

THE LANCET

THE 2023 SERIES ON BREASTFEEDING

The marketing of commercial milk formula for use in the first 3 years of life has negatively altered the infant and young child feeding ecosystem

Presented by Rafael Pérez-Escamilla, PhD and Katheryn Russ, PhD on behalf of the Lancet Breastfeeding Series Group



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The 2023 Lancet Series on Breastfeeding



"The marketing of commercial milk formula for use in the first 3 years of life has negatively altered the infant and young child feeding ecosystem"

INFANT FEEDING MATTERS... AND BREASTFEEDING IS CRUCIALLY IMPORTANT

For those who don't know...

Breastfeeding 1

Lancet 2016




Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect

Cesar G Victora, Rajiv Bahl, Aluisio J D Barros, Giovanni V A França, Susan Horton, Julia Krusevec, Simon Murch, Marijeva Sankar, Neff Walker, Nigel C Rollins, for The Lancet Breastfeeding Series Group*

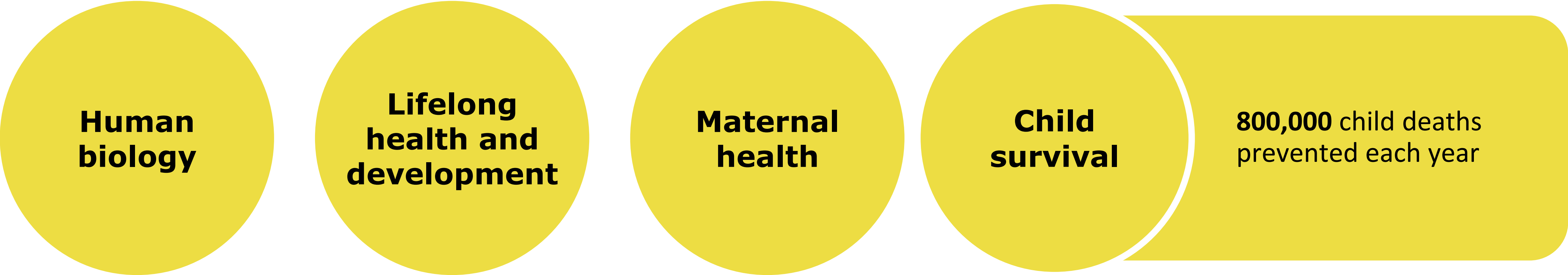
Breastfeeding 2

Lancet 2016



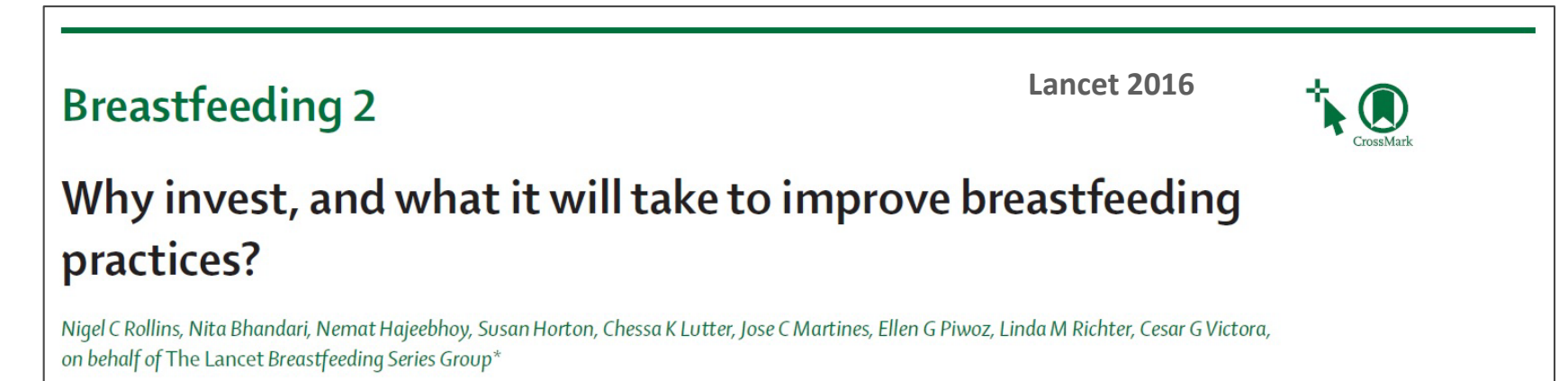
Why invest, and what it will take to improve breastfeeding practices?

Nigel C Rollins, Nita Bhandari, Nemat Hajeebhoy, Susan Horton, Chessa K Lutter, Jose C Martinez, Ellen G Piwoz, Linda M Richter, Cesar G Victora, on behalf of The Lancet Breastfeeding Series Group*



INFANT FEEDING MATTERS... AND BREASTFEEDING IS CRUCIALLY IMPORTANT

For those who don't know...



**Human
biology**

**Lifelong
health and
development**

**Maternal
health**

**Child
survival**

800,000 child deaths
prevented each year

**But, over the past 20 years, practices have changed
and, globally, fewer than half of all infants are fed according to WHO recommendations**

TERMINOLOGY

Commercial Milk Formula instead of breast milk substitute

- To highlight the artificial and ultra-processed nature of formula products
- ‘Substitute’ conveys the notion of equivalence

Marketing

- Any form of commercial communication or activity that is “designed to, or has the effect of, increasing recognition, appeal and [or] consumption of particular products and services”
- Includes advertising, distribution, promotion, lobbying, and sponsorship, but excludes transportation and sales of the product itself

SERIES MESSAGES

- Breastfeeding success is a collective responsibility that depends on multifaceted policy and societal responses – it is not the sole responsibility of women
- Infant behaviours e.g., sleep and crying, have normal trajectories – same as learning to walk or to speak – and can be misinterpreted as hunger etc. or re-framed as ‘abnormal’ to promote artificial solutions
- Commercial milk formula marketing influences our beliefs, values and practices – it has changed the infant feeding ecosystem – and its extent and power has not been fully appreciated by most in health, civil society and government
- There are many constraints if a woman decides she wants to breastfeed. It is the responsibility of governments to implement structural interventions/policies to support breastfeeding and mitigate negative, undermining influences

