

Sample WHO Code Policy

Code of Practice for *name of service* based on The International Code of Marketing of Breastmilk Substitutes and subsequent, relevant, World Health Assembly [WHA] resolutions:

1. *Name of service* does not advertise or promote products (identified in the scope of The Code) to the general public. The service achieves this by:
 - 1.1 not providing formula samples to mothers, pregnant women or their families;
 - 1.2 the non-acceptance of free or subsidised samples;
 - 1.3 the non-acceptance, of free gifts, materials or money from infant formula companies;
 - 1.4 not using formula samples, for any other use except for professional evaluation or research;
 - 1.5 the non-promotion of formula products by employees of the health service;
 - 1.6 not displaying words or pictures at the service, which idealises the use of products; this includes pictures of infants on the labels of products.
2. *Person's position title* is responsible for all contact made by visiting formula company representatives.
3. *Name of service* prohibits marketing personnel from making direct contact with pregnant women, mothers and their families.
4. *Name of service* provides formula feeding education to pregnant women and non-breastfeeding women on an individual basis.
5. Education materials given out by *name of service* to pregnant women and mothers, including labels explain:
 - 5.1 the benefits and superiority of breastfeeding;
 - 5.2 the social and financial implications of the use of infant formula; and
 - 5.3 the health hazards of unnecessary or improper use of formula.
6. Education materials used by *name of service*:
 - 6.1 contain only scientific and factual information; and
 - 6.2 are not presented in a way that implies (or creates a belief) that bottle-feeding is equivalent or superior to breastfeeding.
7. Infant formula purchases are:
 - 7.1 purchased at **no less** than 80% of the full retail price;
 - 7.2 purchased in accordance with the Artificial Feeding Policy;
 - 7.3 alternated;
 - 7.4 stored out of sight; and
 - 7.5 documented.

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8. Gift bags given out by *name of service* are free of promotional material and products which contravenes the requirements or the spirit of The Code.
9. *Name of service* ensures that any material provided to mothers under our care does not interfere with the successful initiation and establishment of breastfeeding, for example, feeding bottles, teats, pacifiers and infant formula.