Learning Objectives:
Upon completion, the learner will be able to:
- Explain the aim and scope of the International Code
- Describe marketing practices that violate the International Code
- Evaluate practices in their work setting for compliance with the International Code
- Identify ways to implement the International Code in their work setting and community
- Summarize the subsequent WHA resolutions relevant to the International Code

Module Materials:
- Study Module Questions
- Study Module Answer Sheet
- Study Module Evaluation Form
1. The basic premise of the International Code of Marketing of Breastmilk Substitutes (International Code) is:
   a. To differentiate between industrialized countries and urban societies
   b. To exempt industrialized countries from the provisions of the International Code
   c. To establish a universal set of standards for responsible marketing
   d. To establish international laws on the marketing of breastmilk substitutes

2. A pediatric ward protects and promotes breastfeeding when it:
   a. Admits a child of any age
   b. Admits a child of any age and allows the mother to accompany her child
   c. Allows only mothers of infants under 6 months of age to accompany them
   d. Allows infants delivered in that hospital to be admitted into the ward

3. A supplemental food program promotes and protects breastfeeding when it:
   a. Provides extra food to a lactating mother for only 6 months
   b. Provides extra food to a lactating mother for up to 12 months
   c. Provides extra food to a lactating mother for as long as she breastfeeds
   d. Provides infant formula to the lactating mother’s baby for up to 12 months

4. The International Code’s aim to protect and promote breastfeeding is NOT violated:
   a. When materials contain information on breastfeeding initiation as well as later stage breastfeeding
   b. When manufacturer’s emphasize the importance of breastfeeding only in the newborn period
   c. Through omissions in manufacturer and government publications
   d. When leaflets include only discussions on the later stages of breastfeeding

5. Which of the following best describes food products within the scope of the International Code?
   a. Other milk products, foods and beverages, including bottle-fed complementary foods
   b. Other milk products, foods and beverages, including bottle-fed complementary foods, when marketed or otherwise represented to be suitable, with or without modification, for use as partial or total replacement of breastmilk
   c. Other milk products, foods and beverages, including bottle-fed complementary foods, when marketed or otherwise represented to be suitable, without modification, for use as total replacement of breastmilk
   d. Only milk products and beverages that are marketed as breastfeeding replacements

6. According to the rules and regulations of the International Code:
   a. All countries must follow exactly the same standards as set by the Code
   b. The International Code varies from country to country
   c. The International Code has no relevance to a country’s laws and regulations
   d. All countries follow the basic premises of the International Code and can make them stricter or more detailed

continued
7. Which of the following is NOT a side effect of bottle-feeding or self-bottle feeding using expressed milk?
   a. Slower growth
   b. Nipple confusion
   c. Otitis media
   d. Dental caries

8. A mother receives a pamphlet on formula feeding from a manufacturing company. The pamphlet conforms to the provisions of the International Code if it:
   a. Only includes the statement “not intended to replace breastfeeding”
   b. Includes the statement that infant formulas are safe to use and are similar to breastmilk
   c. Includes a statement that bottle feeding will not cause problems when started after 2-4 weeks of age
   d. Includes an explanation of the hazards and financial consideration of using breastmilk substitutes

9. The superiority of breastfeeding can be emphasized by:
   a. Giving detailed information about breastmilk and its benefits for both the infant and the mother and providing the risks of not breastfeeding
   b. Giving detailed information about the differences between formula and breastmilk
   c. Giving detailed information about the proper use of breastmilk substitutes
   d. Giving detailed information about artificial products rather than about breastmilk

10. Which products are NOT covered under the Code?
    a. Pacifiers
    b. Infant Feeding Bottles
    c. Breastmilk collection bottles
    d. Teats/nipples

11. A manufacturer of breast pumps and other infant feeding supplies has sent your hospital pamphlets on infant feeding. This contravenes the International Code (article 4.3) because:
    a. Donation of education materials from manufacturers is forbidden unless specifically requested by schools or community nutrition programs
    b. Donation of education materials from manufacturers is forbidden unless specifically requested, government approved and distributed through the health care system

12. Article 5 of the International Code stipulates no promotion to the general public and mothers of products that are covered within it. Promotion is a broad term that encompasses all means of encouraging a product. Which of the following IS allowed under this provision:
    a. A pamphlet promoting a specific bottle and nipple/teat
    b. A breastfeeding session sponsored by an artificial baby milk manufacturer
    c. Sale of bottles, teats and infant formula
    d. Mail-out of coupons for infant formula

