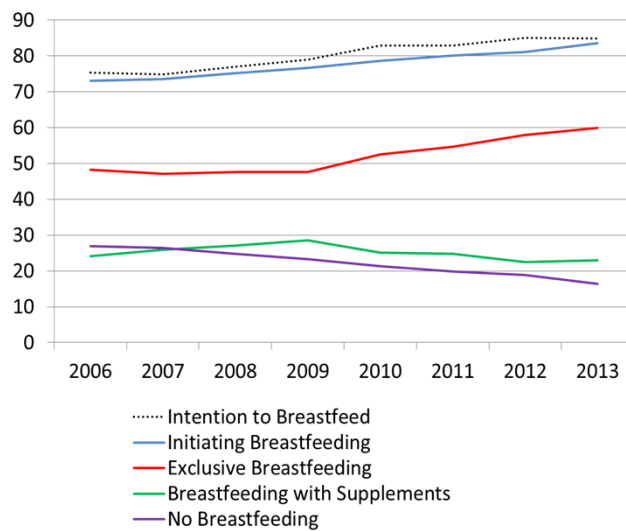


## INTERNATIONAL MARKETING STANDARDS AND NOVA SCOTIA BREASTFEEDING RATES...WHAT IS THE CONNECTION?

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### NS breastfeeding rates



## Have you ever purchased something because...

- It was on sale
- You were able to try a sample
- You were previously given a free package/trial
- You received a coupon or other incentive
- You saw an advertisement

## Toy scenario...

- Imagine if we could make a decision based on what we want to do, rather than what we are swayed or encouraged to do.

## The International Code of Marketing of Breastmilk Substitutes

aka – the Code

### Preamble from the Code

*Believing that, in the light of the foregoing considerations, and in view of the **vulnerability of infants** in the early months of life and the **risks involved in inappropriate feeding practices**, including the unnecessary and improper use of breast-milk substitutes, the marketing of breast-milk substitutes requires special treatment, which **makes usual marketing practices unsuitable for these products**;*

## Aim of the Code

- *The aim of this 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 breast-milk substitutes**, when these are necessary, on the basis of **adequate information** and through **appropriate marketing** and distribution.*

## What is happening in Nova Scotia?

- Free samples
- Email offers
- Web advertising
- Baby clubs
- Sales and promotional offers
- Email distribution lists

## so...what can we do in NS

- Provincial Breastfeeding Policy
- Primer
- Advocate
- Explore provincial jurisdiction
- Provincial formula contract
- Collaborate with other jurisdictions