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Subject: Re: Marketing of Breast-milk Substitutes  
Posted by [1000 Days](#) on Fri, 15 Mar 2019 19:23:51 GMT

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1,000 Days is the leading non-profit organization working in the U.S. and around the world to improve nutrition and ensure women and children have the healthiest first 1,000 days.

1,000 Days is supportive of this recommendation because without this indicator, there is a lack of understanding on how mothers receive information about breastmilk substitutes. Enforcement of the International Code of Breast Milk Substitutes is critical to improving breastfeeding rates around the world. Better understanding how product promotion and marketing is happening with caregivers and mothers can help advocates better explain the threat to policymakers and protect mothers from aggressive marketing practices.

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