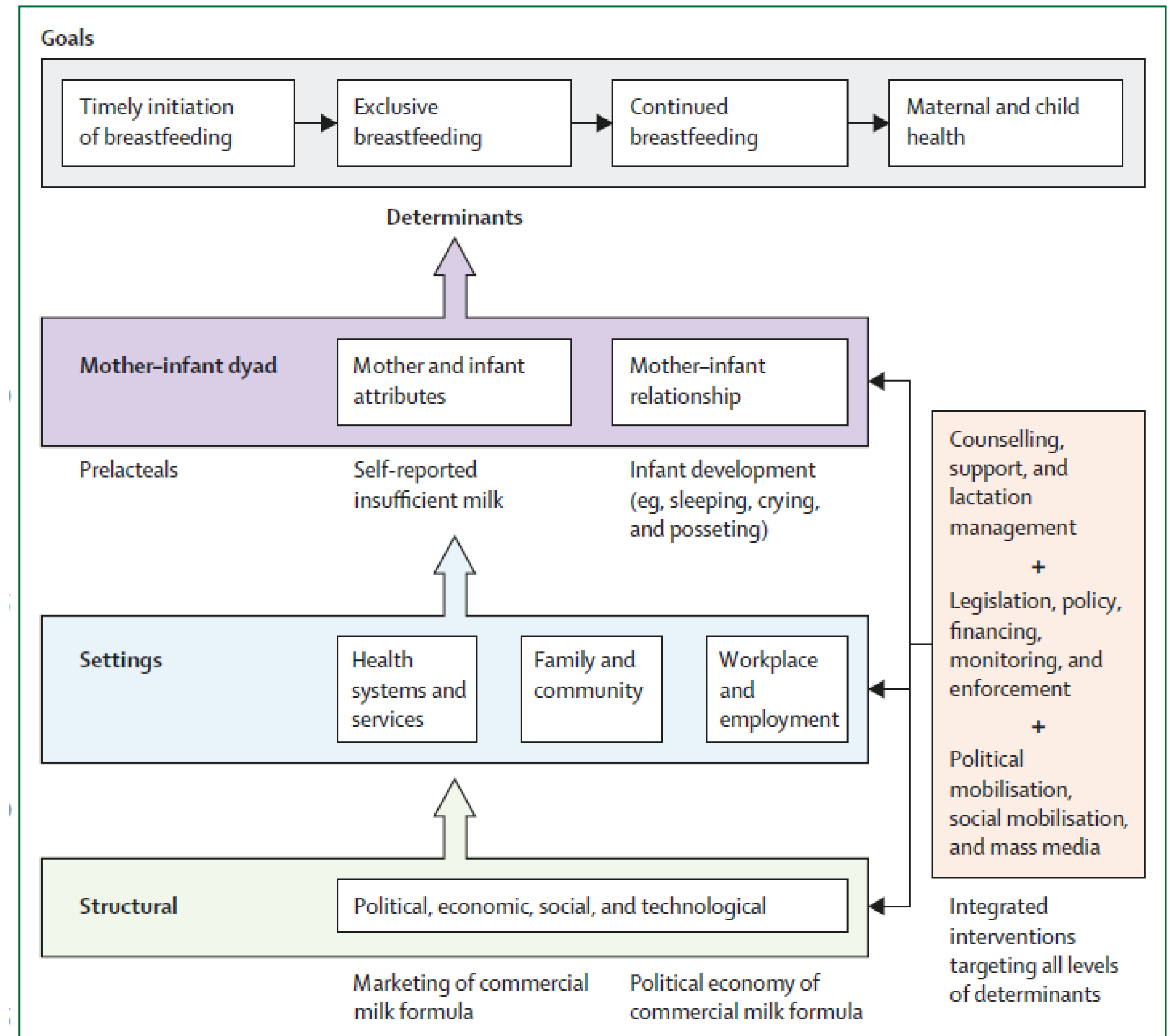
BREASTFEEDING 1

**Breastfeeding: crucially important,
but increasingly challenged in a market-driven world**

*Rafael Pérez-Escamilla, Cecília Tomori, Sonia Hernández-Cordero, Phillip Baker, Alusio J D Barros, France Begin, Donna J Chapman, Laurence M Grummer-Strawn, David McCoy, Purnima Menon, Paulo Augusto Ribeiro Neves, Ellen Piwoz, Nigel Rollins, Cesar G Victora, Linda Richter, on behalf of the 2023 Lancet Breastfeeding Series Group**

OBJECTIVES

- Examine how mother and infant characteristics interact with breastfeeding determinants at all levels
- Document how these interactions drive breastfeeding outcomes, and
- Identify what policies and interventions are necessary to support optimal breastfeeding



METHODS

- Analyses of nationally representative surveys of children under two years of age
- Systematic reviews
- Case studies



Paediatric and Perinatal Epidemiology

ORIGINAL ARTICLE

Disparities in early initiation of breast feeding and prelacteal feeding: A study of low- and middle-income countries

Paulo Augusto Ribeiro Neves¹, Juliana S. Vaz², Luiza L. C. Ricardo³, Nancy N. Armenta-Paulino⁴, Aluísio J. D. Barros⁵

Received: 21 October 2021 | Revised: 6 February 2022 | Accepted: 8 February 2022

DOI: 10.1111/mcn.13337

SUPPLEMENT ARTICLE

Maternal & Child Nutrition | WILEY

Follow-up and growing-up formula promotion among Mexican pregnant women and mothers of children under 18 months old

Mireya Vilar¹, Ana C. Castañeda², Rafael Pérez-Escamilla³

Electronic supplementary material:
The online version of this article contains supplementary material.

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SUPPLEMENT EDITORIAL

Maternal & Child Nutrition | WILEY

What will it take to increase breastfeeding?

Sonia Hernández-Cordero¹ | Rafael Pérez-Escamilla²

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DOI: 10.1111/mcn.13371

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Abstract

The introduction for the Supplement in Maternal & Child Nutrition: What will it take to increase breastfeeding? describes the contribution of each of the articles included in this Supplement to the current evidence about the major structural challenges in place to overcome to improve breastfeeding practices, as well as the evidence-based policies and interventions that can be effective at advancing breastfeeding on a large scale to promote, protect and support breastfeeding.

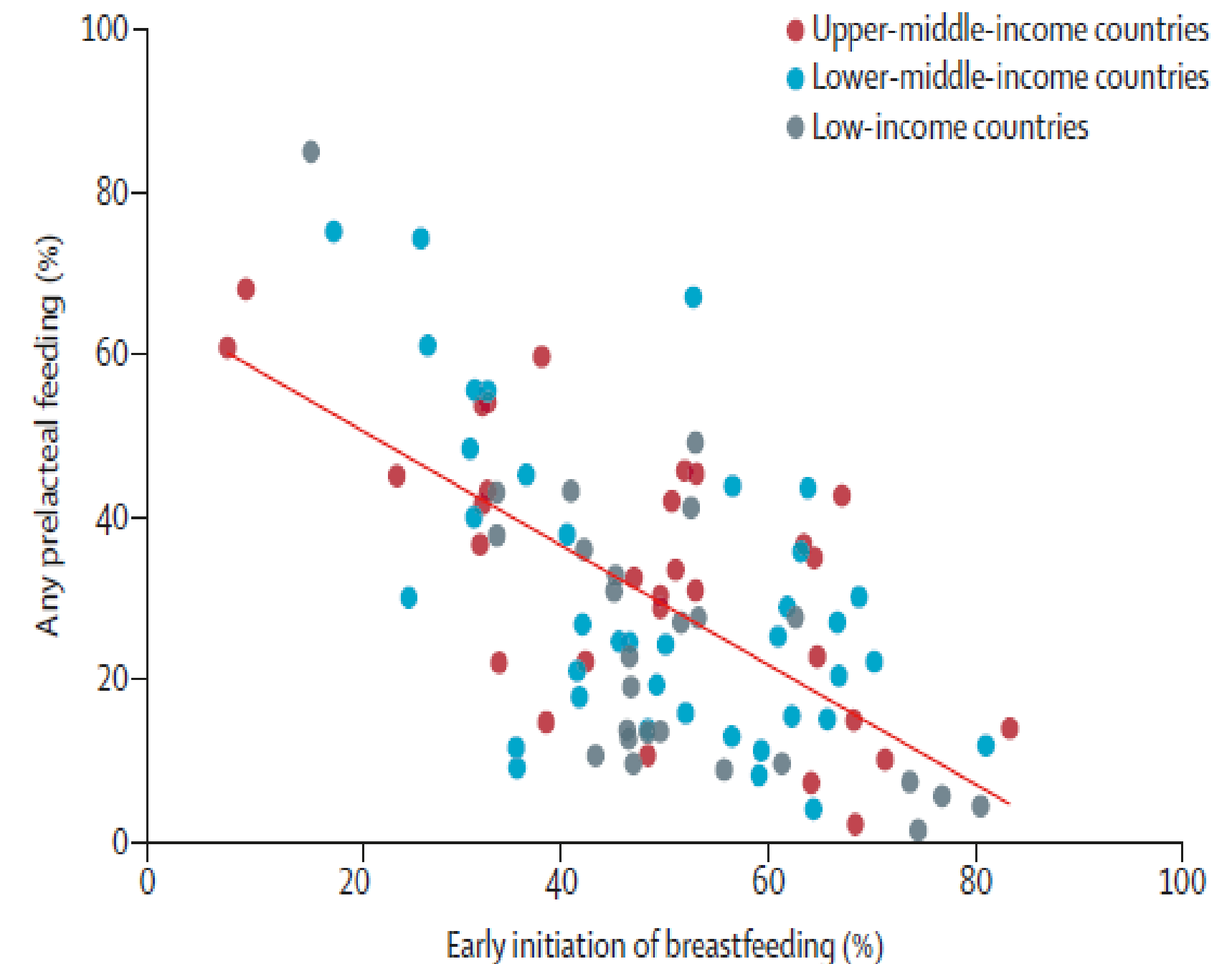
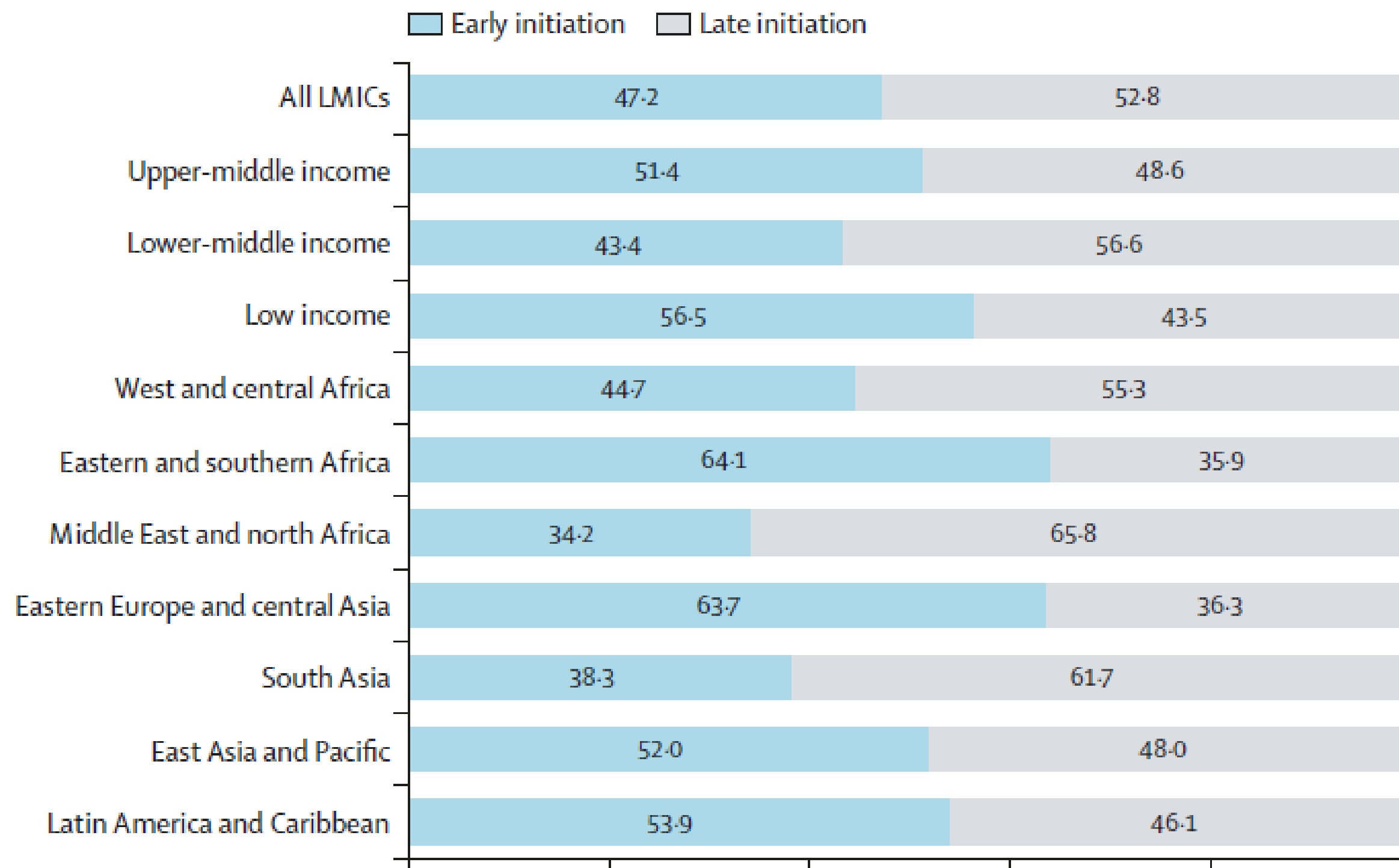
KEYWORDS

