



CAPWHN Position Statement

Exhibitor WHO Code Compliance at CAPWHN National Conference

June 25, 2019

One of the primary goals of the CAPWHN annual national conference is to provide delegates with evidence-informed product information. CAPWHN serves a wide range of perinatal nurses from different areas of practice including primary care, acute care, newborn care, and neonatal intensive care. Compliance with the WHO International Code of Marketing of Breast-milk Substitutes (“the WHO Code”) is an expectation of exhibitors that want to have a commercial display at CAPWHN’s national conference.

The CAPWHN Board of Directors believes that:

- Providers of perinatal care provide education to individuals and their family that is evidence-based, built on unique strengths, and recognizes individual autonomy in informed decision-making. Consistent with this educational role, members require evidence-informed education regarding the correct storing, handling, feeding, obtaining and preparation of infant feeding choices without bold display or marketing of breast milk substitutes.
- Delegates should be informed of the range of breast pump options available to individuals and families. Educational materials should be impartial and should not endorse company brand names or products (e.g. by recommending only one brand of breast pump).
- Exhibitors should respect non-promotion of bottles, teats and/or dummies and any breast milk substitutes.

All exhibitors wishing to attend the CAPWHN National Conference are provided with guidelines outlined to them in CAPWHN’s industry prospectus. CAPWHN assumes the responsibility of accepting exhibitors that are able to provide products and information servicing all perinatal needs and that are not in direct violation of the WHO Code.

REFERENCES

WHO International Code of Marketing of Breast-milk Substitutes
https://www.who.int/nutrition/publications/code_english.pdf

WHO code FAQs
<https://www.who.int/nutrition/publications/infantfeeding/breastmilk-substitutes-FAQ2017/en/>

UNICEF UK Infosheet: Will Working with a Breast Pump Company Affect our Baby Friendly Status?
https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2016/08/breastpump_infosheet_2015.01.22.pdf

ILCA: The WHO Code and You
http://portal.ilca.org/files/resources/international_regional_documents/WHOCODEJan2012.pdf