



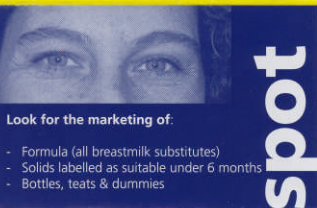
Welcome

Welcome to the Code Watchers pocket file. Designed to give you handy hints on monitoring the Code. Carry it with you in your wallet.

The International Code of the Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly resolutions makes it clear that breastmilk substitutes should not be marketed or distributed in ways that may interfere with the protection and promotion of breastfeeding. Monitoring is every ones responsibility.

The key restrictions on marketing are:

- No advertising to the public
- No free samples to mothers or health workers
- No promotion of products in health facilities
- No company sales reps to advise mothers
- No labels with pictures of babies or words that idealise bottle feeding
- No in-store special displays, discounts and other gimmicks



Look for the marketing of:

- Formula (all breastmilk substitutes)
- Solids labelled as suitable under 6 months
- Bottles, teats & dummies



Not sure if what you have seen breaches the code?

Want to join the Code Watchers email group?
email: info@womens-health.org.nz

This pocket file is produced by Women's Health Action
PO Box 9947 Newmarket Auckland
(09) 520 5295
www.womens-health.org.nz



- Record the date and place
- Take a photograph - cell phone photo (PXT) will do
- Keep and copy advertisement

Send material and cover letter to:

Infant Feeding Association of
New Zealand
PO Box 35-252
Christchurch

For a formal complaint send to:
Nutrition Directorate Public Health Group
Ministry of Health PO Box 5013 Wellington

report
Spot, Record, Report
record
spot
report

report