The Maryland Department of Health and Mental Hygiene
Hospital Breastfeeding Policy
Maternity Staff Training Program
Protecting Breastfeeding
Session 14

Objectives
- Describe strategies that protect breastfeeding as a public health goal
- Understand the International Code of Marketing of Breast Milk Substitutes and its impact on breastfeeding
- Identify the health worker’s role in recognizing and preventing marketing practices that undermine breastfeeding
- Understand the importance of breastfeeding in emergency situations

International Code of Marketing of Breast Milk Substitutes
- Prohibits marketing of infant formulas and infant formula-related products to the public
- Provide education that is impartial, free of formula marketing, and evidence-based
- Provide information on risks of formula that are mitigated by breastfeeding

Paying for Formula
- Ethical issues of accepting free products

The Effects of Formula Marketing in the Healthcare Setting
- Free formula samples
- Formula company diaper bag "gift"
- Formula company educational materials
- Promotional marketing give-aways for staff

Marketing Healthcare
Breastfeeding in Emergencies

- Support the continuation of exclusive and complementary breastfeeding
- Emergency relief agency policies should ideally support, promote, and protect breastfeeding
- Provide breastfeeding training to humanitarian workers, when possible
- Include someone trained in breastfeeding support

Formula Use in an Emergency

- Issues regarding preparation
- Effects of formula on breastfeeding

Donations in Emergency Situations

- Encourage donations of donor milk
- Exclude improper donations of formula
  - Too much sent discourages breastfeeding
  - Outdated product should not be used
- Encourage breast milk substitutes in ready-to-use form
  - Reserve for families not breastfeeding

Conclusion

Promote Breastfeeding

References


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