



**Websites and
organisations that are
funded by the formula
milk industry**

March 2017

Contents

Introduction	3
<hr/>	
Who provides <u>independent</u> information on food and nutrition for infants and young children?	5
<hr/>	
Organisations that are funded by, or working in partnership with, formula companies	6
<hr/>	
Websites aimed at health professionals	7
<hr/>	
Health professionals associated with breastmilk substitute companies	8
<hr/>	

Introduction

This short summary outlines some of the websites and organisations that provide information to health professionals which are sponsored by infant milk manufacturers. Information provision by formula milk companies is part of their commercial PR activity. We believe, however, that there is no need for these companies to provide information about anything other than their own products and about how these can be safely used. The cost of PR activities inflates the price of formula milk, which should be a relatively low-cost product given the cost of its ingredients. The WHO *International Code of Marketing of Breast-milk Substitutes* and many subsequent WHA resolutions aim to ensure that inappropriate marketing and promotion of breastmilk substitutes do not undermine breastfeeding. Weak regulations on the marketing of infant formula and follow-on formula in the EU means that companies are able to provide information about their products on websites, through helplines and parent clubs, and to health professionals in magazines, at conferences, in professional journals and through links with professional bodies. There are frequent examples of how the rules are stretched and broken, and examples of these can be found in the report from Baby Milk Action



The Unicef Baby Friendly Initiative UK produces a very useful report:

[A guide for health workers to working within the International Code of Marketing of Breastmilk Substitutes](#)

(See

http://www.unicef.org.uk/Documents/Baby_Friendly/Guidance/guide_int_code_health_professionals.pdf?epslanguage=en)

As UNICEF point out in this report:

“The companies often present themselves as philanthropic partners in the fight to protect and improve infant health and health workers may feel reassured by this. In reality, the companies, like all other commercial companies, exist to increase shareholder value by maintaining and increasing profit. For companies manufacturing formula milks or other food for babies this means seeking to sell as much of their product as possible. To do this, they need to persuade parents to formula feed rather than breastfeed and/or to choose their formula milk rather than a competitor’s, and/or to use their brand of baby food as early and as much as possible.”

We strongly recommend that all health workers download a copy of this report and consider their important role in giving information and advice to families, and how they can work within recognised codes of conduct to ensure that they are not unwittingly acting as conduits for formula company marketing messages. For more information about how companies promote their products to healthcare professionals using misleading information see the resource ‘*Scientific and Factual? A review of breastmilk substitute advertising to healthcare professionals*’ available at www.firststepsnutrition.org.

Commercial companies are not experts in pregnancy, birth or infant and young child feeding, and health workers should be encouraged to use only expert evidence-based information from trusted sources. A list is provided on the next page.

If health workers do want to find out information about a particular product, they can:

1. Find out about the composition of infant milks and whether claims made are in line with current policy in the reports *Infant Milks in the UK: A practical guide for health professionals and Specialised infant milks in the UK: infants 0-6 months* available free at www.firststepsnutrition.org
2. If additional details on the composition and safe use of a particular product are required that cannot be found elsewhere, health workers can look for information on company websites and ask direct questions of company staff.

There is no need for health workers to be *given* information by companies or their representatives, or to attend events that are company-sponsored to gain new information. It is important that health workers do not passively receive information that companies wish to give them, but are active in seeking the particular information that they may need, and are critical of any 'evidence' presented.

Health workers may be surprised to know that:

- If information provided by companies to health workers on their websites, in literature and at study days is not in line with current UK policy and/ or is not scientifically accurate, there is no way of challenging this.
- Claims on infant milks are made for ingredients that are added 'optionally' – that means that they are not seen as necessary for the health and development of infants by those who regulate infant milk composition. These are added primarily to gain market advantage and to suggest that artificial milks can be made to mimic breastmilk, which is not possible.
- Many infant milks which are sold over the counter are Foods for Special Medical Purposes, and these products should only be used under medical supervision. These include comfort milks, anti-reflux milks, lactose-free milks and partially hydrolysed milks. These products are advertised heavily in the health professional literature despite little evidence they are needed, and despite the need for risk assessment, before their use, in most cases.

We believe that company-sponsored websites should not be used as a source of health-related information by health workers as these are not independent sources of information. We also include information on parent sites and organisations that are funded, or work in partnership with, formula companies that should be avoided by those who work within the WHO Code.

Who provides independent information on food and nutrition for infants and young children?

