

Cuidiú and the Implementation of The International Code of Marketing of Breastmilk Substitutes World Health Organisation Code (WHO Code)

Cuidiú

The Irish name Cuidiú means care and support and we aim to provide this for all parents with bumps or babes, tots or teens. We are a parent-to-parent support charity run by volunteer parents.

Cuidiú's motto is education and support for parenthood. Our aim is to provide evidenced-based information to parents which allows them to make informed choices about pregnancy, childbirth, infant feeding and parenting and to provide a supportive environment to empower parents to act upon their decisions.

The World Health Organisation Code (WHO Code)

For further information on the Code itself and what it covers please see our 'Summary' document.

Please note, the Code is not directed at parents, it is not a ban on the sale of formula and it does not advocate against parents choosing to formula feed. Adhering to the Code protects all parents and children by advocating the provision of unbiased, factual information to parents on infant feeding, including how to properly and safely prepare infant formula.

The Code is a set of recommendations to regulate the marketing of breastmilk substitutes, including infant formula, infant feeding bottles and teats. It also includes teas and foods aimed at babies under 6 months. The Code aims to stop the aggressive and inappropriate marketing of breastmilk substitutes.

Cuidiú and the WHO Code

Cuidiú supports **all** families and children regardless of feeding choices.

Since its inception in the 1980s, Cuidiú has supported the WHO International Code on the Marketing of Breastmilk Substitutes which was adopted by the World Health Assembly, the governing body of the World Health Organisation (WHO), in 1981. The Code promotes safe and adequate nutrition for infants, by the protection and promotion of breastfeeding and by ensuring the proper use of breastmilk substitutes, when these are necessary. Cuidiú continues to be fully committed to playing our part in the upholding of the full Code.

Ireland and the WHO Code

Currently, in Ireland, legislation covers the marketing of first formulas and breastmilk substitutes for infants under 6 months. To date, Ireland has not committed to upholding the full Code which applies to all formula marketing. Therefore, the advertising of so called "follow-on milks" and the discounting and advertising of other products covered by the Code continues in Ireland. The issue in relation to the application of the Code is the marketing and/or discounting of these products and not the sale or purchase of them.

Cuidiú and Companies that breach the Code

Cuidiú is committed to upholding the full Code and we will endeavour to do so by raising awareness of the Code through our work and by reporting any breaches of the Code that are brought to our attention.

However, in order to communicate effectively with parents and to continue the support of all families, we recognise that we cannot avoid using media/social media/online channels that permit advertising of formula and associated products on their platforms, e.g. various TV channels, radio stations, newspapers, magazines, tech companies such as Google, Microsoft and Facebook.

Outside of the above, Cuidiú undertakes not to work with any business that violates the full Code (entities are in violation of the Code if they advertise or promote the use of the products covered by the Code, offer discounts on the sale of these products, idealise bottle feeding, or give free samples to parents). We will not attend events that violate the Code, e.g. a baby fair sponsored by a formula company or associate with or accept funding from businesses that violate the Code by selling discounted products prohibited by the Code.

We are committed to increasing awareness of the Code and to educating others including media outlets on the importance of upholding the Code. We would ask that should our volunteers or members or any member of the public come across a breach of the Code that they report it to <https://www.fsai.ie/makeacomplaint/>.

Should you have any questions please contact breastfeedingrep@cuidiu.ie.