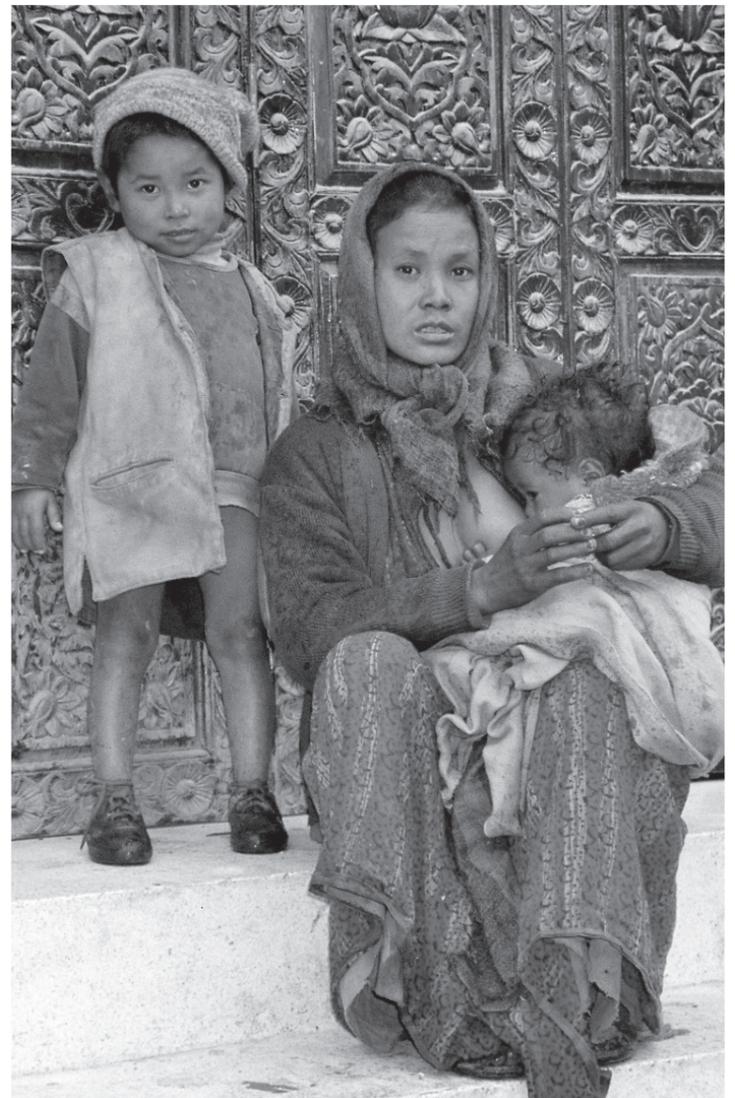




# Year Report 2010 - 2011



October

September

# 2010 - 2011



## Year report 2010 - 2011

### Infant Formula Explained

Baby Milk Action aims to protect all babies - those breastfeeding and those fed on formula. This led us to produce a DVD with the title *Infant Formula Explained* with the **Baby Feeding Law Group**, whose members include health professional organisations and mother support groups. This is now being licensed for health workers to use with parents intending to use formula.

The BFLG works to bring laws into line with international marketing standards in the UK where violations are "commonplace" (to quote the **UN Committee on the Rights of Child**).

Baby Food companies often argue that formula promotions and baby clubs targeting parents provide information. However, it does not take much analysis to show that most company information is misleading, not evidence based and designed to promote the company's brands rather healthy decisions. By highlighting individual ingredients the risks of the whole product are masked, and parents start to believe that breastfeeding and family foods miss essential nutrients.

For the *Infant Formula Explained* DVD we interviewed leading experts on infant feeding and produced three films: a 25-minute film for health workers, a 7-minute film for parents and carers (and health workers in a rush) and a 10-minute film on how to reconstitute powdered formula in line with **World Health Organisation** and the **UK Department of Health** guidelines to reduce risks from possible contamination with harmful bacteria.

A key message is that all formula on sale in the UK must comply with composition requirements and any optional ingredients are of no proven benefit. So ignore company hype.

### Training on the Code

We are also providing online training on monitoring of the baby food industry. This training explains the protection we all have a right to expect; the standards that all companies are obligated follow and the risks companies are prepared to take simply to capture new markets.

### Warning of risks

In the summer we exposed Nestlé's expensive new *BabyNes 'nutrition system'* - a new machine launched in Switzerland but with plans to go global. The marketing lures parents into thinking they can prepare a bottle in just one minute - just like a coffee.

After our campaigning companies are required to add warnings to labels that powdered formula is not sterile in the UK and elsewhere, but not yet in Switzerland - Nestlé's home. We called on Nestlé to respect and follow the joint **FAO/WHO Guidelines for the safe preparation, storage and handling of powdered infant formula** and introduce the essential step needed to kill bacteria and to include the warnings on the packaging. Nestlé's refusal shows that safety is not in its plan.

