



World Federation of Public Health Associations

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Marketing of Breast-Milk Substitutes

WFPHA Resolution No. 81-1

adopted by WFPHA General Assembly
at 15th Annual Meeting, 7 May 1981

The World Federation of Public Health Associations,

Recognizing the sanitary, nutritional, and immunological benefits of breastfeeding for the health of human infants; and

Realizing that in certain circumstances breastfeeding may not be possible or adequate, and that infant health in such circumstances may demand substitutionary or supplemental nutrition; but

Considering the active role of the World Health Organization in organizing extensive consultations among participating representatives of industry groups, scientific institutions, professional societies, governments, and nongovernmental organizations concerned with these important matters; therefore

1. AFFIRMS the excellence of breastfeeding in infant nutrition and health; and
2. ADVOCATES human milk from a healthy mother as the food of choice for the world's infants; and
3. ACKNOWLEDGES the demand for availability of substitutionary infant feeding products that meet established nutritional requirements of infants; but
4. ASSERTS the need for detailed guidelines on the international marketing of breast-milk substitutes which clearly protect the interests of the public health; and
5. URGES the 34th World Health Assembly to adopt an international code on the marketing of breast-milk substitutes which member states can use as guidance in the formulation of such legislation or regulation as is appropriate to local economic, social, and cultural conditions; and
6. COMMITS the efforts of our member national public health associations to work with their respective governments in implementing an international code in the spirit of this resolution.