



HOW THE MARKETING OF FORMULA MILK INFLUENCES OUR DECISIONS ON INFANT FEEDING



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How the marketing of formula milk influences our decisions on infant feeding

The impact of marketing of breast-milk substitutes on infant feeding decisions and practices: report of a multi-country research study commissioned by the World Health Organization and the United Nations Children's Fund.

Summary of findings and opportunities for action.

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In Memoriam

This report is dedicated to Dr Peter Salama (1968–2020), an inspiring leader who actively supported this research and the use of evidence to improve the health, nutrition and rights of children and women.



I Contents

Preface	vi
Foreword	vii
Acknowledgements	viii
Glossary	ix
Executive summary	x
Introduction	1
1. Marketing channels and tactics: pervasive and invasive	4
2. Marketing messages: slick and misleading	8
3. Health professionals: personal access, trusted role	12
4. Women's experiences, women's voices	14
5. Opportunities for action	17
References	20

From the moment you tell the world you are having a baby
and start looking for information online
You're on the radar of formula milk marketing executives
They're logging you on their future sales spreadsheet
Thinking up ways to take advantage of your fears and insecurities
You have a target on your back
Nothing will stop them from reaching you
And it's not just one formula milk company
It's all of them
Spinning the truth about what's in their products
Hiding behind people you trust online and in health care settings
Showing up wherever you turn for advice
Piling on pressure to buy their products
At a time when what you really need
Is some time to yourself
To just be

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