



X

May 11th 2021

Dear Ms Morgan,

A supporter of the Baby Feeding Law Group has shared with us an invitation she received to Pulse Live Virtual Festival webinar on "CMA Update: Active Allergy Management in Primary Care" on Tuesday 18<sup>th</sup> May, for which you have agreed to be a speaker. As is made clear, this meeting is sponsored by Reckitt Benckiser/Mead Johnson, who manufacture breastmilk substitutes including Nutramigen formula which is marketed for infants with cows' milk allergy.

As you are aware, the UK government is a signatory to the International Code of Marketing of Breastmilk Substitutes (including all subsequent World Health Assembly resolutions), which aims to protect the health of women, infants and young children. The Code and resolutions exist to stop the inappropriate marketing of infant formula and any milks (or products and foods that could be used to replace milks, including specialist milks) that are specifically marketed for feeding infants and young children up to the age of 3 years, as well as bottles and teats. The Code and resolutions are integral to the UN Convention of the Rights of the Child. As I'm sure you are also aware from our previous communications, the Baby Feeding Law Group represents 30 UK organisations who share these aims. While we seek to protect breastfeeding, we do not want to limit the accessibility of safe and appropriate infant formulas for those who need or choose them. We advocate for conflict of interest free work with respect to the breastmilk substitute industry.

WHA resolution 69.9 states that sponsorship of meetings of health professionals by the breastmilk substitute industry should not be allowed. You may also be aware health professionals working in Unicef UK Baby Friendly accredited settings work within the Code, and currently half of maternity settings, 6/10 health visiting services as well as many university courses, neonatal units and children's centres in the UK are accredited and many more are on their Baby Friendly journey. Staff in these settings avoid industry funded meetings as part of their commitment to protecting breastfeeding.

---

**Baby Feeding Law Group UK Members:**

Association of Breastfeeding Mothers (ABM), Association for Improvements in the Maternity Services (AIMS), Baby Milk Action, Best Beginnings, Breastfeeding Network (BfN), the Centre for Lactation, Infant Feeding and Translational research (LIFT), Code Monitoring Northern Ireland, Community Practitioners and Health Visitors Association (CPHVA), Doula UK, The Fatherhood Institute, First Steps Nutrition Trust, GP Infant Feeding Network (GPIFN), HENRY, Hospital Infant Feeding Network (HIFN), Human Milk Foundation, Institute of Health Visiting, Lactation Consultants GB (LCGB), La Leche League GB (LLLGB), Leicester Mammias, Local Infant Feeding Information Board (LIFIB), Midwives Information and Resource Service (MIDIRS), National Breastfeeding Helpline, NCT, Royal College of Midwives (RCM), Save the Children, UK Association of Milk Banking (UKAMB), Unicef UK Baby Friendly Initiative, Unison, Women's Environmental Network (WEN), and World Breastfeeding Trends Initiative.

Secretariat: [vicky@firststepsnutrition.org](mailto:vicky@firststepsnutrition.org).



Sponsored study days are a highly effective mechanism for companies to circumvent workplace controls on company representatives' access to health workers. The specialist nature of events such as the meeting in question reassures the prospective participants of their legitimacy, and engaging highly qualified speakers, such as yourself, acts as a further inducement to attend, providing quality assurance for participants. However, sponsorship ultimately serves to promote the company's brands and products by association. Indeed the clinical diagnosis and treatment of cows' milk allergy is a particularly concerning example of how the breastmilk substitute industry has exploited relationships with healthcare professionals in order to promote specialist formula milks, and negatively impact breastfeeding (as written about in this article: *Overdiagnosis and industry influence: how cow's milk protein allergy is extending the reach of infant formula manufacturers* which can be found here <https://www.bmj.com/content/363/bmj.k5056>).

As you know, the UK currently has the lowest breastfeeding rates in the world, and this has enormous implications for the physical and mental health and well-being of mothers and their children. The current COVID-19 pandemic makes this situation more concerning than ever. The promotion of breastmilk substitutes to health professionals and families has been highlighted in global health journals as causative in undermining breastfeeding. Added to which, companies have been capitalising on the pandemic in their marketing efforts (as written about here: *Marketing of breastmilk substitutes during the COVID-19 pandemic*, [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(20\)32119-X/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(20)32119-X/fulltext)).

