



communiqué

No.: 49

DIFFUSION: FOR IMMEDIATE RELEASE
RELEASE: MAY 22, 1981

INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES ADOPTED WITH CANADIAN SUPPORT

The Department of External Affairs and Health and Welfare Canada welcome the adoption May 20 in Geneva by the Thirty-Fourth World Health Assembly of an International Code of Marketing of Breastmilk Substitutes. Canada was one of the 118 countries which voted in favour of this important recommendation.

The Canadian delegate to the Assembly, Dr. Maureen Law, expressed Canada's support for the Code in a statement to the Assembly on May 20 as follows:

Mr. Chairman,

There is no doubt that a mother's milk is best for her infant. The superiority of breastmilk--psychologically, nutritionally, immunologically--is indisputable. Hence breastfeeding must be encouraged and protected as one of the measures essential to the very survival of many infants and desirable for the healthy development of all the world's children.

In Canada, progress in promoting breastfeeding has been encouraging. Federal and provincial health authorities have for some time now been working in conjunction with professional and other non-governmental organizations in the development and implementation of breastfeeding promotion

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