

## Further reading on implementing the International Code in Ireland

Also see Code section on <http://www.babyfriendly.ie/resources.htm>

**International Baby Food Action Network** [www.ibfan.org](http://www.ibfan.org)

- Sponsorship and conflicts of interest
- Guidance on participation in events sponsored fully or partially by companies with commercial interest in infant and young child feeding
- Text of International Code and subsequent resolutions
- Lots more too

**IBFAN Ireland** reformed with a group of concerned individuals in 2014. It aims to uphold the International Baby Food Action Networks 7 Principles:

1. Infants and young children everywhere to have the right to the highest attainable standard of health.
2. Families, and in particular women and children, to have the right to access adequate and nutritious food and sufficient and affordable water.
3. Women have the right to breastfeed and to make informed decisions about infant and young child feeding.
4. Women have the right to full support to breastfeed for two years or more and to exclusively breastfeed for the first six months.
5. All people have the right to access quality health care services and information free of commercial influence.
6. Health workers and consumers have the right to be protected from commercial influence which may distort their judgement and decisions.
7. People have the right to advocate for change which protects, promotes and supports basic health, in international solidarity.

IBFAN Ireland will be using the Facebook Page [Monitoring the Code in Ireland](#) as a place to raise awareness on current issues (at both a National and International level), and as a point of contact for people who may be interested in getting involved with the organisation, or for those who may have a general query/concern or a Code violation to report.

[IBFANIreland@gmail.com](mailto:IBFANIreland@gmail.com)

**Baby Feeding Law Group Ireland** <http://www.thehealthwell.info/groups/baby-feeding-law>

[BFLGIreland@gmail.com](mailto:BFLGIreland@gmail.com)

It aims protect the health of all babies in Ireland, by ending marketing practices which commercialise infant and young child feeding, threaten breastfeeding and undermine good health. To enable healthcare workers to encourage and protect breastfeeding

Strengthening nutrition legislation for child health in Ireland

Our focus is the maintenance of breastfeeding as the biological norm and the protection of infants and young children fed with commercial products.

To meet our aim, we will:

- Encourage a strengthening of the Irish Government's commitment to the World Health Organization International Code of Marketing of Breastmilk Substitutes and subsequent WHA Resolutions and related international agreements

- Work towards the full implementation of the International Code and WHA resolutions into Irish and European legislation
- Advocate for practices which ensure adherence to the Code and WHA resolutions within Irish health services, Government departments and organisations funded either partially or totally by the state or its agents.
- Recommend health professional organisations to adopt WHO Code- compliant practices in their Professional Codes of Conduct or Ethics.
- Liaise with relevant national and international organisations with a focus on the health and rights of children, women and parents
- Monitor and encourage the public to monitor the baby food industry against internationally agreed marketing standards and to inform the BFLGI and legislative authorities of any breaches, perceived breaches and any marketing or sponsorship which undermines the spirit and intent of the WHO Code and subsequent resolutions.
- Raise awareness of how the costs of marketing practices affect the cost of commercial infant and young child feeding products to Irish families
- Publicise submissions and reports prepared by the BFLGI
- Inform Government agencies, health professionals and the public of issues relating to the Code and WHA resolutions - Bring attention to the extent and consequences of the promotion of breastmilk substitutes and commercial infant and young child feeding products for the health and wellbeing of all children through on-going monitoring and reporting.
- Maintain awareness of new products, such as those aimed at pregnant women or breastfeeding mothers, working to ensure that such products do not undermine the spirit and intent of WHO Code and subsequent resolutions

**Baby Milk Action** [www.babymilkaction.org/](http://www.babymilkaction.org/) is a non-profit organisation which aims to save lives and to end the avoidable suffering caused by inappropriate infant feeding. Baby Milk Action works within a global network (IBFAN) to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry.

**Food Safety Authority of Ireland:** <http://www.fsai.ie> Search for Infant Formula Survey on the Marketing, Advertising and Distribution of Infant Formulae and Follow-on Formulae (2007) <https://www.fsai.ie/WorkArea/DownloadAsset.aspx?id=774>

**Irish legislation** on the marketing of formula, and cereal based foods for infants <http://www.irishstatutebook.ie/home.html>

**INFAC Canada 2003** - A short summary of the Code, with graphics - <http://www.infactcanada.ca/What%20You%20Need%20to%20Know%20About%20the%20International%20Code.pdf>

**World Health Organization**

<http://www.who.int/nutrition/publications/infantfeeding/en/index.html>