



Presented by
Patti Rundall, Baby Milk Action/
International Baby Food Action Network

About the Conflicts of Interest Coalition

The Conflicts of Interest Coalition comprises civil society organisations united by the common objective of securing a strong NCD Political Declaration that explicitly recognises, and clearly commits to, safeguarding public health policy-making against commercial conflicts of interest through the development of a Code of Conduct and Ethical Framework for interactions with the private sector.

What we are calling for

An Ethical Code of Conduct

- Clear framework for identifying and managing conflicts of interest
- To guide interactions with the private sector
- Mandated at the international UN level and

Progress to date

Jun – developed a Statement of Concern sent to President of the UN GA, and the co-facilitators

Jul/Aug – developed advocacy tools for the PD negotiation process and lobbied national contacts

137 organisations supporting the

'Partnership' Vs 'Initiative'

Language is important!

'Partnership' signifies: respect, trust
and shared benefits

The private sector has its own goals
and is accountable to shareholders, not
to public good

What's next for the COI

We will continue to exert pressure

We will be raising COI issue at a press event in New York on Friday 16th September

We will be taking designed and printed copies of the Statement of Concern to

What YOU can do

Endorse the Statement!

[info.babymilkaction.org/news/policyblog/
COIstatement](http://info.babymilkaction.org/news/policyblog/COIstatement)

Email: prundall@babymilkaction.org or
policy@wcrf.org to sign up.

Press for action nationally and in New York

Come to the press event in New York

Distribute copies of the Statement