

Declaration on advertising of breast milk substitutes on Trust premises and Children's Centres

"Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants. It is also an integral part of the reproductive process, with important implications for the health of women. Infants should be exclusively breastfed for the first six months of life, to achieve optimal growth developments and health benefits. Thereafter, to meet their evolving nutritional requirements, infants should receive nutritionally adequate and safe complementary foods, while breastfeeding continue for up to 2 years and beyond."_Global Strategy for infant and Young Feeding: WHO (2003)

The Trust believes that breastfeeding is the healthiest way for a mother to feed her baby and recognises the important health benefits for both mother and child.

The quality of services provided by The Trust is dependent on the knowledge, skills and expertise of all our staff and the Trust invests significantly in the education, training and development of staff.

Breast feeding training is provided for all practitioners in the health visiting teams to ensure consistent, evidence based advice is provided and practitioner competence is maintained.

Staff may consider they require specific information on formula milk and therefore may want to consult representatives from formula milk manufacturing companies for this information. Such practices undermine breastfeeding promotion and staff are requested not to invite representatives from any formula milk manufacturing company to any of the Trust sites or Local Authority Children's Centres. All requests from formula milk manufacturing company representatives should be referred to the relevant service manager. There is information on alternatives to breast milk from UNICEF UK and other independent sources which can be used.

"The International Code of Marketing of Breast milk Substitutes" is at the centre of the Baby Friendly Initiative standards, which require that "There should be no display or distribution of any materials produced by the manufacturers of breast milk substitutes, bottles, teats or dummies in any part of the health-care facility." (UNICEF UK Baby Friendly Initiative News (March 2013)

Parent information literature, products sponsored by infant formula manufacturers should not be distributed, offered or recommended to parents.

Staff who wish to attend courses provided by companies who manufacture formula milk should do so in their own time. The Trust will not release staff during work time to attend any course sponsored by formula milk manufacturers.



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