breast milk substitutes, breastfeeding, breastfeeding confidence, breastfeeding support, infancy and childhood, maternal nutrition

The importance of proper nutrition and stimulation early in life for brain development, cognitive development, and the short-, medium- and long-term health and well-being of humans is well recognized

tailored to the unique needs of the infants according to the environments surrounding them ("mother-breastmilk-infant triad") (Bode et al., 2020). This complex system developed, over millions of

INITIATION OF BF AND EFFECT OF PRE-LACTEALS



- Less than half of newborns are put to the breast within the first hour of life in LMICs
- Pre-lacteals are strongly associated with delayed initiation of breastfeeding, shorter duration of breastfeeding and increased consumption of formula products

UNDERSTANDING NORMAL INFANT BEHAVIOUR

- Human babies are born in an immature state
- Post-birth adjustment and maturation
- Takes time and support to learn to feed, settle and sleep
- Normal sleep patterns of infants don't align with adult sleep patterns
- Newborns express their discomfort through crying, signalling the need for help and care
- Crying is adaptive and communicates many needs



... MISREADING THE CUES



Systematic review: reports from 22 countries and different income levels

- Distressing for parents
 - 50% of healthy infants 0-3 months have at least one episode of regurgitation/day
 - Mean time fussing or crying 2hrs/day
- Consistently undermines parental self-efficacy

MISREADING CUES LEADS TO... SELF-REPORTED INSUFFICIENT MILK (SRIM)

- Perceived infant satiety & satisfaction shape self-assessment of milk supply
- Crying, fussiness and short sleep duration undermine confidence
- Partners, family members and health staff also misinterpret cues
- **SRIM is the reason given by**
 - 45% of mothers globally for introducing CMFs before 6 months
 - Third of mothers for stopping breastfeeding
- Yet, effective counselling and support helps parents understand infant cues and improve effective breastfeeding and breastmilk production



REFRAMING 'NORMAL' AS A MARKETING OPPORTUNITY

- New parents may be concerned about maturing baby behaviours
- CMF marketing frames normal maturing behaviours as 'something is wrong' – pathological – or mothers are inadequate
 - "If you are not sure whether you have enough milk..."
 - "If your infant has a rash or cries or possets or is unsettled... maybe they have an allergy"and offer products as **solutions**
- "Selling peace of mind"... certainty of quantity of milk consumed
- Without skilled support and reassurance, parents change from breastfeeding to CMF – or from one CMF to another



MULTILEVEL AND MULTISECTORAL INTERVENTIONS IMPROVE BREASTFEEDING AT SCALE

Case studies from 4 countries describe **INVESTMENTS** over the past decade that improved EBF rates

Burkina Faso

BF training and multilevel programme delivery, including

1. Training of traditional leaders
2. **Creation of mother-to-mother support groups**
3. **Evidence-based social and behaviour change communication (SBCC)** programmes through partnerships between government, UNICEF, and ALIVE & THRIVE

Mexico

A comprehensive national strategy to coordinate BF actions building on

1. **Landscape analysis** with the Becoming BF Friendly policy toolbox,
2. **Strong position statement** from the Mexican National Academy of Medicine
3. BF monitoring

The Philippines

1. Incorporated BF into early essential newborn care
2. Train health providers on baby behaviours and BF
3. **Extended paid maternity leave**
4. **Implemented an official database of Code violations**

USA

1. **Expanded BFHI and WIC BF counselling**
2. **Monitoring, surveillance, and programme evaluation**
3. Expanding the number of people with health insurance and **requiring health insurers to cover lactation support services**

BREASTFEEDING 2

Marketing of commercial milk formula: a system to capture parents, communities, science, and policy

*Nigel Rollins, Ellen Piwoz, Phillip Baker, Gilian Kingston, Kopano Matlwa Mabaso, David McCoy, Paulo Augusto Ribeiro Neves, Rafael Pérez-Escamilla, Linda Richter, Katheryn Russ, Gita Sen, Cecília Tomori, Cesar G Victora, Paul Zambrano, Gerard Hastings, on behalf of the 2023 Lancet Breastfeeding Series Group**

Acknowledgements and thanks

Jane Badham, Robert Boyle, Roger Mathisen, Marcus Stahlhofer, Kremlin Wickramasinghe, David Miller, Gerry Power and Mike Spencer. Peter Salama for his early encouragement and inspiration for doing what is right and important for children.

Artwork is used to illustrate actual packaging that make or imply certain claims about improved health or development. Any resemblance to actual product packaging is coincidental.

OBJECTIVE AND METHODS

Objective: to describe the CMF marketing playbook and its influence on families, health professionals, science, and policy processes

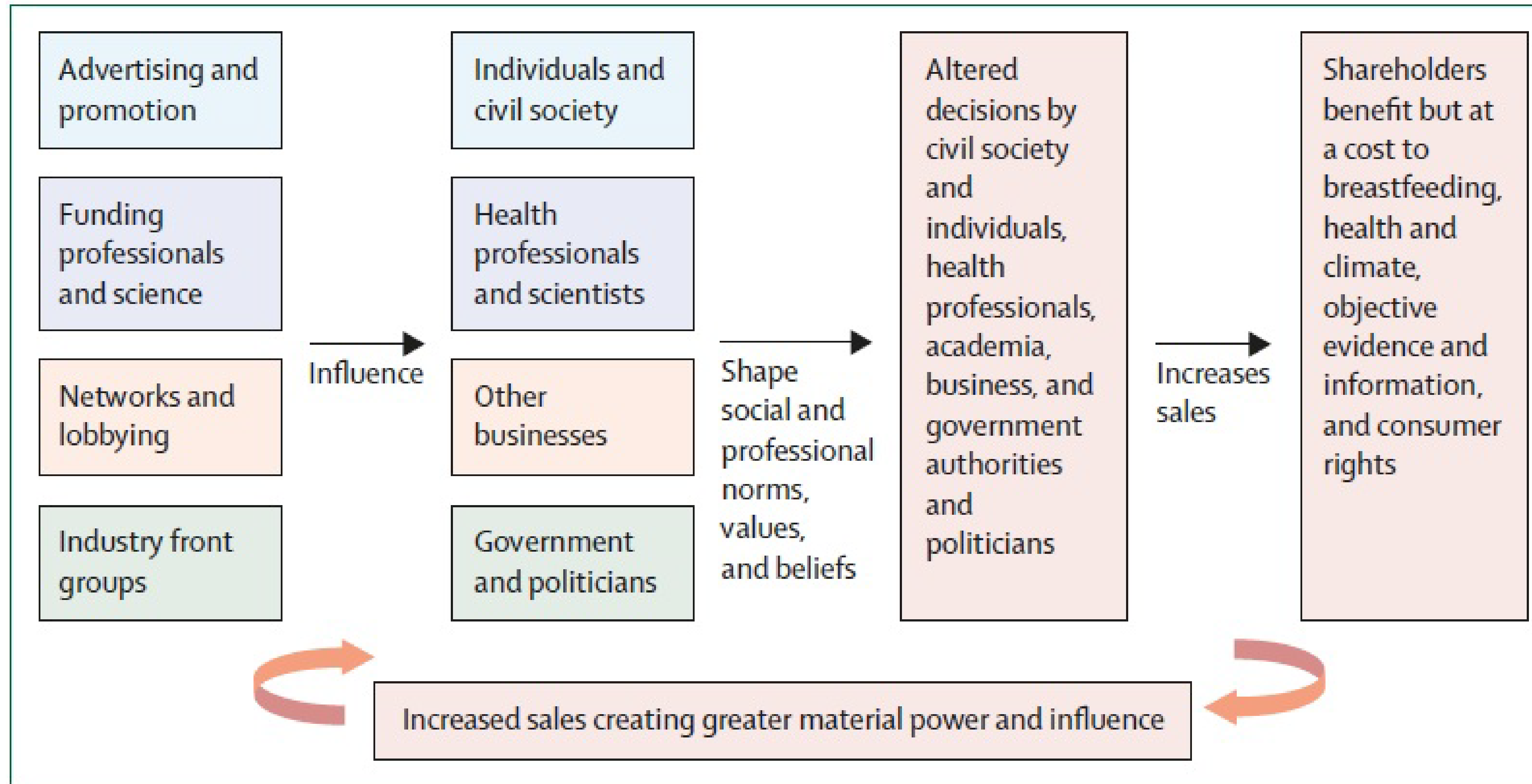
Multiple methods:

