

# Tell Infant Formula Companies: End Ads in Healthcare Facilities

*Post images/messages– on May 21, the birthday of the WHO Code against formula promotion\**

If you can only post messages (without a photo/video) skip to step 4b.

[Sign up for a reminder](#)

**Step 1 – Write a short message** with a marker on a large piece of paper or cardboard (unless you’re making a video) OR **print out the sign** on page 2.

We suggest: ~~Formula Ads in Hospitals~~

**Step 2 – Take a photo or video of yourself**



For new or recent moms: Hold up the written message for a photo or talk through it in a video *next to your child* (or specify you’re a mom).  
For expecting moms: Hold up the message *with your belly showing* (or specify you’re pregnant).

**Step 3 – Send the photo/video** to Eva at [eseidelman@citizen.org](mailto:eseidelman@citizen.org) by **May 19**. We may post the photos online if you cannot—inquire about details. Also, send longer messages with your photos (step 4c).

**Step 4 – On May 21 post on Facebook, Twitter, Instagram, etc.**

a. **Upload your photo/video to [Enfamil](#), [Similac](#), [Nestle](#) (Gerber) FB pages** in the “Post Photo/Video” box **AND post a message** with it (see b).

b. **Post a message.** Think of a personal message to the formula companies about why formula promotion (ex. distributing samples) in healthcare is wrong and violates the WHO International Code.\* Use or modify these [examples](#) based on your own experience - Respect my decision to breastfeed: stop marketing formula in healthcare facilities; Infant formula promotion in hospitals is unethical and violates the WHO Code; Stop co-opting healthcare facilities and using them as formula marketing tools.

c. **Share photos/videos/messages on your FB, Twitter, Instagram pages- tag [Enfamil](#), [Similac](#), [Gerber Goodstart](#)**

d. **Tweet @Enfamil, #Enfamil, #SimilacStrongMoms, #Gerber**



\* The World Health Organization adopted the International Code of Marketing of Breastmilk Substitutes on May 21, 1981. For a third of a century, formula companies and hospitals have long since been violating it by promoting formula in healthcare facilities, among other violations. This message does not advocate against formula use if necessary. Research shows that [breastfeeding](#) and [human milk](#) save lives and provide life-long health protection for mothers and children, and that formula marketing and sample distribution in hospitals undermines breastfeeding.

~~Formula~~

~~Ads in~~

~~Hospitals~~