



The Right Honourable Lord/Lady X  
House of Lords,  
London,  
SW1A 0PW.

February 5<sup>th</sup> 2020.

Dear Lord/Lady X,

I am writing to you on behalf of the Baby Feeding Law Group-UK, an association of 28 health professional organisations and NGOs who work together to protect infant feeding in the UK. You can find out more about us at [www.bflg-uk.org](http://www.bflg-uk.org). Our goal is to see the International Code of Marketing of Breastmilk Substitutes and all subsequent World Health Assembly resolutions ('the Code') incorporated into UK law.

We noted with interest the fascinating debate on the Tokyo Nutrition for Growth Summit in which you took part on Tuesday 28<sup>th</sup> January, and we thank you for asking how the Government are working with partners to ensure better enforcement of the Code in order to protect breastfeeding overseas. As you and several other honourable Lords and Ladies acknowledged, breastfeeding may be a matter of life or death in developing countries and is enormously important to safeguard against undernutrition. However, as you are clearly aware, breastfeeding is also hugely beneficial to maternal health and to the health and optimal development of babies in developed world nations such as the UK, including being an important means of preventing obesity. But despite this, breastfeeding rates in the UK remain among the lowest globally.

Given the parlous state of breastfeeding in the UK, the health, economic and environmental benefits that would accrue from tackling this situation for the better, and the leadership role the UK plays in championing nutrition overseas, the UK could lead by example in relation to protecting breastfeeding, by implementing the Code at home. We enclose a brief explanation of why we need the International Code of Marketing of Breastmilk Substitutes and all subsequent World Health Assembly resolutions incorporated into UK Law.

We would be more than happy to come and discuss this with you further, or to organise a briefing event if you think this might be useful.

Yours sincerely,

Dr Victoria Sibson

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**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), Community Practitioners and Health Visitors Association (CPHVA), Doula UK, 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), Make Birth Better, Midwives Information and Resource Service (MIDIRS), National Breastfeeding Helpline, NCT, Royal College of Midwives (RCM), UK Association of Milk Banking (UKAMB), Unicef UK Baby Friendly Initiative, Unison, World Breastfeeding Trends Initiative (WBTi-UK), Women's Environmental Network (WEN). *Secretariat 2020: [vicky@firststepsnutrition.org](mailto:vicky@firststepsnutrition.org).*