- Systematic and scoping reviews of public health and CMF industry literature and business reports
- Analyses of national CMF sales and infant feeding survey data
- Examination of marketing expenditures
- Two multi-country studies documenting women's experiences of marketing and scope of digital marketing
- Case studies describing CMF industry interference of national and international regulatory processes

KEY FINDINGS

- CMF marketing practices are **multi-faceted, sophisticated, well-resourced** and are therefore a ***powerful system of influence*** made even more influential through digital systems
- CMF marketing playbook is similar to marketing of other products **but** there are important differences:
 - impacts **lifelong health, development and rights** of children and their mothers, and
 - violates a **Code of Marketing** agreed by the UN World Health Assembly
- CMF marketing has been very **successful** over the decades in reshaping individual, societal and medical norms and values

CONCEPTUAL FRAMEWORK



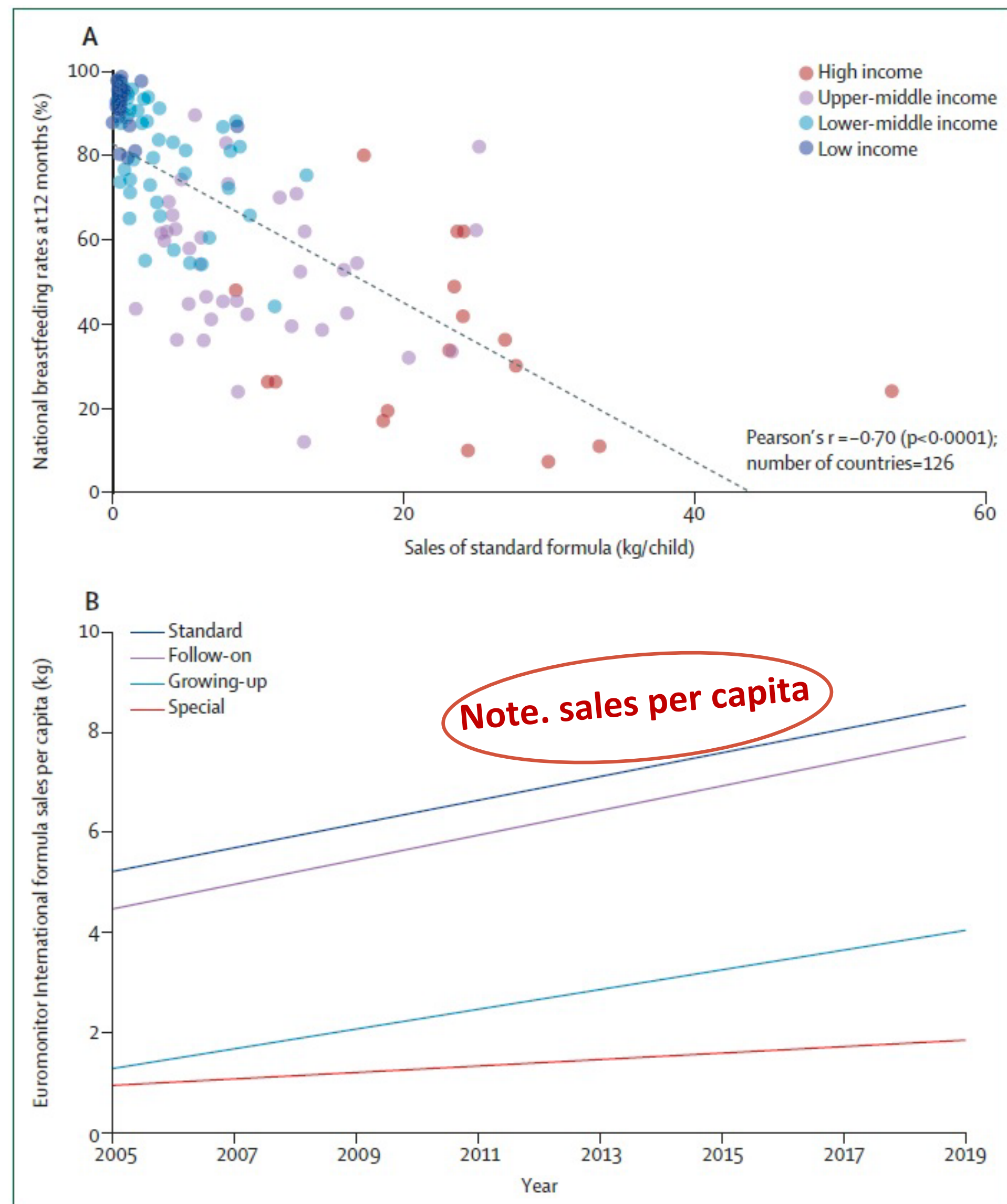


Figure 2: Rate of national breastfeeding at 12 months vs per capita sales of standard CMF by country income category and the sales of CMF per capita, 2005-19

- **CMF Marketing System is Powerful & Profitable**
 - **\$55.6 bn sales in 2019**
- **Many reasons for these changes:**
 - Preference, work constraints, perceived insufficient milk, poor support
 - **Central role of marketing**
 - 4.3-6.8% annual sales spent on marketing
= **US\$ 2.6-3.5 billion per year**
 - ***Underestimate*** – does not include lobbying, social media, sponsorship of health workers

Marketing of Commercial Milk Formula: a system to **capture parents and communities**, science and policy and... **shape societal and professional norms, values and beliefs to alter decisions**

“ all those scientific acronyms like DHA. You don't know what it is, but it sounds cool. It is supposed to be a nutrient that goes directly to the baby's brain for stimulation ”

- Mother, Guadalajara, Mexico

“ the benefits my baby will get... if I want to promote brain development, height, or digestive system, I will find respective formulas ”

- Mother, Hanoi, Viet Nam

“ I actually like that premium brand, I love the colour, I love that expensive look...the gold gives it that expensive taste as if it's procured the best quality and it's something unique and different ”

- Mother, Johannesburg, South Africa

“ we were looking online and that little [advert for] brand Z milk popped up. With these cookies, they must know we're looking at baby stuff, and it's popped up out of nowhere ”

- Mother, London, United Kingdom

Marketing of Commercial Milk Formula: a system to **capture parents and communities**, science and policy and... shape societal and professional norms, values and beliefs to alter decisions



2017, Vitafoods. CEO

“...infant nutrition wasn’t necessarily about the ingredients or innovation”.

“What we are selling is actually sleep...If the baby doesn’t sleep for three nights and the mother is exhausted ...”

