



Breastfeeding E-News

Take Action to Reduce Formula Marketing

Public Citizen will be celebrating the 33rd WHO Code Anniversary on May 21. Read more about the [WHO Code](#) on marketing breastmilk substitutes to celebrate the WHO Code. Click the Statue of Liberty below for more information about this organization.

"Being given a bag of formula gives me the impression that I'm going to need it at some point," said one mother - echoing the concerns of many others - about formula marketing in health care facilities.



Infant formula corporations have consistently played a major role in undermining women's breastfeeding success through unethical marketing tactics in hospitals and doctor's offices. For 33 years, infant formula manufacturers have ignored international standards on marketing, putting profits over mother and child health.

Sign up on this [Action Page](#) for more details and reminders and check out the Facebook event page. <https://www.facebook.com/events/1413017898965170/?source=29>

On May 21, 1981, the WHO adopted the Code to end formula corporations' targeting of women and co-optation of health care providers.

Nearly half of the world's countries have adopted legislative measures to implement the Code, but in the United States - as a result of formula industry lobbying - legislation remains out of reach.

Let's use the anniversary of the Code to hold accountable the entities most responsible for deceiving women - Mead Johnson (makers of Enfamil), Abbott (Similac) and Nestle (Gerber).

Keep Infant Formula Marketing Out of Healthcare Facilities

[Read Public Citizen's new report on infant formula marketing in top-ranked hospitals.](#)

[Sign Public Citizen's petition, calling on the three major formula companies to stop marketing infant formula to new mothers in hospitals.](#)

Healthcare facilities shouldn't market any commercial products.

They should provide only the best, evidence-based medical care. Yet, many facilities and healthcare providers are co-opted by infant formula companies to market their products: in the United States, the vast majority of birthing hospitals dispense industry-sponsored samples of formula to new mothers after they give birth. Mothers who receive formula samples in hospital are less likely to breastfeed exclusively and more likely to breastfeed for shorter durations. Yet, all major healthcare provider organizations recommend breastfeeding for at least the first six months of life. It's best for babies, mothers and communities.

Public Citizen is fighting to keep hospital obstetrics wards commercial-free: no more marketing of potentially harmful products to new moms. Along with over 100 other organizations, we are calling on the over two-thirds of hospitals in the United States that distribute industry-sponsored formula samples to new moms to immediately stop this practice. And, we're demanding that formula companies — primarily Big Pharma and Big Food corporations — stop this practice, which violates the WHO International Code of Marketing of Breast-milk Substitutes.

Are you a healthcare provider? [Take the pledge to keep formula marketing out of your office.](#)
[Learn more about infant formula marketing in clinics.](#)



Opportunity to Impact Breastfeeding in Kansas

Impact Funding Team seeks to engage Kansans in health philanthropy

Have you ever wanted to play the role of health philanthropist – making grants to positively impact the health of Kansans? Do you share the vision that the earliest days and years of life are critical to health throughout a lifetime – and that a little help early on can make a huge and lasting difference? Would you give a dollar a day to improve health for thousands of Kansans, knowing that your money will be doubled for twice the impact?

The United Methodist Health Ministry Fund has launched a new program to engage Kansans directly in effective, hands-on health philanthropy – Impact Funding Teams. The approach is similar to a giving circle – volunteers combine their funds to support organizations doing important work. But with Impact Funding Teams, the Health Fund matches donations—so your generosity has double the impact.

The Fund plans to later have teams focused on several health fields, but the proven health benefits, the passion of supporters, and the opportunity to give children the best start in life made breastfeeding the natural choice for the 2014 Impact Funding Team. Since 2010, the Health Fund has found that small amounts of money, combined with dedicated organizations and individuals, can make a big difference in the availability of breastfeeding support in local Kansas communities – your money **will** change lives.

The Fund encourages you, either individually or as part of a group, to join the Funding Team by making a tax-deductible donation of \$365 or more for 2014. You decide your level of participation – donor only, help with Request for Proposals development, vote on award recipients, or all of the above – it's up to you. Visit ImpactFundingTeam.org today to learn more and sign up online. Questions? Email Kim Moore, Health Fund president, at kmoore@ImpactFundingTeam.org or call 800-369-7191.

Library of Congress Showcases Its Lactation Rooms

The library of Congress has two lactation rooms. The first opened in March 2012 on the third floor of the Madison Building, and the second opened in July 2013 on the first floor of the Adams Building. Each lounge has individual pumping rooms, a common area sink, and comfortable seating. Upgrades are planned including hospital grade pumps and refrigerators.

To view a slideshow of the Library of Congress lactation center opening—
<http://www.photoshow.com/watch/ud8te4yi> (copy and paste is necessary.)



In the News

- Research regarding Vitamin D and cancer survival can be found in this [article](#).
- BreastfeedingLA has developed a you tube video called [Breastfeeding Trees](#)—a fun video to share about the benefits of breastfeeding.
- TSA settles lawsuit with breastfeeding mother. Read more [here](#).
- One more good reason to breastfeed for health protection for mothers—[Breastfeeding May Reduce Alzheimers Risk](#)

Thought for the Day

People need to understand that when they're deciding between breastmilk and formula, they're not deciding between Coke and Pepsi.... They're choosing between a live, pure substance and a dead substance made with the cheapest oils available. ~CheleMarmet