Within the UK we are working hard to ensure that all families are supported with appropriate advice on infant and young child feeding through programmes such as Unicef Baby Friendly and through national and local actors and activities that are independent of commercial involvement. Reckitt-Benckiser is a multi-national company that violates the International Code on Marketing of Breastmilk Substitutes in the UK and globally. You can read more about this in the 2018 Access to Nutrition report on Reckitt Benckiser at [www.accesstonutrition.org](http://www.accesstonutrition.org). We have also enclosed a guide for dietitians on how to work within the Code.

---

**Baby Feeding Law Group UK Members:**

Association of Breastfeeding Mothers (ABM), Association for Improvements in the Maternity Services (AIMS), Baby Milk Action, Best Beginnings, Breastfeeding Network (BfN), the Centre for Lactation, Infant Feeding and Translational research (LIFT), Code Monitoring Northern Ireland, Community Practitioners and Health Visitors Association (CPHVA), Doula UK, The Fatherhood Institute, First Steps Nutrition Trust, GP Infant Feeding Network (GPIFN), HENRY, Hospital Infant Feeding Network (HIFN), Human Milk Foundation, Institute of Health Visiting, Lactation Consultants GB (LCGB), La Leche League GB (LLLGB), Leicester Mammias, Local Infant Feeding Information Board (LIFIB), Midwives Information and Resource Service (MIDIRS), National Breastfeeding Helpline, NCT, Royal College of Midwives (RCM), Save the Children, UK Association of Milk Banking (UKAMB), Unicef UK Baby Friendly Initiative, Unison, Women's Environmental Network (WEN), and World Breastfeeding Trends Initiative.

Secretariat: [vicky@firststepsnutrition.org](mailto:vicky@firststepsnutrition.org).



For these reasons, we are writing to urge you to reconsider participating in this sponsored event. Given your professional background we know you are already well aware of the importance of optimal infant and young child feeding to maximise health outcomes for both children and their mothers, in the short and long term. We can only achieve these optimal outcomes if we all work together to give consistent and independent information to our peer professionals and the families we support.

Lastly, we hope that any advice you provide on this subject adheres to NICE clinical guidelines (<https://cks.nice.org.uk/topics/cows-milk-allergy-in-children/management/suspected-cows-milk-allergy/>), advising that CMA symptoms in exclusively breastfed babies are rare and that the first line of support in exclusively breastfed babies or mixed fed babies is to encourage continued breastfeeding. We would also like to draw your attention to the independent advice for health professionals on specialised milks marketed for infants with allergies in the UK, provided by First Steps Nutrition Trust that can be found here: [https://infantmilkinfo.org/wpcontent/uploads/2021/03/Specialised\\_Milk\\_Allergies\\_Jan21a\\_240321\\_SW.pdf](https://infantmilkinfo.org/wpcontent/uploads/2021/03/Specialised_Milk_Allergies_Jan21a_240321_SW.pdf).

If you would like to discuss these matters further, or find out any more about the BFLG-UK, do please get in touch with me at [vicky@firststepsnutrition.org](mailto:vicky@firststepsnutrition.org).

Yours sincerely

Dr Victoria Sibson

---

**Baby Feeding Law Group UK Members:**

Association of Breastfeeding Mothers (ABM), Association for Improvements in the Maternity Services (AIMS), Baby Milk Action, Best Beginnings, Breastfeeding Network (BfN), the Centre for Lactation, Infant Feeding and Translational research (LIFT), Code Monitoring Northern Ireland, Community Practitioners and Health Visitors Association (CPHVA), Doula UK, The Fatherhood Institute, First Steps Nutrition Trust, GP Infant Feeding Network (GPIFN), HENRY, Hospital Infant Feeding Network (HIFN), Human Milk Foundation, Institute of Health Visiting, Lactation Consultants GB (LCGB), La Leche League GB (LLLGB), Leicester Mammias, Local Infant Feeding Information Board (LIFIB), Midwives Information and Resource Service (MIDIRS), National Breastfeeding Helpline, NCT, Royal College of Midwives (RCM), Save the Children, UK Association of Milk Banking (UKAMB), Unicef UK Baby Friendly Initiative, Unison, Women's Environmental Network (WEN), and World Breastfeeding Trends Initiative.

Secretariat: [vicky@firststepsnutrition.org](mailto:vicky@firststepsnutrition.org).