“selling peace of mind”

Marketing of Commercial Milk Formula: a system to **capture** parents, communities, **science and health workers** and policy and... shape societal and professional norms, values and beliefs and to alter decisions

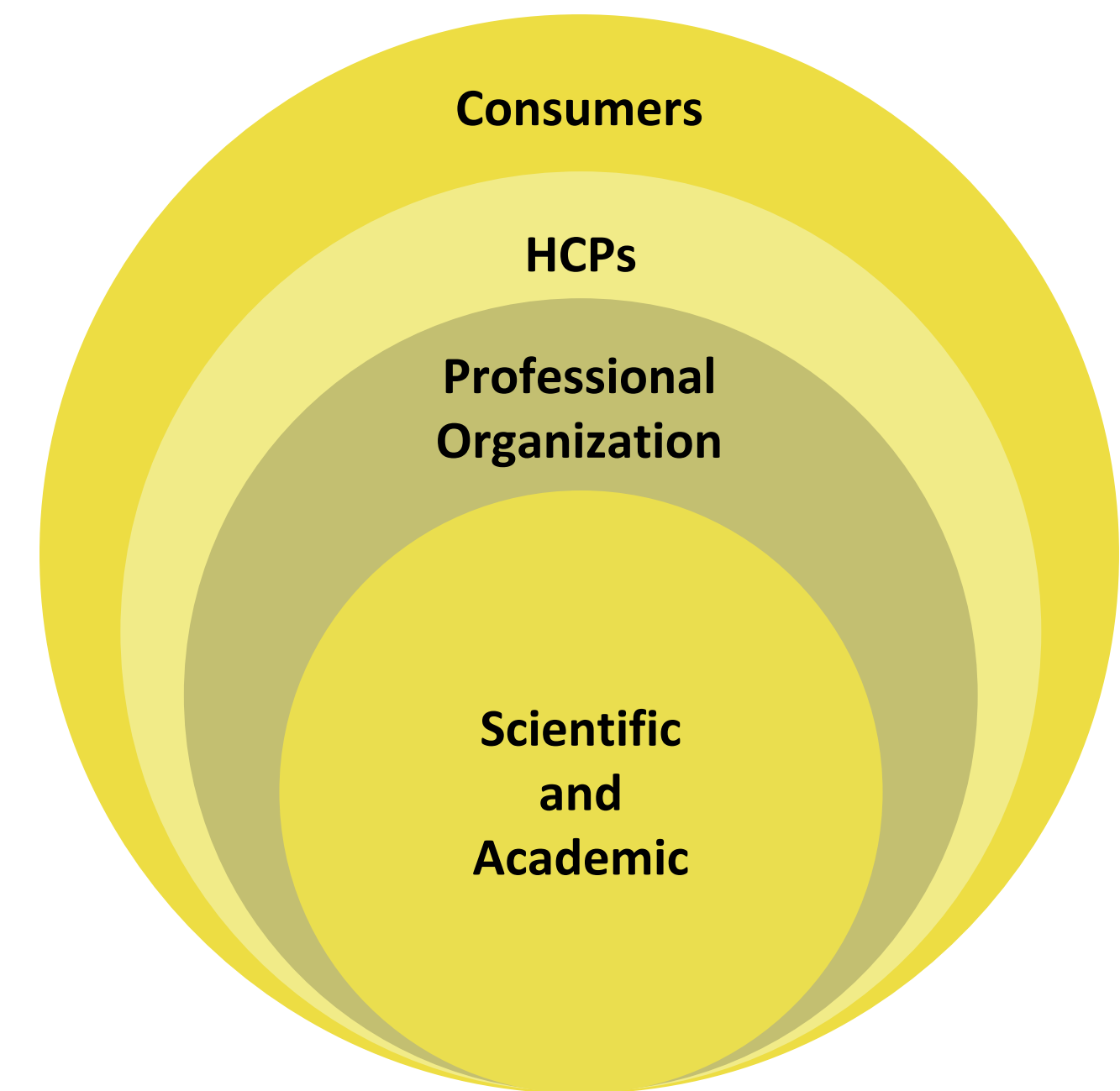
Why are health workers and their associations so important? Category Entry Points

- Sponsorship
- Research
- Guideline groups



Conflicts of Interest

The Echo Chamber



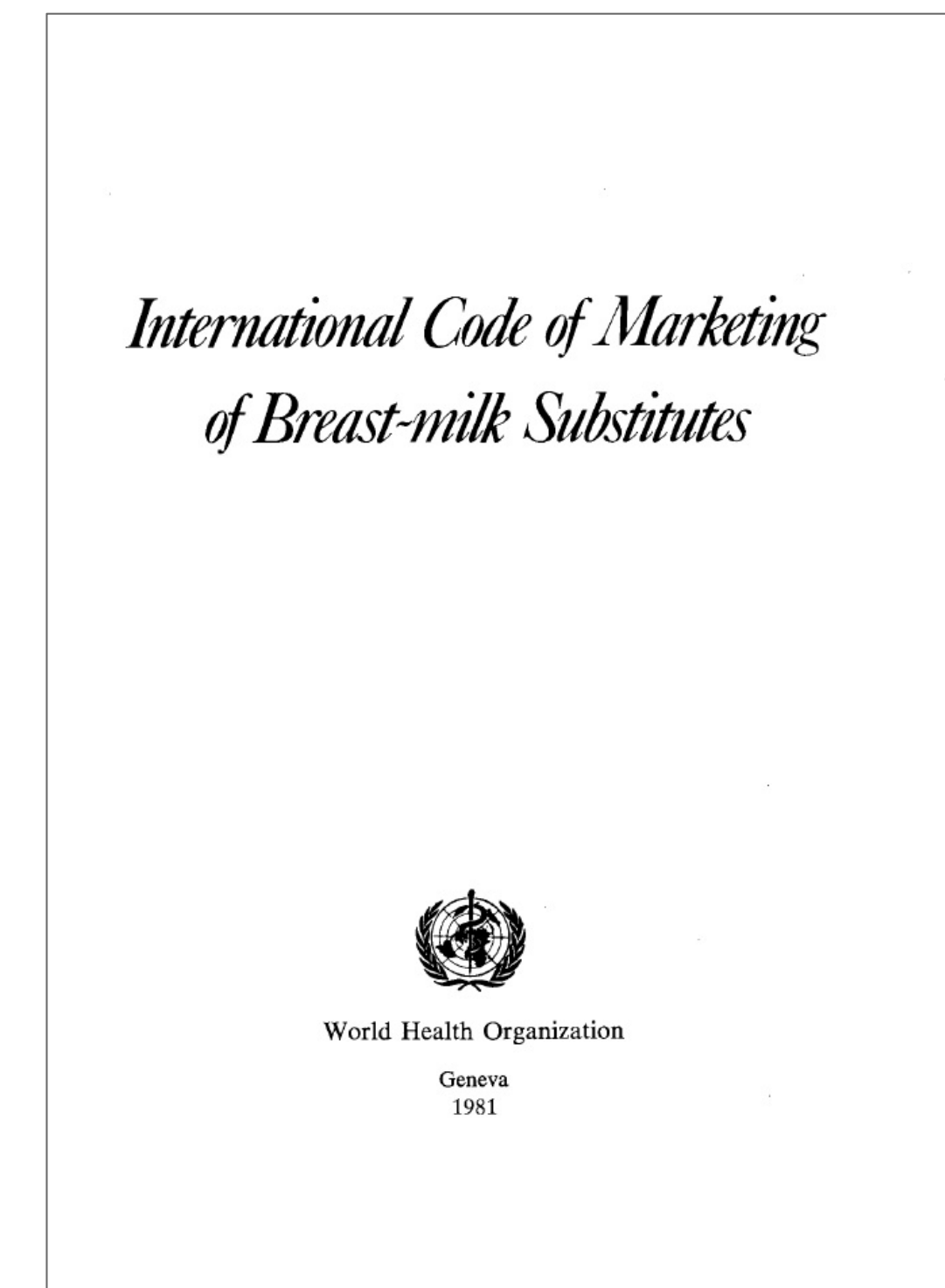
SSC
Stakeholder mapping
South Africa

Marketing of Commercial Milk Formula: a system to **capture** parents, communities, science and **policy and international recommendations** and... **shape societal and professional norms, values and beliefs and to alter decisions**

➤ **International policy frameworks are being manipulated to decrease their effectiveness**

Systematic reviews, case studies and analyses of public access information demonstrate:

- The Code is ***blocked, reinterpreted, circumvented*** and ***ignored***
- Codex Alimentarius is ***manipulated*** to establish weak standards that become a ceiling for regulation of CMF marketing



Marketing of Commercial Milk Formula: a system to **capture** parents, communities, science and **policy and international recommendations** and... **shape societal and professional norms, values and beliefs and to alter decisions**

➤ **International policy frameworks are being manipulated to decrease their effectiveness**

