

SELF-ASSESSMENT TOOL

to Ensure Education and Talks to Families Comply with the Code

Arm's length from industry

- No in-kind or monetary contribution has been received by a manufacturer or distributor of a product within the scope of the Code.
- At the beginning of each talk, educational session, or training, all speakers and presenters disclose their potential conflicts of interest.

Clear and reliable information

- To align with the objective of the optimal development of young children and the wellbeing of women, families, and society, breastfeeding is presented as the safest and most appropriate feeding method to meet the child's needs.
- Information given to parents do not have pictures or text which may idealize the use of products within the scope of the Code, nor does it imply or create a belief that these products are equivalent or superior to breastfeeding.
- The terminology used is appropriate (for example, commercial infant formula, artificial infant milk, or commercial milk substitute) rather than “humanized milk” or “baby formula.”

Individualized education

- The use of commercial infant formula and bottles should only be discussed individually and only with parents who use this feeding method.
- If bottle-feeding is discussed, the information about products within the scope of the Code includes a clear explanation of the risks associated with the use or misuse of these products, including their potential effects on breastfeeding.
- When the use of pacifiers is discussed, the information about them includes an explanation of their potential effects on breastfeeding.

Limited product visibility

- Visual materials that show products within the scope of the Code are used only in training or education about the safe use of these products and only if they are necessary to understand the information.

Limited brand visibility

- No visibility is given to a specific brand, manufacturer, or distributor of any product within the scope of the Code.

Education can meet the needs of all families while avoiding contributing to the idea that bottles, commercial infant formula, and related products are normal or necessary.



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