



IBFAN

Reg. No. 230641-H

International Baby Food Action Network
Red Internacional de Grupos pro Alimentacion Infantil
Reseau international des groupes d'action pour l'alimentation
infantile

Your Excellency
Dilma Rousseff,
Honorable President of Brazil,

Att. Alexandre Padilha, MD
Minister of Health

19 December 2012

Excellency,

On behalf of the IBFAN Network that we coordinate and which represents 250 NGO groups from 166 countries, we would like to urge your attention to the approval of the Decree for Regulation of **Law 11265/2006**, which protects infants from the unethical commercial promotion of products that undermine breastfeeding practices. IBFAN - the International Baby Food Action Network - has been working since its inception in 1979 on the protection of breastfeeding and safe complementary feeding through the implementation of the International Code of Marketing of Breastmilk Substitutes and subsequent, relevant WHA Resolutions.

In this regard, Brazil has been our proud example of a country where breastfeeding rates are increasing thanks to a strong national version of the Code since 1988. However, after the last review of this Code (locally nicknamed NBCAL), it became a Law 11265 in 2006, and since then we around the world and millions of concerned Brazilian citizens have been waiting for the approval of the Decree which will allow its implementation.

The important measures your government has taken on maternal and child health and nutrition, will surely lead to Brazil reaching MDG 4 and 5 by the year 2015. However, we believe that optimal infant feeding practices, as a strong and unequivocal component of these goals, will be compromised if breastfeeding is not adequately protected against the marketing of substitutes.

We know that you are committed to better child health and urge you to take all appropriate steps for the approval of the Decree of Regulation of Law 11265/2006.

Yours most sincerely,

Joyce Chanetsa:
IBFAN Africa and Chair Global Council

Annelies Allain:
Director, International Code Documentation Centre & Council Member



Arun Gupta:
IBFAN Asia & Council Member



Patti Rundall:
Baby Milk Action & Council Member



Marta Trejos:
IBFAN Latin America & Council Member

Response to this group letter may be addressed to:
Joyce Chanetsa
Chair IBFAN Coordinating Council
Regional Coordinator
IBFAN Africa
Email: ibfan.jchnetsa@realnet.co.sz

IBFAN - the International Baby Food Action Network - consists of more than 200 public interest groups working around the world to promote the health and well-being of infants, young children and their mothers through the protection, promotion and support of optimal infant and young child feeding practices. IBFAN works to eliminate the irresponsible marketing of breastmilk substitutes and feeding bottles through full and universal implementation of the International Code of Marketing of Breastmilk Substitutes and subsequent, relevant World Health Assembly Resolutions.

In 1998, IBFAN was a recipient of the Right Livelihood Award.