

INFORMATION CHECKLIST



The World Health Organization International Code of Marketing of Breastmilk Substitutes and subsequent relevant Resolutions protect a mothers right to be fully and accurately informed when deciding how to feed her baby.

According to the International Code, information and educational materials dealing with the feeding of infants intended to reach pregnant women and new mothers must contain clear information on all the following points:

The benefits and superiority of breastfeeding;

Maternal nutrition, and the preparation for and maintenance of breastfeeding;

The importance of introducing complementary foods at the age of six months and the health hazards of inappropriate foods or feeding methods;

The negative effect on breastfeeding of introducing partial bottle feeding;

The difficulty of reversing the decision not to breastfeed;

The proper use of infant formula, whether manufactured industrially or home prepared and

- the social and financial implications of its use;

- the health hazards of unnecessary or improper use of infant formula and other breastmilk substitutes.

