals’* available at www.firststepsnutrition.org.

Commercial companies are not experts in pregnancy, birth or infant and young child feeding, and health workers should be encouraged to use only expert evidence-based information from trusted sources. A list is provided on the next page.

If health workers do want to find out information about a particular product, they can:

1. Find out about the composition of infant milks and whether claims made are in line with current policy in the reports *Infant Milks in the UK: A practical guide for health professionals and Specialised infant milks in the UK: infants 0-6 months* available free at www.firststepsnutrition.org
2. If additional details on the composition and safe use of a particular product are required that cannot be found elsewhere, health workers can look for information on company websites and ask direct questions of company staff.

There is no need for health workers to be *given* information by companies or their representatives, or to attend events that are company-sponsored to gain new information. It is important that health workers do not passively receive information that companies wish to give them, but are active in seeking the particular information that they may need, and are critical of any evidence presented.

Health workers may be surprised to know that:

- If information provided by companies to health workers on their websites, in literature and at study days is not in line with current UK policy and/ or is not scientifically accurate, there is no way of challenging this.
- Claims on infant milks are made for ingredients that are added optionally – that means that they are not seen as necessary for the health and development of infants by those who regulate infant milk composition. These are added primarily to gain market advantage and to suggest that artificial milks can be made to mimic breastmilk, which is not possible.
- Many infant milks which are sold over the counter are Foods for Special Medical Purposes, and these products should only be used under medical supervision. These are comfort milks, anti-reflux milks and lactose-free milks. These products are advertised heavily in the health professional literature.

We believe that company-sponsored websites should not be used as a source of health-related information by health workers, or families, as these are not independent sources of information.

Who provides independent information on food and nutrition for infants and young children?

Independent information about breastfeeding, infant formula and infant and child nutrition is available from the following organisations and websites:

- **Association of Breastfeeding Mothers** – www.abm.me.uk
- **Best Beginnings** – www.bestbeginnings.org.uk
- **Bliss** -www.bliss.org.uk
- **Breastfeeding Network** – www.breastfeedingnetwork.org.uk
- **Community Practitioners and Health Visiting Association (CPHVA)**
www.unitetheunion.org/cphva
- **Feedgood** – www.feedgood.scot
- **First Steps Nutrition Trust** – www.firststepsnutrition.org
- **Health Scotland** – www.healthscotland.com
- **Healthy Start** – www.healthystart.nhs.uk
- **HENRY** – www.henry.org.uk
- **Lactation Consultants GB** – www.lcgb.org.uk
- **La Leche League** – www.laleche.org.uk
- **Midwives Information and Resource Service** – www.mdirs.org
- **NCT** – www.nct.org.uk
- **NHS Choices and NHS Information Line** – www.nhs.uk
- **Public Health Agency for Northern Ireland** - www.publichealth.hscni.net
- **Public Health Wales** – www.publichealthwales.nhs.uk
- **Royal College Midwives** www.rcm.org.uk
- **Scottish Maternal and Early Years** – www.maternal-and-early-years.org.uk
- **Start4life** - www.nhs.uk/start4life
- **Unicef UK Baby Friendly Initiative** – www.babyfriendly.org.uk

In England, **Voluntary Food and Drink Guidelines for Early Years Settings in England** and the *Eat Better, Start Better* work can be found at <https://www.actionforchildren.org.uk/media/9750/eat-well-practical-guide-final-check.pdf>

In Scotland, **Setting the Table: Nutritional guidance and food standards for early years childcare providers in Scotland** is available at http://www.healthscotland.com/uploads/documents/21130-SettingtheTable_1.pdf

In Wales, **Food and Health Guidelines for Early Years and Childcare Settings** can be found at: www.wales.gov.uk/docs/phhs/publications/foodandhealth/090414guidelinesen.pdf

In Northern Ireland, **Nutrition Matters in the Early Years** guidance can be found at: www.healthpromotionagency.org.uk/Resources/nutrition/pdfs/nutritionmatters/section1.pdf

Organisations that are sponsored by, or work in partnership with, formula companies

The organisations shown below all work with formula companies in some way or are websites for families to promote products. This list is not exhaustive and we welcome any additions.