Independent information about breastfeeding, infant formula and infant and child nutrition is available from the following organisations and websites:

- **Association of Breastfeeding Mothers** – www.abm.me.uk
- **Best Beginnings** – www.bestbeginnings.org.uk
- **Breastfeeding Network** – www.breastfeedingnetwork.org.uk
- **Feedgood Factor** – www.feedgood.scot
- **First Steps Nutrition Trust** – www.firststepsnutrition.org
- **Health Scotland** – www.healthscotland.com
- **Healthy Start** – www.healthystart.nhs.uk
- **Healthy Start Alliance** – www.healthystartalliance.org
- **HENRY** – www.henry.org.uk
- **Lactation Consultants GB** – www.lcgb.org.uk
- **La Leche League** – www.laleche.org.uk
- **Midwives Information and Resource Service** – www.mdirs.org
- **NCT** – www.nct.org.uk
- **NHS Choices and NHS Information Line** – www.nhs.uk
- **Public Health Agency for Northern Ireland** - www.publichealth.hscni.net
- **Public Health Wales** – www.publichealthwales.nhs.uk
- **Royal College of Paediatrics and Child Health** - www.rcpch.ac.uk
- **Royal College Midwives** www.rcm.org.uk
- **Scottish Maternal and Early Years** – www.maternal-and-early-years.org.uk
- **Start4life** - www.nhs.uk/start4life
- **UNICEF UK Baby Friendly Initiative** – www.babyfriendly.org.uk

In **England**, **Voluntary Food and Drink Guidelines for Early Years Settings in England** and the *Eat Better, Start Better* work can be found at: <http://www.childrensfoodtrust.org.uk>

In **Scotland**, **Setting the Table: Nutritional guidance and food standards for early years childcare providers in Scotland** is available at:
http://www.healthscotland.com/uploads/documents/21130-SettingtheTable_1.pdf

In **Wales**, **Food and Health Guidelines for Early Years and Childcare Settings** can be found at:
www.wales.gov.uk/docs/phhs/publications/foodandhealth/090414guidelinesen.pdf

In **Northern Ireland**, **Nutrition Matters in the Early Years** guidance can be found at:
www.healthpromotionagency.org.uk/Resources/nutrition/pdfs/nutritionmatters/section1.pdf

Organisations that are sponsored by, or work in partnership with, formula companies

The organisations shown below all work with formula companies in some way or link directly with families to promote products. This list is not exhaustive and we welcome any additions.

Organisation	Website	Company they work with/are funded by
4Children	www.4children.org.uk/Home	The 'Make Space' campaign is run in partnership with Nestlé.
Allergy UK	www.allergyuk.com	Partners include Abbott Nutrition, Aptaclub, Nutricia and Mead Johnson.
Aptaclub	www.aptaclub.co.uk	Parent site for Aptamil products
Cow & Gate baby club	www.cgbabyclub.co.uk	Parent site for Cow & Gate products
Baby Lifeline	http://babylifelinetraining.org.uk	Training courses and awards are supported by Nutricia Early Life Nutrition (Danone).
British Dietetic Association	www.bda.uk.com	Corporate members include Danone, Nutricia, Abbott, Vitaflo, and Nestlé Cereal Partners. Extensive advertising in <i>Dietetics Today</i> and at conferences.
British Nutrition Foundation	www.nutrition.org.uk	Corporate members include Nestlé Nutrition, Danone Waters and Dairies, HJ Heinz and Ella's Kitchen.
Community Health and Learning Foundation	www.chlffoundation.org.uk	Works in partnership with Danone Early Life Nutrition.
Community Practitioners and Health Visitors Association (CPHVA)	www.unitetheunion/cphva	<i>Community Practitioner Journal</i> and Conference both accept formula company advertising and input. Educational resources sponsored by Cow & Gate Feeding for Life Foundation.
Early Years Nutrition Partnership	www.eynpartnership.org	A partnership between Danone Early Life Nutrition, The British Nutrition Foundation and the Pre-School Learning Alliance.
Eat like a Champ	www.eatlikeachamp.co.uk	Sponsored by Danone and in association with the British Nutrition Foundation.
Hey! Programme	Run with local councils, 4Children, Barnardo's, Action for Children and the Community Health and Learning Foundation	Project led by Danone Early Life Nutrition.
HiPP Baby Club	www.hipp.co.uk/hipp-baby-club	Parent site for HiPP products
NANNYcare	www.nannycare.co.uk	Parent site for NANNYcare products
Pre-School Learning Alliance	www.pre-school.org.uk	Works in partnership with Danone Baby Nutrition, British Nutrition Foundation (BNF), and the Infant and Toddler Forum (Danone).
Phunky Foods	www.phunkyfoods.co.uk	Funded by Nestlé.
SMA Mums	www.smamums.co.uk	Parent site for SMA products
Toddlebox (Ireland)	www.toddlebox.ie	Funded by Danone Nutricia.

Websites aimed at health professionals

Name of organisation or website	Website address	Sponsored by
British Specialist Nutrition Association	www.bsna.co.uk	Abbott Nutrition, Danone Baby Nutrition, Mead Johnson Nutrition, Nestlé Health Science, Nestlé Nutrition and Nutricia Advanced Medical Nutrition
Early Life Nutrition (this has now absorbed 'Aptamil Professional' and 'In Practice' websites)	https://eln.nutricia.co.uk/	Danone Nutricia
Early Life Nutrition Partnership	www.eynpartnership.org	Danone Nutricia, British Nutrition Foundation, Pre-School Learning Alliance
Feeding for Life Foundation	Website no longer active, but still offering training.	Cow & Gate (Danone)
Fussy Eaters	www.fussyeaters.co.uk	Abbott
Growing Up Milk Info	www.growingupmilkinfo.com	Danone
Hipp Organic Healthcare Professional Hub	www.hipp4hcps.co.uk	Hipp
Infant & Toddler Forum and Little People's Plates	www.infantandtoddlerforum.org	Nutricia (Danone)
Professional Know-How	www.smahcp.co.uk	SMA (Nestlé)
Vitamin D Mission	www.vitamindmission.co.uk	Cow & Gate (Danone)

Health professionals associated with breastmilk substitute company websites

Below we highlight those health professionals who work with/have worked with various breastmilk substitute companies.

