



Position Statement on the International Code of Marketing Breastmilk Substitutes and the subsequent relevant World Health Assembly Resolutions (The Code)

The Australian Breastfeeding Association (ABA) advocates for the protection of breastfeeding, and actively promotes and supports breastfeeding. The Association recognises that mothers and their babies and young children have long been identified as uniquely vulnerable to the marketing of products which includes breastmilk substitutes, complementary foods, bottles and teats.

ABA welcomed and continues to support in its entirety the *International Code of Marketing of Breast-milk Substitutes* (The Code) adopted by the 34th World Health Assembly (WHA) in May 1981 and subsequent WHA resolutions. The aim of The Code is to contribute to the provision of 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, based on adequate information and through appropriate marketing and distribution.

ABA firmly supports The Code and all subsequent WHA resolutions and is actively committed to ensuring its full legislation and ongoing monitoring and compliance in Australia.

All ABA directors, staff and volunteer breastfeeding educators and counsellors receive the necessary training to understand their obligations under The Code.

ABA recognises that its staff and volunteer breastfeeding educators and counsellors are trusted and respected by the women, their families and the communities they support. If potential or unmanaged conflicts of interest exist, this may influence their actions and potentially jeopardise the objectivity of ABA information, support, educational activities and counselling.

ABA ensures that all relevant policies and associated activities carried out by its directors, staff and volunteer breastfeeding educators and counsellors are consistent with this position statement.

ABA calls on everyone concerned with providing safe and adequate nutrition for infants to join with it in supporting the full legislation with funding for monitoring and enforcement of strong penalties in Australia of the *International Code of Marketing of Breast-milk Substitutes* and subsequent relevant WHA resolutions.

Read more information about ABA's work on advocating for The Code [here](#).

Approved by

ABA Board

Revision history

Revision	Date	Description of modifications
V1	26 September 2022	Original document developed by ABA Board and senior management. Approved by ABA Board 26 September 2022