13. Promotion to the general public and mothers of any item covered in the International Code is:
    a. Not allowed because it creates a belief that they are essential
    b. Essential because mothers are easily influenced by advertising
    c. Not allowed because all advertising contains incorrect information
    d. Essential because individuals will not know where to access these products if they need them

14. You are a health care worker in a local hospital. Which practice is allowed under the scope of the International Code?
    a. Giving gift packs, which contain a breast pump, bottles and nipples, to all mothers
    b. Giving out an advisory phone number that is supported by a manufacturer
    c. Giving out pamphlets on infant feeding that are sponsored by an artificial baby milk manufacturer
    d. Giving out advisory phone numbers for La Leche League, community breastfeeding support groups and the hospital
15. Article 6 of the International Code addresses health care systems, which:
   a. Includes all governmental institutions
   b. Includes governmental, non-governmental and private institutions or organizations directly engaged in the health care of mothers, infants and pregnant women
   c. Does not include private practice health care workers
   d. Does not include pharmacies and other established outlets

16. The major intent of Article 6: Health Care Systems is to:
   a. Make breastfeeding the norm in every health care facility
   b. Eliminate bottle feeding from health care facilities
   c. Allow health care workers access to educational funds donated from manufacturers of artificial baby milks
   d. Ban the use of any artificial milks

17. The World Health Organization approved the International Code in 1981. Since that time, resolutions to strengthen it have been regularly added. One of those resolutions addressed the issue of free and low cost supplies of infant formula. Your center accepts free supplies of infant formula. This practice:
   a. Contravenes the International Code because it bans the use of breastmilk substitutes in health care facilities
   b. Conforms to the International Code because it saves the health care system money
   c. Conforms to the International Code because some babies need to be supplemented with breastmilk substitutes
   d. Contravenes the International Code as they permit direct marketing and create a conflict of interest

18. Health care workers are discouraged from accepting gifts from manufacturers:
   a. Because it establishes an implicit relationship and influences decisions
   b. Only when the gift is given explicitly in return for a favorable recommendation
   c. Because it establishes a poor model for decisions made by other staff
   d. When it exceeds a certain value

19. You are a health care worker who works with new mothers in a community clinic. Which practice is allowed under the provisions of the International Code:
   a. Distribution of publicity pamphlets for a specific feeding bottle and nipple
   b. Acceptance of free breastmilk substitutes
   c. Use of education materials developed by the local hospital that include the hazards and costs of formula feeding and information on how to initiate and maintain breastfeeding
   d. Use of pens, cups and tape measures, which have company names and logos on them

20. Which of the following is the closest definition of Principle 24 of the International Board of Lactation Consultant Examiners (IBLCE) Code of Ethics:
   a. International Board Certified Lactation Consultants (IBCLCs) must adhere to those provisions of the International Code and subsequent WHA Resolutions that pertain to doctors
   b. IBCLCs must adhere to those provisions of the International Code that pertain to nurses
   c. IBCLCs do not need to adhere to those provisions of the International Code
   d. IBCLCs must adhere to those provisions of the Code and subsequent WHA Resolutions that pertain to health workers

21. Which of the following is NOT required to be included on an infant formula label?
   a. Warning about the hazards of incorrect preparation
   b. Statement of which ingredients are man-made
   c. Specific instructions on appropriate preparation
   d. Statement of the superiority of breastfeeding

22. The label requirements for all products under the Scope of the Code include all but which one of the following?
   a. List of ingredients used
   b. Picture of an infant bottle feeding
   c. Storage conditions
   d. Batch number and expiration date

continued
23. Accepting and distributing free samples and gifts of formula:
   a. Ultimately places a financial strain on low-income families
   b. Decreases the chances that a mother will conceive again soon
   c. Presents no long-term consequences
   d. Makes a doctors office appear more reputable

24. Which of the following items is not referred to in the Code?
   a. Bottles and teats
   b. Breast pumps
   c. Infant formula and follow-up formula
   d. Baby bottles of apple juice