Organisation	Website	Company they work with/are funded by
Allergy UK	www.allergyuk.com	Partners include Abbott Nutrition, Aptaclub, Nutricia and Mead Johnson.
Aptaclub	www.aptaclub.co.uk	Parent site for Aptamil products
Cow & Gate baby club	www.cgbabyclub.co.uk	Parent site for Cow & Gate products
British Dietetic Association	www.bda.uk.com	Corporate members include Danone, Nutricia, Abbott, Vitaflo (Nestle), Mead Johnson, Friesland Campina.
British Nutrition Foundation	www.nutrition.org.uk	Corporate members include Nestlé Nutrition, Danone Waters and Dairies, HJ Heinz and Ella's Kitchen.
Early Years Nutrition Partnership	www.eynpartnership.org	A partnership between Danone Early Life Nutrition, The British Nutrition Foundation and the Pre-School Learning Alliance.
Eat like a Champ	www.eatlikeachamp.co.uk	Sponsored by Danone and in association with the British Nutrition Foundation.
Hey! Programme	Run with local councils, 4Children, Barnardo's, Action for Children and the Community Health and Learning Foundation	Project led by Danone Early Life Nutrition.
HiPP Baby Club	www.hipp.co.uk/hipp-baby-club	Parent site for HiPP products
Kendamil	www.kendamil.co.uk	Parent site for Kendamil brand milks
NANNYcare	www.nannycare.co.uk	Parent site for NANNYcare products
Pre-School Learning Alliance	www.pre-school.org.uk	Works in partnership with Danone Baby Nutrition, British Nutrition Foundation (BNF), and the Infant and Toddler Forum (Danone).
Phunky Foods	www.phunkyfoods.co.uk	Funded by Nestlé.
Royal College of Paediatrics and Child Health	www.rcpch.ac.uk	Take funds from Danone Nutricia and Nestle.
SMA Mums	www.smamums.co.uk	Parent site for SMA products
Toddlebox (Ireland)	www.toddlebox.ie	Funded by Danone Nutricia.
Vitamin D Mission (now part of Infant and Toddler Forum)	www.vitamindmission.co.uk	Cow & Gate (Danone)

Websites for health professionals

Name of organisation or website	Website address	Sponsored/funded by
British Specialist Nutrition Association	www.bsna.co.uk	Abbott Nutrition, Danone Nutricia Early Life Nutrition, Mead Johnson Nutrition, NANNYcare, Nestlé Health Science, Nestlé Nutrition, Nutricia Advanced Medical Nutrition, Vitaflo, Hipp Organic
Early Life Nutrition (this absorbed the previous 'Aptamil Professional' and 'In Practice' websites)	https://eln.nutricia.co.uk/ www.earlylifenutrition.co.uk	Danone Nutricia
Early Years Nutrition Partnership	www.eynpartnership.org	Danone Nutricia, British Nutrition Foundation, Pre-School Learning Alliance
Feeding for Life Foundation (this now links directly to https://eln.nutricia.co.uk/)	Website no longer active, but appear to still run the Feeding for Life 'Mind the Gap' campaign	Cow & Gate (Danone)
Fussy Eaters (no longer active)	www.fussyeaters.co.uk now links directly to www.paediasureshake.co.uk	Abbott
Growing Up Milk Info (no longer active)	www.growingupmilkinfo.com	Danone
Gut Feelings multi-disciplinary expert panel	http://www.mimsllearning.co.uk/managing-functional-gi-disorders-in-infancy/section/8158/	Danone Nutricia Early Life Nutrition
Hipp Organic Healthcare Professional Hub	www.hipp4hcps.co.uk	Hipp
Infant & Toddler Forum and Little People's Plates	www.infantandtoddlerforum.org	Danone Nutricia
SMA Professional	www.smahcp.co.uk	SMA (Nestlé)