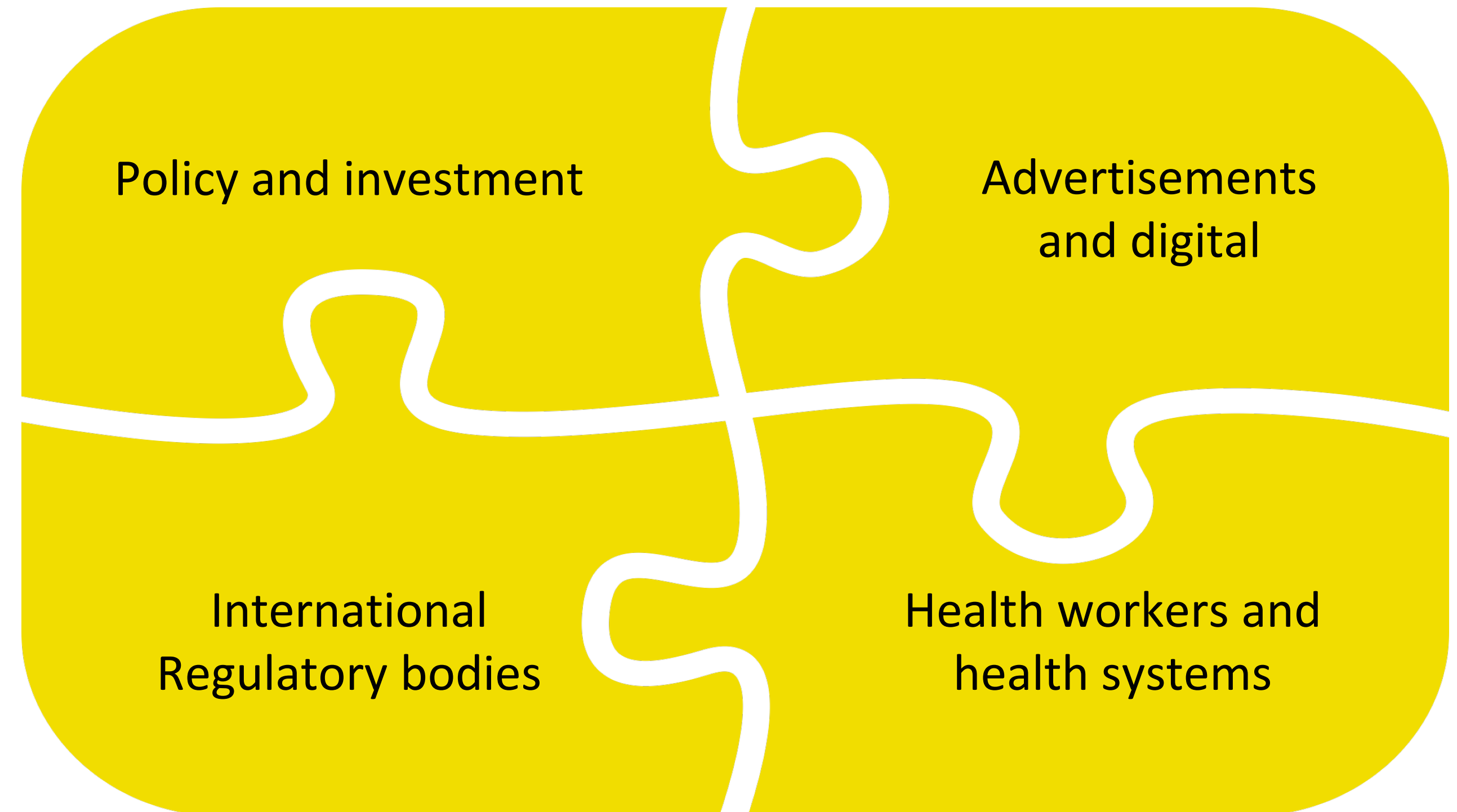
Systematic reviews, case studies and analyses of public access information demonstrate:

- Industry capitalizes on the ***lack of implementation of maternity leave*** conventions protecting breastfeeding
- ***Industry lobby groups*** are numerous and influence policy environments in favour of CMF industry and their shareholders

KEY LESSONS

- Criticism of industry and marketing is not criticism of women, their decisions or circumstances
- CMF industry deploys a system that turns the birth of an infant and the care of parents into a business opportunity
- This system undermines breastfeeding and human rights

A systems approach is needed to address the CMF playbook



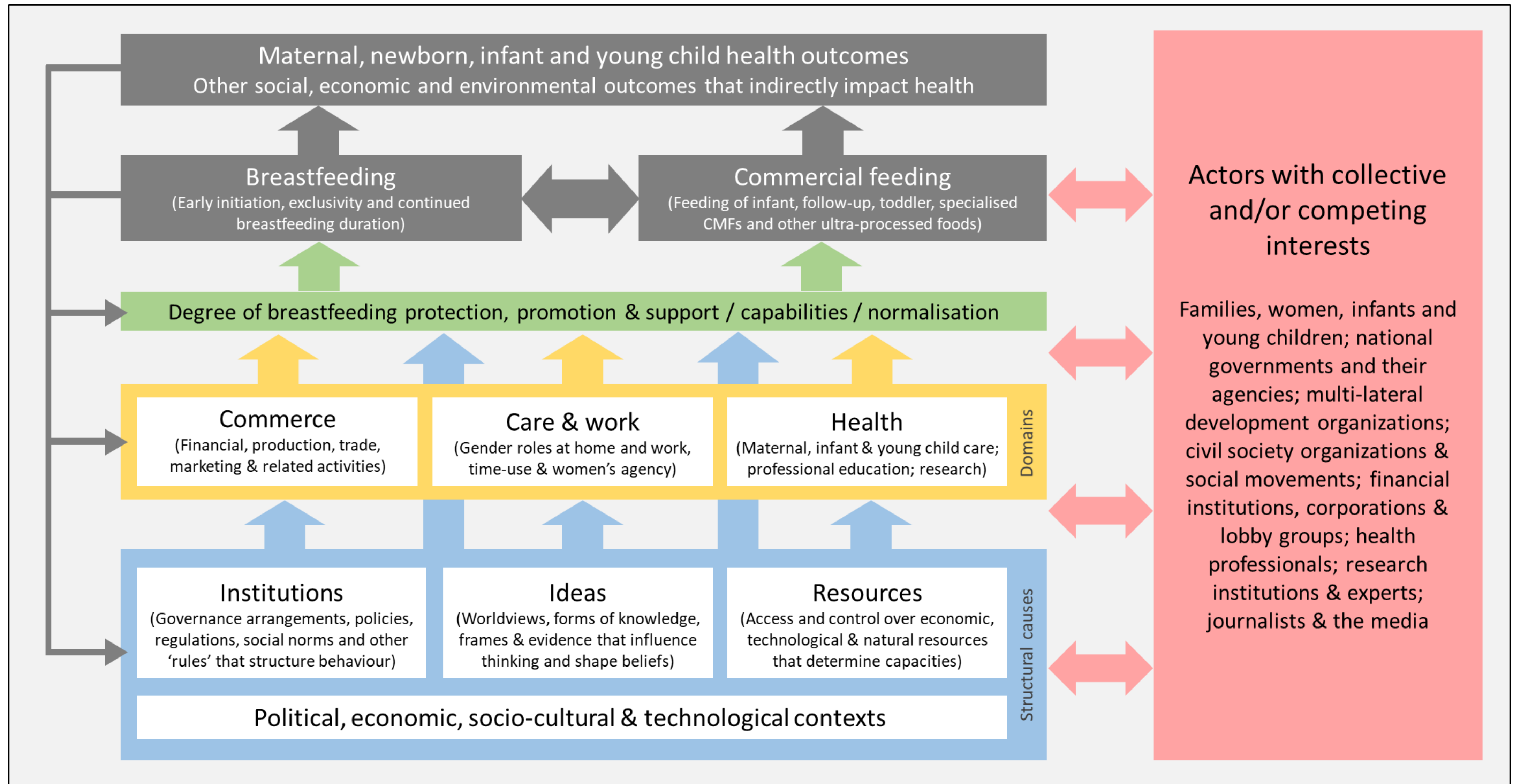
BREASTFEEDING 3

The political economy of infant and young child feeding: confronting corporate power, overcoming structural barriers, and accelerating progress

*Philip Baker, Julie P Smith, Amandine Garde, Laurence M Grummer-Strawn, Benjamin Wood, Gita Sen, Gerard Hastings, Rafael Pérez-Escamilla, Chee Yoke Ling, Nigel Rollins, David McCoy, on behalf of the 2023 Lancet Breastfeeding Series Group**

Acknowledgements and thanks

Jane Badham, Roger Mathisen, Patti Rundall, Mary Renfrew, David Clark, Anuradha Narayan, and Suying Chang for reviewing drafts of the manuscript and providing suggestions. Annelies Allain for providing access to archival documents at the International Code Documentation Centre (IBFAN Penang, Malaysia).