25. A 1987 study in Brazil showed that non-breastfed infants were 14 times more likely to die of diarrheal infection in the first year of life than exclusively breastfed infants. In developed countries, formula-fed babies are at what risk for a digestive tract infection?
   a. 2 times more than a breastfed baby
   b. 22 times more than a breastfed baby
   c. 10 times more than a breastfed baby
   d. 5 times more than a breastfed baby

26. Which of the following, if found in a brochure or magazine, would be in violation of the International Code?
   a. Phone number for clinic talk through “milk nurses”
   b. La Leche League phone number
   c. Hospital obstetric floor’s phone number
   d. Local Visiting Nurse Association’s phone number

27. Actively encouraging improvement in breastfeeding rates, duration and effectiveness is the definition of which of the following:
   a. Protection
   b. Promotion
   c. Support
   d. Education

28. Which of the following is NOT included in the definition of marketing in Article 3 of the Code?
   a. Education
   b. Advertising
   c. Distribution
   d. Product public relations

29. Gifts such as pens, coffee cups and pads of paper that display a brand name or logo are in violation of the Code for all of the following reasons EXCEPT:
   a. They keep the name of the company in constant view
   b. They play a role in shaping opinions
   c. They take the place of other products
   d. They play a role in influencing decisions

30. Under Article 11.1, monitoring application of the Code is the responsibility of which of the following?
   a. Governments
   b. Manufacturers
   c. Hospitals
   d. Distributors

31. The wording of the Code is clear and direct on two issues:
   a. It applies to some countries and all products represented to replace in full or in part, breastmilk.
   b. It applies to all countries and all products represented to replace in full or in part, breastmilk.
   c. It applies to most countries and some products represented to replace in full or in part, breastmilk.
   d. It applies to all countries and most products represented to replace in full or in part, breastmilk.

32. Resolutions made since the International Code was developed aim to strengthen it. In 2001, WHA Resolution 54.2 contained all of the following directives to member states EXCEPT:
   a. Implement the Conventions on the Rights of the Child
   b. Support the Baby Friendly Hospital Initiative
   c. Tighten regulations on breastfeeding for HIV-positive women
   d. Improve complementary feeding practices
ILCA Independent Study Module Answer Sheet

The International Code of Marketing of Breastmilk Substitutes:
What It Means for Mothers and Babies Worldwide
Helen Armstrong, MAT, IBCLC; Ellen Sokol, JD

Approved for 4 E-CERP and CEUs

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# Independent Study Module Evaluation

**International Lactation Consultant Association**

*The International Code of Marketing of Breastmilk Substitutes: What It Means for Mothers and Babies Worldwide*

Helen Armstrong, MAT, IBCLC; Ellen Sokol, JD

Thank you for completing this ILCA independent study module. Please respond to the following questions by circling the degree to which you agree or disagree with the statement.

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<tr>
<th>Disagree</th>
<th>Agree</th>
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<tr>
<td>1 2 3 4 5</td>
<td>The module's content was clear and relevant.</td>
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<td>I was satisfied with the level of information.</td>
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<td>Test questions were appropriate to the material presented.</td>
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<td>The material was new to me.</td>
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<td>This is the first ILCA study module I have completed.</td>
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<td>1 2 3 4 5</td>
<td>I am certified by the International Board of Lactation Consultant Examiners.</td>
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<td>I plan to use the CERPs for initial certification.</td>
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<td>I plan to use the CERPs for recertification.</td>
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<td>I am currently employed in a lactation setting.</td>
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<td>I can use this information in my work setting.</td>
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<td>1 2 3 4 5</td>
<td>I have attended an ILCA conference in the past two years.</td>
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<td>1 2 3 4 5</td>
<td>I am an ILCA member.</td>
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| 1 2 3 4 5 | How many years have you worked with breastfeeding families? |
| 1 2 3 4 5 | (1) 1-5 (2) 6-10 (3) 11-15 (4) 16-20 (5) over 20 |
| 1 2 3 4 5 | Which best describes the highest educational level you have achieved? |
| 1 2 3 4 5 | (1) Secondary school (2) 2 years post-secondary (3) Baccalaureate (4) Masters (5) Doctorate or medical |
| 1 2 3 4 5 | Approximately how many hours did you spend reading and studying the module and answering the questions? |
| 1 2 3 4 5 | (1) 1 hour (2) 2 hours (3) 3 hours (4) 4 hours (5) 5 hours |

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