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Subject: Re: Marketing of Breast-milk Substitutes

Posted by [Amal Omer-Salim](#) on Fri, 15 Mar 2019 15:02:00 GMT

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The World Alliance for Breastfeeding Action (WABA) fully supports the adoption of this indicator. WABA is very concerned about the rampant and aggressive marketing and promotion of infant formula and other breastmilk substitutes globally. The effects of these practices affect women's confidence in breastfeeding and undermine breastfeeding rates. The inclusion of this indicator will provide information about the prevalence of these negative practices and give direction to the types of interventions required to curb them, for example, the full implementation, monitoring, and enforcement of legislation to effect the International Code of Marketing of Breastmilk Substitutes and the relevant WHA resolutions.

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