Worldwide studies have detected pathogenic bacteria such as *Enterobacter sakazakii*, *Salmonella* (now called *Cronobacter*) and *E. coli* in samples of powdered formula. Previous tests reported by the **US Food and Drug Administration** revealed that 14% of packages contained harmful bacteria. Laboratory analyses of the *BabyNes* formula capsules detected bacteria, proving that the milk powder in the capsules is not sterile.

**Cover:** Mother and children in Nepal by Rudi Roels. Featured in the IBFAN 2012 Breastfeeding Calendar, available from the Baby Milk Action Virtual Shop.

### Baby Milk Action supports IBFAN's principles:

- the right of infants everywhere to the highest level of health,
- the right of families to enough nutritious food,
- the right of women to informed choices about infant feeding,
- the right of women to full support for successful breastfeeding and for sound infant feeding practices,
- the right of all people to health services which meet basic needs,
- the right of health workers and consumers to health care systems which are free from commercial pressure,
- the right of people to organise in international solidarity to secure changes which protect and promote basic health, and ethical behaviour of the baby food industry.

### Finances

Baby Milk Action's work this year has been funded by grants from the A Team, S.E. Franklin Deceased Charity, Network for Social Change, OXFAM, Save the Children and SCIAF.

We are grateful to all our supporters who are essential to our effectiveness. Our Office Manager and volunteers in Cambridge (special thanks to Lisa Woodburn) provide materials, merchandise for stalls and process orders. Membership, merchandise and donations now make up over half of our income, which the economic downturn has much reduced. Cuts in expenditure have had to be made across all areas, including staff hours.

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### Advisors

Andy Chelley, Dr Emmanuel Diamond, Prof. G.J. Ebrahim, Chloe Fisher, Peter Greaves, Dr. Raymond Hodgson, Sheila Kitzinger, Dr. Tim Lobstein, Gabrielle Palmer, Dr. Peter Poore, Dr. Andrew Porter, Mary Kenfrew, Magda Sachs, Dr. Penny Stanway, Dr. Tony Waterston, Kevin Watkins, Dr. A.F. Williams, Dr Pam Zinkin.

### Staff

Lisa Woodburn

### Company Secretary

Rachel O'Leary, Chair  
Lisa Northover  
Julie Dyball - stood down  
Fiona DUBY  
Hugh Simon  
Phyll Buchanan  
Yvonne Wake - stood down  
Sarah Saunby

### Council of Directors

Lisa Woodburn.

### Volunteers

The following served as area contacts during the year:

Aileen Banks, Hannah Bird, Sharon Beward, Dh. Dharmadana, Anne Dowden, Maria Marianne Cowpe, Belinda Cox,  
Marianne Cowpe, Belinda Cox,  
Dowden, Maggie Ellis, Barbara Gleave, Patricia Hamilton, Caroline Hind, Joanna Lawrence, Steven Lee, Kristie Legg, Sue Malpass, Adele McGarry-Watson, Julie McKae, Annette Ogilvie-Forbes, Mary Paterson, Jan Price, Jane Putsey, Jacqueline Quick, Catherine Reading, Carl Richards, Jenny Richardson, Magda Sachs, Sarah Saunby, Harriet Smith, Sarah Squires, Jane Tapp, Frankie Taylor, Mary Tones, Liz Urwin, Bernadette Walker, Janette Westman, Patricia Wise.

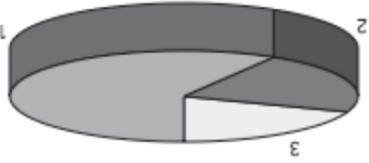
### Area contacts

We would like to express our appreciation to all our Area Contacts.

Lisa Woodburn and Sarah Hansen produced the breastfeeding calendar for the IBFAN network. This is a major fundraiser for Baby Milk Action and provides a corporate-free alternative for health centres and elsewhere.



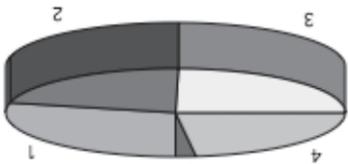
Net Loss: £1,191  
Reserves: £3,947



Expenditure

Total expenditure = £114,370  
1. Projects & campaigns 64%  
2. Membership support and merchandise (inc. publications and merchandises) 19%  
3. Overheads 17%

### Baby Milk Action expenditure October 2010 - September 2011



Income

Total income = £113,179  
1. Grants & projects 46%  
2. Memberships 16%  
3. Publications and merchandise 11%  
4. Donations 19%  
5. Other income 8%

### Baby Milk Action income October 2010 - September 2011

Charts are based on draft audited figures. Full accounts will be available at the AGM & on request.

