



Code of Practice for Health Workers

in Implementing and Monitoring the *International Code of Marketing of Breast-milk Substitutes* in New Zealand: The Code in New Zealand



What is the Code of Practice for Health Workers?

This is a voluntary and self-regulatory code of practice, which recommends:

- breastfeeding as the best and safest way to feed infants
- how to give advice about infant feeding
- how to be independent of formula companies' marketing and promotions.

Three other codes are also important to know about:

1. Code of Practice for the Marketing of Infant Formula [Infant Nutrition Council (formerly the New Zealand Infant Formula Marketers' Association (NZIFMA)) (2007)].

- There should be no marketing/advertising of infant formula for infants less than six months of age.
- Follow-on formula should be marketed as an alternative to cows' milk not as an alternative to breast milk.

2. Code for Advertising of Food (ASA 2006).

3. Australia New Zealand Food Standards Code (2002).

These four codes are how New Zealand currently implements the World Health Organization (WHO) International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly resolutions.

The WHO code can be accessed at: http://www.who.int/nutrition/publications/code_english.pdf

Key resources

Be familiar with The Code in New Zealand, accessible at: <http://www.moh.govt.nz/moh.nsf/indexmh/breastmilksubstitutemarketingcode>

and the Ministry of Health's Food and Nutrition Guidelines, particularly in regard to healthy infants and toddlers (aged 0–2 years), accessible at: <http://www.moh.govt.nz/nutrition>

View the supporting health education resources for your clients, including:

- Breastfeeding Your Baby [HE 2098]
- Feeding Your Baby Infant Formula [HE 1306]

both accessible at: <http://www.healthed.govt.nz/>

Code of Practice for Health Workers – Checklist

- Protect, promote and support breastfeeding, see: <http://www.moh.govt.nz/breastfeeding>
- Encourage pregnant mothers to breastfeed.
- Give caregivers of formula-fed infants one-on-one, accurate, objective and non-judgmental advice.
- Know where clients can access additional help/information about infant feeding.
- Comply with the policies and procedures of your workplace, including Baby Friendly Hospital and Baby Friendly Community initiatives (accessible at: <http://www.babyfriendly.org.nz>) and The Well Child Framework (accessible at <http://www.moh.govt.nz/wellchild>).
- Do not accept formula samples from formula companies or promote their use.
- Do not accept other gifts from formula companies.
- Understand that cows' milk is not recommended until the child is at least 12 months of age.

Complaints

Complaints can be made about inappropriate advice you give about infant feeding or if you are promoting formula.

Formula companies can be complained about if they inappropriately market their products, including marketing/promoting infant formula.

Email your complaints to: code_in_nz@moh.govt.nz

Or send your complaints to:
Complaints under NZ WHO Code
Population Health Directorate
Ministry of Health
PO Box 5013
Wellington

A standard complaints form can be accessed at: [http://www.moh.govt.nz/moh.nsf/pagesmh/5113/\\$File/code-in-nz-complaint-form.doc](http://www.moh.govt.nz/moh.nsf/pagesmh/5113/$File/code-in-nz-complaint-form.doc)

For more information, contact us at: code_in_nz@moh.govt.nz