Health professionals associated with breastmilk substitute company websites

Below we highlight some of the health professionals, who are not breastmilk substitute company employees, but who are named by breastmilk substitute companies in their work and on their websites. This will not be an exhaustive list, and we recommend that if people are asked to speak about, consult on or provide support around infant feeding issues that they are always asked if they have worked with a BMS company in any capacity. We are happy to remove people from the list if they have made a commitment to no longer work with breastmilk substitute companies.

Professionals who have offered expert advice to Aptamil Professional (Danone Early Life Nutrition) include:

- Rachel De Boer, Dietitian
- Jackie Falconer, Dietitian
- Luise Merino, Dietitian
- Rosan Meyer, Dietitian
- Lisa Waddell, Dietitian
- Carina Venter, Dietitian
- Alison Foster, Public Health Consultant
- Professor David Candy, Consultant Paediatric Gastroenterologist
- Dr Adam Fox, Specialist Paediatric Consultant
- Dr Sue Batterbsy, Author on infant feeding
- Dr Alex Richardson
- Kate Pain, journalist.

Experts involved in the Early Years Nutrition Partnership

Professor Alison Lennox, Professor of Public Health Nutrition, University of Surrey

Professor Christine Pascal, Director of Centre for Research in Early Childhood (CREC)

Professor Pinki Sahota, Professor of Nutrition and Childhood Obesity, Leeds Beckett University

Professor Marion Hetherington, Professor of Biopsychology, University of Leeds

Clare Geldard, Director of Operations, I CAN

Dr Kirsten Watters FFPH, Consultant in Public Health, Southwark Council

Board Members of the Early Years Nutrition Partnership

Neil Leitch, EYN Partnership Chair

Professor Judith Buttriss

June O'Sullivan

Dietitians and nutritionists involved in Danone Early Years Nutrition Partnership sponsored by Danone Nutricia with the British Nutrition Foundation and the Pre-School Learning Alliance include:

- Alison Preston
- Annie Denny
- Beth Forrester
- Catherine Lippe
- Catherine Lippe
- Claire Tuck
- Ela Law
- Emily Stephens
- Frankie Philips
- Gillian Kelsall
- Harman Mohal
- Janet Aylott
- Jo Lenz
- Jo Mainwaring
- Karen Bone
- Katie Fordham
- Laila Charlesworth
- Lucy Shipton
- Michelle Aldous
- Nicola Calder
- Rachel Marklew
- Sundip Malhi
- Yvonne Richards

Experts involved in Danone Nutricia Gut Feelings

This panel was brought together to help raise awareness of the optimal management of infant functional gastrointestinal (GI) disorders reflux, colic and constipation.

- Dr Arun Ghosh, GP
- Alison Wall, Health Visitor
- Bhupinder Malhi, pharmacist
- Dr Vanessa Bogle, psychologist and motivational interviewing expert

Experts who have offered advice to the Infant and Toddler forum include:

- Professor Atul Singhal, Institute of Child Health
- Dipti Aistrop, Health Visitor
- Dr Robert Coombs, Consultant Neonatologist
- Dr Gill Harris, Psychologist
- Lawrence Weaver, Professor Child Health
- Carolyn Taylor, Health Visitor
- Sukrutha Veerareddy, Consultant Obstetrician
- Gill Perks, Midwife
- Professor Lawrence Weaver, Child Health
- Judy More, Dietitian
- Rosan Meyer, Dietitian
- Carina Venter, Dietitian

Health professionals who are not Nestlé employees who have been involved in nutrition-related study days or speaking events for SMA include:

