

- Q1. What has changed that has now caused Medela to promote bottles and teats?
- A. Triggered through the BPA media scare that occurred in 2008 in various markets, Medela US was receiving ~100 phone calls/emails a day inquiring about the safety of our bottles. While the WHO Code prohibits the marketing of feeding bottles and teats to mothers, Medela is acting on our responsibility to increase, rather than limit information supplied directly to mothers that helps them make informed decisions on products that can increase their breastfeeding duration. Our breastmilk feeding products have been available since 1999 and have always been BPA-free and safe, however we had not mentioned these products to mothers directly until they came to us inquiring on these products.
- Q2. Does Medela still value the LC community?
- A. Medela deeply cares and values the relationships we have had with the Lactation Consultants and healthcare community. We have strongly supported the LC community for many years. We continue to share the common goal of helping mothers in their endeavor to breastfeed and provide the best nutrition to their babies.
- Q3. As an IBCLC and according to our IBCLC Code of Ethics, can I sell/recommend a product from a WHO Code violator? What conferences can I attend according to the IBCLC Code of Ethics?
- A. Medela would like to refer these questions directly to the IBLCE Board as this is specific to the IBLCE Code of Ethics. Please email questions to iblce@iblce.org . Regarding CERPS from Medela, IBLCE has recently published public statements regarding this topic on their website www.iblce.org . Again, all inquiries should be directed to IBLCE.
- Q4. I understand that Medela has declared themselves a Code Violator – is this true?
- A. Medela has never declared ourselves a WHO Code Violator. We recognize that according to NABA certain actions of ours are in violation of the WHO Code, however we believe that we fully support the intent of the International Code of Marketing of Breastmilk Substitutes. We will never promote breastmilk substitutes and will always support a mother's endeavor to breastfeed.
- Q5. If other manufacturers are working to meet their obligation, why can't Medela?
- A. Research and development is the key to making products that meet the needs of mothers worldwide. Medela invests substantially in this research to provide mothers the best products to make their breastfeeding experience as comfortable and efficient as possible, allowing moms to breastfeed as long as they choose. It is this research and product information that allows mothers to make an informed decision on their product choices. The WHO Code interpretation prevents us from providing this pertinent information to mothers.

We believe it is our obligation to inform mothers that our breastpump systems, including bottles and teats, are safe. Many mothers are not aware that Medela offers a complete breastmilk feeding system, as we have not marketed this information in the past. Beginning in June 2008, during the height of the BPA media scare, Medela Inc. was receiving approximately 100 phone calls/emails a day inquiring about the safety of our products. It was this reaction from mothers that prompted our outreach. It is imperative that mothers have the necessary information to make informed and educated product decisions that assist in their duration of breastfeeding.

- Q6. How does Medela's decision impact the ability to work with Baby Friendly hospitals?
- A. The Baby Friendly Hospital Initiative (BFHI) is sponsored by the World Health Organization and UNICEF and focuses on breastfeeding and ethics. Baby Friendly Hospitals can use formula, or other products mentioned in the WHO Code, although they pay for it, unlike many other hospitals in the U.S. THE BFHI does not apply to NICU, only healthy babies. According to the BFHI website <http://www.babyfriendlyusa.org> , there are 10 steps to Successful Breastfeeding. At no point is there a mention of the WHO Code. There is even a step on how to maintain lactation when separated from their infants.

The BFHI promotes, protects, and supports breastfeeding through The Ten Steps to Successful Breastfeeding for Hospitals, as outlined by UNICEF/WHO. The steps for the United States are:

- Maintain a written breastfeeding policy that is routinely communicated to all health care staff.
- Train all health care staff in skills necessary to implement this policy.
- Inform all pregnant women about the benefits and management of breastfeeding.
- Help mothers initiate breastfeeding within one hour of birth.
- Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- Give infants no food or drink other than breastmilk, unless medically indicated.
- Practice "rooming in"-- allow mothers and infants to remain together 24 hours a day.
- Encourage unrestricted breastfeeding.
- Give no pacifiers or artificial nipples to breastfeeding infants.
- Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.