METHODS AND ASSOCIATED RESEARCH

The CMF industry, markets and food systems

Received: 3 July 2020 | Revised: 25 September 2020 | Accepted: 27 September 2020
DOI: 10.1111/mcn.13097

ORIGINAL ARTICLE

Maternal & Child Nutrition WILEY

First-food systems transformations and the ultra-processing of infant and young child diets: The determinants, dynamics and consequences of the global rise in commercial milk formula consumption

Baker et al. *Globalization and Health* (2021) 17:58
<https://doi.org/10.1186/s12992-021-00708-1>

Globalization and Health

Phillip Baker, Julie S. David, Katherine S. Slevert, Cherie Russell, and David McCoy

RESEARCH Open Access

Globalization, first-foods systems transformations and corporate power: a synthesis of the global rise in commercial milk formula consumption

Baker et al. *Globalization and Health* (2021) 17:125
<https://doi.org/10.1186/s12992-021-00774-5>

Globalization and Health

Phillip Baker, Gillian Kings, Katherine S. Slevert, Cherie Russell, and David McCoy

RESEARCH Open Access

Breastfeeding, first-food systems and corporate power: a case study on the market and political practices of the transnational baby food industry and public health resistance in the Philippines

Phillip Baker¹, Paul Zambrano², Roger Mathisen³, Maria Rosario Singh-Vergara⁴, Ana Epefania Escobar⁴, Melissa Mialon⁵, Mark Lawrence⁶, Katherine S. Slevert⁷, Cherie Russell⁸ and David McCoy⁹

Abstract
Background: The aggressive marketing of breastmilk substitutes (BMS) reduces breastfeeding, and harms child and maternal health globally. Yet forty years after the World Health Assembly adopted the International Code of Marketing of Breast-milk Substitutes (The Code), many countries are still to fully implement its provisions into national law. Furthermore, despite The Code, commercial milk formula (CMF) markets have markedly expanded. In this paper, we adopt the Philippines as a case study to understand the battle for national Code implementation. In particular, we investigate the market and political strategies used by the baby food industry to shape the country's 'first-food system', and in doing so, promote and sustain CMF consumption. We further investigate how breastfeeding coalitions and advocates have resisted these strategies, and generated political commitment for a world-leading breastfeeding policy framework and protection law (the 'Milk Code'). We used a case study design and process tracing method, drawing from documentary and interview data.
Results: The decline in breastfeeding in the Philippines in the mid-twentieth Century associated with intensive BMS marketing via health systems and consumer advertising. As regulations tightened, the industry more aggressively promoted CMFs for older infants and young children, thereby 'marketing around' the Milk Code. It established front groups to implement political strategies intended to weaken the country's breastfeeding policy framework while also fostering a favourable image. This included lobbying government officials and international organizations, emphasising its economic importance and threats to foreign investment and trade, direct litigation against the government, messaging that framed marketing in terms of women's choice and empowerment, and forging partnerships. A resurgence in breastfeeding from the mid-1980s onwards reflected strengthening political commitment for a national breastfeeding policy framework and Milk Code, resulting in-turn, from collective actions by breastfeeding coalitions, advocates and mothers.

Trade policy, regulation and Corporate lobbying

<http://ijhpm.com>
Int J Health Policy Manag 2021, x(x), 1–15

doi: 10.34172/ijhpm.2021.109

IJHPM International Journal of Health Policy and Management

Original Article

What You Don't Know About the Codex Can Hurt You: How Trade Policy Trumps Global Health Governance in Infant and Young Child Nutrition

Katheryn N. Russ, Phillip Baker, Manho Kang, and David McCoy

RESEARCH Open Access

The Politics of Regulating Foods for Infants and Young Children: A Case Study on the Framing and Contestation of Codex Standard-Setting Processes on Breast-Milk Substitutes

Monique Bo Baker¹

Abstract
Background: country context, commercial milk formula, have Codex Alimentarius be strongly cos Codex standard actions frame a **Methods:** We and internatio Nutrition and inputs during were retrieved **Results:** High industry repre stakeholders fi public health. **Conclusions:** C of civil society support for the influences on l **Keywords:** Bt Commercial l **Copyright:** © distributed ur by(4.0), which properly cited **Citation:** Russ and young chi substitutes, In

CORPORATE LOBBYING ON US POSITIONS TOWARD THE WORLD HEALTH ORGANIZATION: EVIDENCE OF INTENSIFICATION AND CROSS-INDUSTRY COORDINATION

Katheryn N. Russ, Phillip Baker, Manho Kang, and David McCoy

This is the first comprehensive study of expenditures on lobbying of the US federal government linked to discussions seeking to shape US policy toward, funding of, and participation in the World Health Organization (WHO). We link corporate lobbying expenditures and coinciding public statements to legislative proposals and other actions to restrict funding to, censure, and undermine confidence in the WHO. We uncover evidence of an intensifying and coordinated effort within a newly organized alliance across producers of commercial milk formulas, other ultra-processed foods, alcoholic beverages, biotechnology and pharmaceuticals, chemicals, plastics, and electronic gaming. Lobbying by the coalition occurs simultaneously with tobacco interests. Targets include WHO global health initiatives to address non-communicable diseases and access to medicines, as well as WHO protocols limiting private sector participation to mitigate conflicts of interest in health policy-making processes. The coalition characterizes its activities in terms of 'advocacy for WHO reform' or similar. In 2021, it argued such reforms are necessary for future pandemic response, indicating use of the Covid-19 crisis as leverage. Overall, these findings indicate corporate lobbying not only targets specific WHO processes that conflict with commercial interests, but also works to cast doubt on the integrity and narrow the operational capacities of the global health governance system itself.

Environmental impacts

International Journal of Environmental Research and Public Health MDPI

Review

Examining the Environmental Impacts of the Dairy and Baby Food Industries: Are First-Food Systems a Crucial Missing Part of the Healthy and Sustainable Food Systems Agenda Now Underway?

Daniel H. Pope^{1,*}, Johan O. Karlsson², Phillip Baker^{3,4} and David McCoy¹

Citation: Pope, D.H.; Karlsson, J.O.; Baker, P.; McCoy, D. Examining the Environmental Impacts of the Dairy and Baby Food Industries: Are First-Food Systems a Crucial Missing Part of the Healthy and Sustainable Food Systems Agenda Now Underway? *Int. J. Environ. Res. Public Health* **2021**, *18*, 12678. <https://doi.org/10.3390/ijerph182312678>

Abstract: Food systems are increasingly being understood as driving various crises and their transformation is recognised as a key opportunity for planetary systems represent an underexplored aspect of this transformation. Despite the optimal source of infant nutrition, use of commercial milk formula (CMF) rapidly. In this review, we examine the impact of CMF use on planetary particular its effects on climate change, water use and pollution and effects for human health. Milk is the main ingredient in the production of the dairy sector a key area of attention. We find that CMF use has two breastfeeding, while 1 kg of CMF has a blue water footprint of 699 L; harmful environmental impact. Facilitation and protection of breastfeeding of developing sustainable first-food systems and has huge potential benefits for health.


Keywords: breast milk; commercial milk formula; climate change; environmental impact

Economic impacts

TWN Third World Network DEAKIN UNIVERSITY UNU-HIGH

Who benefits from undermining breastfeeding?

Exploring the global commercial milk formula industry's generation and distribution of wealth and income



THE DOMAIN OF COMMERCE

CMF markets are concentrated and highly profitable

- Abbott, Danone, Feihe, Friesland Campina, Nestlé and Reckitt (including Mead Johnson) in 2021 collectively controlled 60% of CMF sales

THE DOMAIN OF COMMERCE

CMF companies are large and powerful

Abbott, Danone, Nestlé and Reckitt (including Mead Johnson) together...

Generated US\$187 billion in revenue (2022)

equivalent to 62nd largest country by GDP

Owned US\$316 billion in assets (2022)

> private wealth held in every African country bar South Africa

Employed >535,000 people globally (2018)

> health workforce of South Africa, Zimbabwe and Lesotho combined

THE DOMAIN OF COMMERCE

Economic power permits a powerful and sophisticated political strategy

Two faces of corporate power:

- Public facing
- Hidden: co-opt opposition, undermine the Code and curtail public-interest regulation