- Maggie Evans, Health Visitor
- Helen Smith, Clinical Nurse Specialist
- Sarah Donohoe, Paediatric Dietitian
- Mhairi Stanley, Paediatric Dietitian
- Eileen Trier, Paediatric Dietitian
- Tanya Wright, Paediatric Dietitian
- James Callaghan, Dietitian
- James Gardner, nurse
- Charlotte Stirling-Reed, Registered Nutritionist
- Dr Julie Lanigan, Institute of Child Health
- Professor Atul Singhal, Institute of Child Health
- Professor Alan Lucas, Institute of Child Health, London
- Dr Jenny Gordon, Royal College of Nursing
- Dr Nick Makwana, Dr Rosemary Thwaites, Dr Peter Dales, Dr Devasmiths Venkataranen, Dr Marie Wheeler, and Dr Bruce McLain: Paediatricians

Experts who were involved with the Feeding for Life Foundation (2013) were:

- Professor Pinki Sahota, Professor of Nutrition and Childhood Obesity
- Kathy Cowborough, Dietitian and Public Health Nutritionist
- Professor Marion Hetherington, Professor of Biopsychology
- Dr Julie Lanigan, Specialist Dietitian
- Jacqui Lowdon, Dietitian
- Dr Paraic McGrogan, Consultant, Paediatric Gastroenterologist
- Dr Robert Moy, retired Senior Lecturer in Child Health
- Dr Kate Northstone, Senior Research Fellow at Bristol University
- Dr Mark Porter
- Alison Wall, Health Visitor

Experts who supported Paediasure Shake include:

- Lucy Jones, Dietitian
- Dr Ranj Singh, Doctor
- Dr Netali Levi, Psychologist
- Pixie McKenna, Doctor

Expert advice to Growing Up Milk info was provided by:

- Amanda Ursell, Nutritionist
- Johanna Hignett, Nutritionist
- Dr Hilary Jones, GP
- Fiona Faulkner, Toddler Chef.

Other experts involved in work for breastmilk substitute companies

Dr Carrie Ruxton also provided advice via the European Toddler Nutrition Index work, and Dr Richard Woolfson provided advice on child psychology.

Professionals acting as authors for Hipp funded articles have included:

- Kate Harrod-Wild, Specialist Paediatric Dietitian, Betsi Cadwaladr University Health Board, North Wales
- Emma Coates, Senior Paediatric Dietitian, Wrexham Maelor Hospital, North Wales.

Other health professionals involved in Hipp information, study days and webinars include:

- Professor Atul Singhal,
- Juliette Francis
- Carina Venter
- Loraine MacAlister
- Jacqui Lowdon
- Kathryn Lowes
- Christina West
- Berthold Koletzko
- Yvan Vanderplas

Helen Gardiner is the freelance nutrition expert for Hipp.

Dr Emma Derbyshire has acted as an expert for Kendamil and Castlemil milks which do not have specific health professional websites.

Food Companies Marketing baby food for infants 4+ months

Name of Organisation/ website	Examples from website
Ella's Kitchen	https://shop.ellaskitchen.co.uk/collections/from-4-months
Kiddylicious	https://kiddylicious.com/product/garden-pea-kale/
Aldi Mamia	https://www.aldi.co.uk/mamia-apples-%26-bananas-box/p/072372180872701
Cow & Gate	http://www.cowandgate.co.uk/products/baby-food/from-4-months
Heinz	https://www.heinzbaby.co.uk/4-6-months.aspx
Hipp Organic	https://www.hipp.co.uk/food-drinks/?filters=1
Lidl Lupilu Foods	https://www.lidl.co.uk/en/Our-baby-food-range-13804.htm?articleId=12691
Little Freddie	https://www.littlefreddie.com/en-gb/range/pouches/
Sainsbury's Little Ones	https://www.sainsburys.co.uk/shop/ProductDisplay?storeId=10151&productId=1143648&urlRequestType=Base&catalogId=10140&langId=44
Savsé	https://myfirstsavse.com/product/apple-100g/

