



Partnership Policy

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1. Purpose

This policy is to outline the rules and restrictions any partner organisations must abide by in order to work alongside the New Baby Network CIC, and the types of organisation we will not work with. This is to protect new parents and families who are often targeted by emotional and unethical marketing.

2. International Code of Marketing of Breastmilk Substitutes

New Baby Network CIC adheres to the code and expects all staff, volunteers, suppliers and partners to do the same.

What is the code?

The International Code of Marketing of Breastmilk Substitutes (the Code) is an international health policy framework to regulate the marketing of breastmilk substitutes in order to protect breastfeeding. It was published by the World Health Organisation in 1981, and is an internationally agreed voluntary code of practice.

The Code regulates the marketing of breastmilk substitutes which includes infant formulas, follow-on formulas and any other food or drink, together with feeding bottles and teats, intended for babies and young children.

The Code also sets standards for the labelling and quality of products and for how the law should be implemented and monitored within countries.

Restricting marketing does not mean that the products cannot be sold, or that factual and scientific information about them cannot be made available. Neither does it restrict parent's choice. It simply aims to make sure that their choices are made based on full, impartial information, rather than misleading, inaccurate or biased marketing claims.



Adhering to the code includes but is not limited to:

- No advertising for infant feeding products (breastmilk substitutes including infant formula, follow on or growing up milks, other foods/beverages promoted as suitable for babies during the first six months of life, feeding bottles and teats) anywhere within our services.
- No contact between manufacturers of the above products and pregnant women or mothers
- No items bearing company logos of manufacturers of the above products on service premises or used by its staff/volunteers. Examples include: mugs, stationery, diary covers, key fobs, lanyards, pens, tourniquets, gestational / age in weeks calculators, weight conversion charts, post-it note pads.
- No free samples of the above products to staff, volunteers or service users
- Only scientific and factual information, free from commercial bias, used in the care of babies and their parents

Resources:

International Code of Marketing of Breast-Milk Substitutes:

<https://www.who.int/nutrition/publications/infantfeeding/9241541601/en/>

The International Code of Marketing of Breast-milk Substitutes: Frequently Asked Questions (2017 Update), Geneva, Switzerland, World Health Organization; 2017. Licence: CC BY-NC-SA 3.0 IGO. [The International Code of Marketing of Breast-milk Substitutes](#)

Working Within the International Code of Marketing of Breast-Milk Substitutes

<https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2020/02/Health-Pr ofessionals-Guide-to-the-Code.pdf>

3. Multilevel Marketing Companies

New Baby Network CIC exists primarily to provide evidence based information to support and empower families, and our staff and volunteers abide by our code of conduct. The code of conduct makes clear that involvement in the New Baby Network CIC should not be used to reach families for personal gain or advantage or to recommend or champion any brand, company or model of product.

What are Multi Level Marketing Companies (MLMs)?

An MLM is defined broadly as any business that recruits distributors, resellers, consultants, or others for the sale or representation of a product or service that does not originate from the person recruiting/selling. This includes matrix marketing and direct sales companies, in addition to "Get Rich Quick" businesses.



In determining if an organisation is an MLM or not, the New Baby Network CIC will consider the following factors:

- Offering commissions to recruit new distributors
- Business is structured around hosting parties where guests purchase products
- Requiring new distributors to purchase costly inventory or "start-up kits."
- Profits from sales are derived from recruited sellers ("downline"), rather than solely their own sales
- Commissions derived from sales moves "upline."
- Monetary distributions originate from funds paid by new or existing participants
- Unrealistic or unsupported promises regarding profits or return on investment.

This means New Baby Network CIC, its staff and volunteers:

- will not allow MLM reps to recruit or sell on their premises/groups
- will not sell MLM products
- will not use social media influence to promote MLM in any way
- will not accept donations or giveaways or promote competitions from MLM companies

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