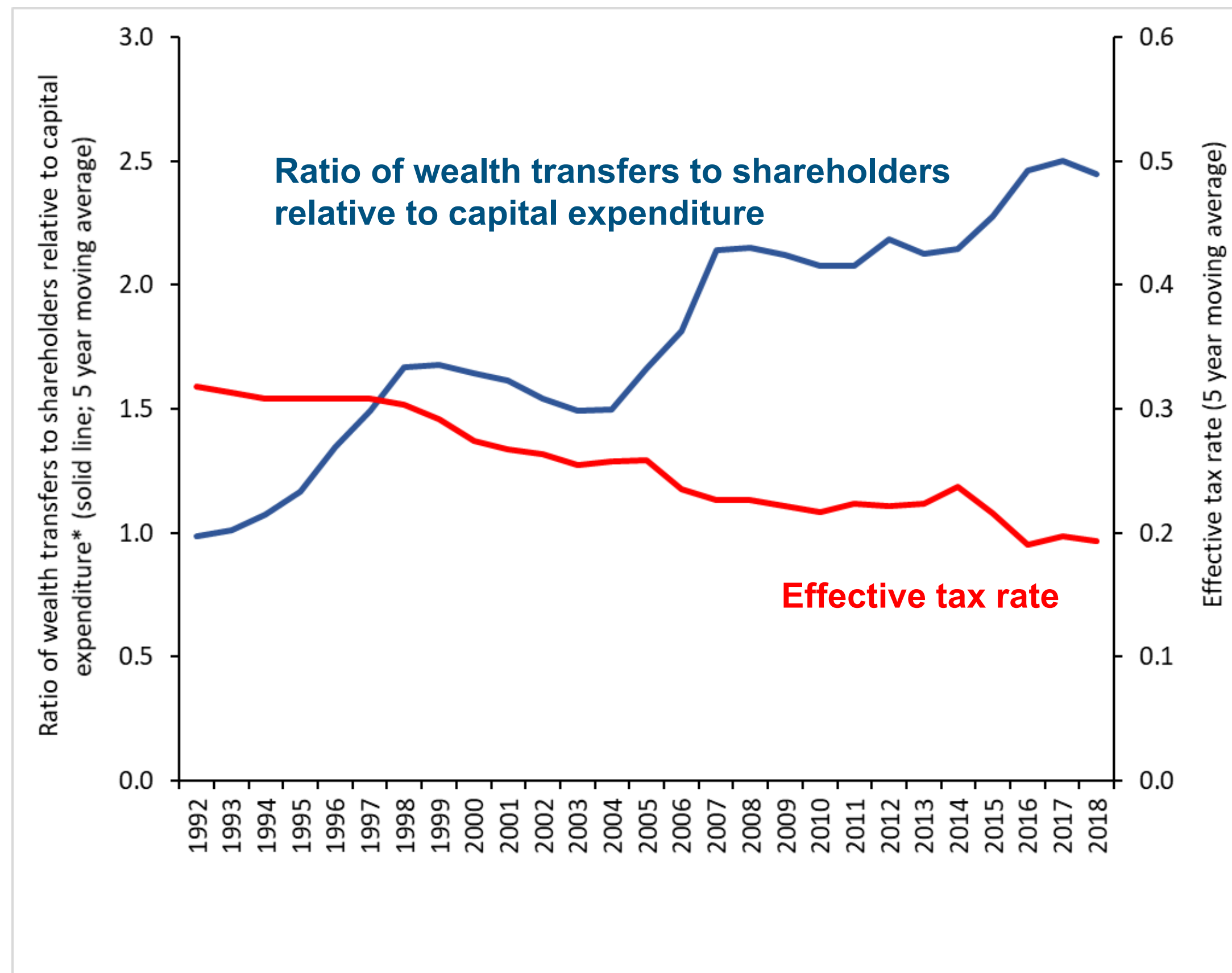
THE DOMAIN OF COMMERCE

Sources of corporate power

- Deregulation at the expense of public health
- More parts of life commodified and marketised
- Tax avoidance and ineffective anti-trust measures
- Externalisation of costs



THE DOMAIN OF COMMERCE



An analysis shows an increasing share of profits accompanied by declining tax contributions.

Profits mostly end up in HICs while harms may disproportionately burden people in LMICs

THE DOMAIN OF WOMEN, CARE AND WORK

Economic value of care work unrecognized

- Unpaid care work equivalent to 20 - 40% of GDP
- Breastfeeding not counted in GDP, but CMF sales are



THE DOMAIN OF WOMEN, CARE AND WORK

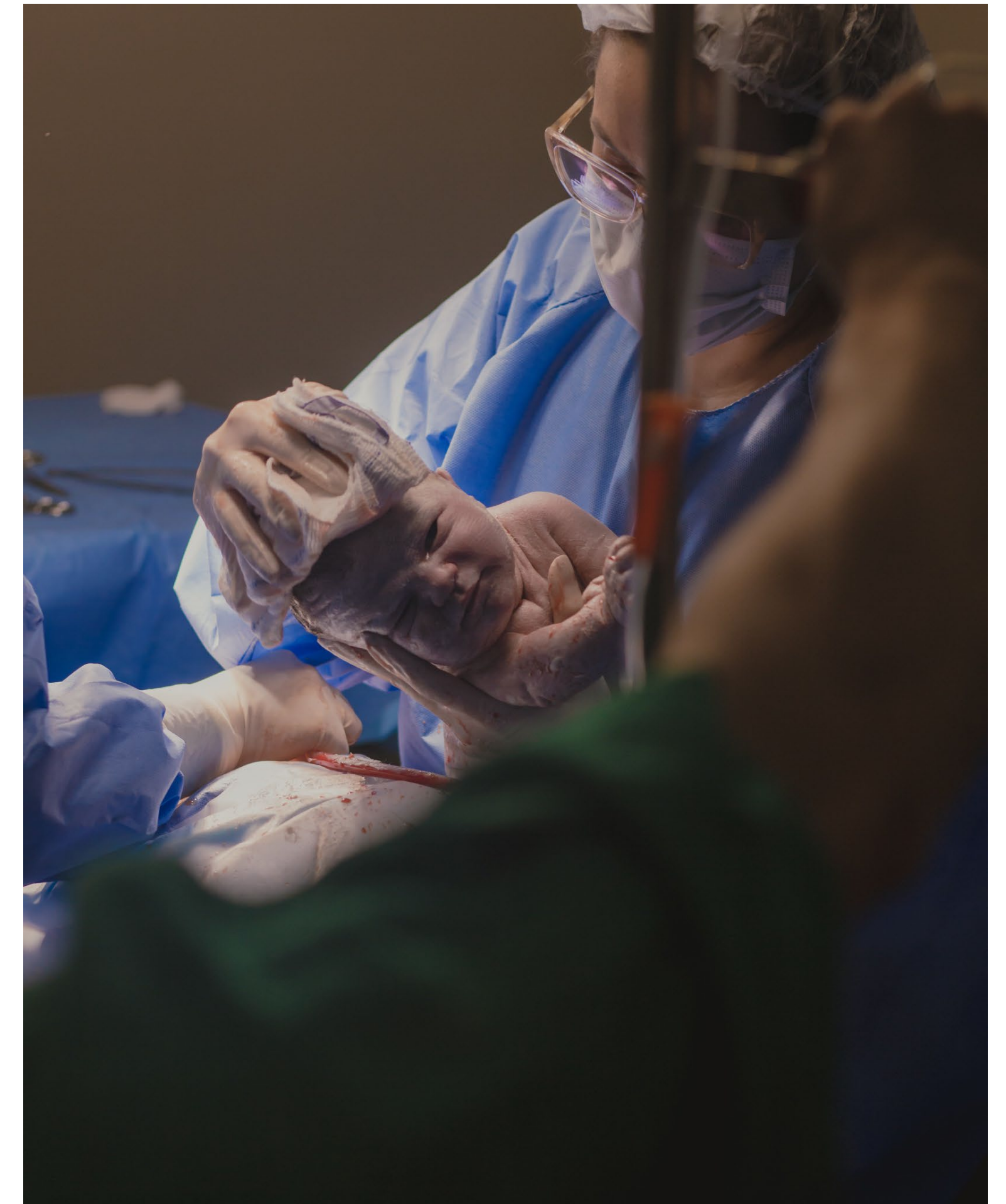
Inadequate maternity rights protection and poor working conditions make it difficult or impossible for vast numbers of mothers to be able to breastfeed

This is compounded by the rising amount of precarious and underpaid work in both the formal and informal sectors



THE HEALTH DOMAIN

- Patriarchal and biomedical cultures
- Normalisation of public-private-partnerships and healthcare commercialisation and privatisation that fosters an acceptance of industry sponsorship and influence
- Economic policies that unnecessarily constrain public finance and investment



RECOMMENDATIONS

1. Governments must provide accurate and timely information about breastfeeding and infant behaviours, better support, and skills development for health professionals, parents and communities
2. A legal global treaty to end the marketing of CMF while continuing to strengthen national Code legislation
3. Civil society, health professionals and politicians must have a better understanding of the CMF industry's marketing and political strategies and how they perform economically with respect to tax and externalities
4. Health systems must deliver women-centered maternity care = investment and an empowered health force plus end undue formula milk industry influence over research, training and other professional activities
5. Governments and society must recognize and value care work – incorporating it into economic accounting systems and policy – and properly invest in maternity protection
6. **Unless the imbalance in power between private commercial interests and those with a duty and mandate to protect the rights and needs of children and mothers is corrected, then nothing will change** = Stronger defences against corporate capture of regulation, policy, health providers and systems, and communities

It's not just about infant and young child feeding – it's about the impact of commercial interests on child development and society more generally. It's about the economic power used by the formula industry and the detriment to health and rights

Our vision: a world where parents and families are supported in the care of their infants, and for breastfeeding to be robustly promoted and supported, and protected at all levels