



Jody Taylor  
Home Office  
P.O. Box 1457  
Almonte, ON

July 26<sup>th</sup>, 2005

Dear Mrs. Taylor:

It has come to the attention of INFACT Canada that the Baby Boom Show planned for the Nepean Sportsplex on September 10<sup>th</sup> and 11<sup>th</sup>, 2005, is allowing formula companies to have booths and sponsorship at the show. We would like to make you aware of the following articles of the World Health Organization's International Code of Marketing of Breast-milk Substitutes which prohibit this kind of direct promotion of infant formula, bottles and teats to the public. Specifically,

***“There should be no advertising or other form of promotion to the general public of products within the scope of this Code.” (5.1)***

***“Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples within the scope of this Code. (5.2)***

***“Marketing personnel, in their business capacity, should not seek direct or indirect contact of any kind with pregnant women or with mothers of infants and young children.” (5.5)***

Should you allow formula companies to exhibit, sponsor or hand out promotional material and samples your company will be in direct violation of the International Code, a document that was designed to protect a mother's right to informed and unbiased feeding choices, and a baby's right to the highest attainable health. There are numerous risks associated with the use of infant formula which include reduced cognitive development and increased risk of:

- asthma and allergy,
- acute respiratory disease,
- infection through contaminated formula,
- childhood cancers,
- chronic disease,
- diabetes,
- cardiovascular disease,
- obesity,
- gastrointestinal infections,
- mortality,
- otitis media and ear infections,
- side effects of environmental contaminants.

Given the health impacts of formula feeding, it is imperative that the articles of the International Code be upheld; doing otherwise is irresponsible and endangers the health of our children.

We respectfully request that you do your part in safeguarding the wellbeing of Ottawa's mothers and children by adhering to the tenets of the International Code and severing your ties with formula companies that seek to contravene it.

We look forward to your response on this matter.

Elisabeth Sterken  
National Director

cc. INFACT Canada area members