COMMERCIAL MILK FORMULA MARKETING:  
INTERNATIONAL CONTEXTS AND TOOLS

WD4488

PROGRAM DESCRIPTION: This enduring activity is designed to increase knowledge around the International Code of Marketing of Breast-Milk Substitutes while highlighting potentially useful shifts in approach moving forward. There will be tools shared for recognizing and tracking commercial milk formula marketing practices in the U.S.. Key findings are shared from the 2018 “U.S. Access to Nutrition Index,” which included evaluation of three major manufacturers of infant formula and other products marketed as a partial or total replacement for breast milk.

OBJECTIVES:

At the conclusion of the session, the participant will be able to:

1. List three actions that are prohibited under the International Code for Marketing Breast-milk Substitutes such as those specified for commercial milk formula companies, healthcare professionals, or retail settings.
2. Name two ways that assessing formula company policy and practice can improve accountability and adherence to the International Code of Marketing of Breast-milk Substitutes
3. Identify one way formula marketing hinders team collaboration and consistent messaging in the healthcare setting.

FACULTY/CREDENTIALS:  
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ORIGINATION DATE: July 31, 2021
RENEWAL DATE: July 31, 2023
EXPIRATION DATE: July 31, 2023

URL: http://www.usbreastfeeding.org/p/cm/ld/fid=991

HARDWARE/SOFTWARE: Computer Hardware; Internet connection; Browser

Updated: 5/15/2020
MATERIALS: Worksheet


PREREQUISITES: N/A

FORMAT: This activity is Web on Demand.

CONTACT INFORMATION: US Breastfeeding Committee, office@usbreastfeeding.org

ACCREDITATION STATEMENTS:

In support of improving patient care, this activity has been planned and implemented by Centers for Disease Control and Prevention and US Breastfeeding Committee. The Centers for Disease Control and Prevention is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

CME: The Centers for Disease Control and Prevention designates this enduring activity for a maximum of 1.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CNE: The Centers for Disease Control and Prevention designates this activity for 1.5 nursing contact hours.

CEU: The Centers for Disease Control and Prevention is authorized by IACET to offer 0.1 CEU's for this program.
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For Certified Public Health Professionals (CPH)

The Centers for Disease Control and Prevention is a pre-approved provider of Certified in Public Health (CPH) recertification credits and is authorized to offer 2 CPH recertification credits for this program.

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CDC did not accept commercial support for this continuing education activity.

Instructions for Obtaining Continuing Education (CE)

In order to receive continuing education (CE) for WD4488 Commercial Milk Formula Marketing: International Contexts and Tools please visit TCEO and follow these 9 Simple Steps before 07/31/2023
Complete the activity
Complete the Evaluation at  www.cdc.gov/Get CE
Pass the posttest at  **75 %** at www.cdc.gov/GetCE

**FEES:** No fees are charged for CDC’s CE activities.