Professionals who have offered expert advice to Aptamil Professional (Danone Early Life Nutrition) include:

- Rachel De Boer, Dietitian
- Jackie Falconer, Dietitian
- Luise Merino, Dietitian
- Rosan Meyer, Dietitian
- Lisa Waddell, Dietitian
- Carina Venter, Dietitian
- Alison Foster, Public Health Consultant
- Professor David Candy, Consultant Paediatric Gastroenterologist
- Dr Adam Fox, Specialist Paediatric Consultant
- Dr Sue Battersby, Author on infant feeding
- Dr Alex Richardson
- Kate Pain, journalist.

Those dietitians and nutritionists involved in Danone Early Life Nutrition Partnership sponsored by Danone Nutricia with the British Nutrition Foundation and the Pre-School Learning Alliance include:

- Nicola Calder
- Katie Fordham
- Gillian Kelsall
- Catherine Lippe
- Lucy Shipton
- Jo Mainwaring
- Julia Wolman

Experts who were involved with the Feeding for Life Foundation (2013) were:

- Professor Pinki Sahota, Professor of Nutrition and Childhood Obesity
- Kathy Cowborough, Dietitian and Public Health Nutritionist
- Professor Marion Hetherington, Professor of Biopsychology
- Dr Julie Lanigan, Specialist Dietitian
- Jacqui Lowdon, Dietitian
- Dr Paraic McGrogan, Consultant, Paediatric Gastroenterologist
- Dr Robert Moy, retired Senior Lecturer in Child Health
- Dr Kate Northstone, Senior Research Fellow at Bristol University
- Dr Mark Porter
- Alison Wall, Health Visitor
- Dr Janet Warren, Diet and Nutrition Team Leader, at Danone Research. (Danone are the parent company of Cow & Gate.)

Experts who have supported Paediasure Shake include:

- Lucy Jones, Dietitian
- Dr Ranj Singh, Doctor
- Dr Netali Levi, Psychologist
- Pixie McKenna, Doctor

Expert advice to Growing Up Milk info has been provided by:

- Amanda Ursell, Nutritionist
- Johanna Hignett, Nutritionist
- Dr Hilary Jones, GP
- Fiona Faulkner, Toddler Chef.

Dr Carrie Ruxton also provided advice via the European Toddler Nutrition Index work, and Dr Richard Woolfson provided advice on child psychology.

Professionals acting as authors for HiPP-funded articles have included:

- Kate Harrod-Wild, Specialist Paediatric Dietitian, Betsi Cadwaladr University Health Board, North Wales
- Emma Coates, Senior Paediatric Dietitian, Wrexham Maelor Hospital, North Wales.

Other health professionals involved in Hipp information, study days and webinars include:

- Professor Atul Singhal,
- Juliette Francis
- Carina Venter
- Loraine MacAlister
- Jacqui Lowdon
- Kathryn Lowes
- Christina West
- Berthold Koletzko
- Yvan Vanderplas

Helen Gardiner acts as the nutritionist for HiPP.

Experts who have offered advice to the Infant and Toddler forum include:

- Professor Atul Singhal, Institute of Child Health
- Dipti Aistrop, Health Visitor
- Dr Robert Coombs, Consultant Neonatologist
- Dr Gill Harris, Psychologist
- Lawrence Weaver, Professor Child Health
- Carolyn Taylor, Health Visitor
- Sukrutha Veerareddy, Consultant Obstetrician
- Gill Perks, Midwife
- Professor Lawrence Weaver, Child Health
- Judy More, Dietitian
- Rosan Meyer, Dietitian
- Carine Venter, Dietitian

Health professionals who are not Nestlé employees who have been involved in recent nutrition-related study days or speaking events for SMA include:

- Maggie Evans, Health Visitor
- Helen Smith, Clinical Nurse Specialist
- Sarah Donohoe, Paediatric Dietitian
- Mhairi Stanley, Paediatric Dietitian
- Eileen Trier, Paediatric Dietitian
- Tanya Wright, Paediatric Dietitian
- James Callaghan, Dietitian
- James Gardner, nurse
- Charlotte Stirling-Reed, Registered Nutritionist
- Dr Julie Lanigan, Institute of Child Health
- Professor Atul Singhal, Institute of Child Health
- Professor Alan Lucas, Institute of Child Health, London
- Dr Jenny Gordon, Royal College of Nursing
- Dr Nick Makwana, Dr Rosemary Thwaites, Dr Peter Dales, Dr Devasmiths Venkataranen, Dr Marie Wheeler, and Dr Bruce McLain: Paediatricians

Dr Emma Derbyshire acts as the nutritionist for Kendamil and Castlemil milks which do not as yet have specific health professional websites.