

COMMERCIAL MILK FORMULA MARKETING: ORGANIZING FOR IMPACT

WD4494

PROGRAM DESCRIPTION: This enduring activity is designed to increase knowledge of the *International Code of Marketing of Breast-Milk Substitutes* while highlighting potentially useful shifts in approach moving forward. Content experts shared current status of commercial milk formula marketing and labeling in the U.S. and highlighted opportunities for collaborative change to improve the landscape for breastfeeding success.

OBJECTIVES:

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

1. Name two ways advocates are working to limit the reach of formula marketing in the US
2. List three potential approaches to shifting formula marketing practices at the local, state, or federal level
3. Describe the importance of interprofessional collaboration in addressing false claims about infant formula or toddler milks.

FACULTY/ CREDENTIALS

Sally Mancini, MPH, Director of Advocacy Resources, Rudd Center for Food Policy & Obesity
Jennifer Pomeranz, JD, MPH, Assistant Professor, New York University
Marsha Walker, RN, IBCLC, Executive Director (ret.), National Alliance for Breastfeeding Advocacy

ORIGINATION DATE:

August 31, 2021

RENEWAL DATE:

EXPIRATION DATE:

August 31, 2023

URL:

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

HARDWARE/SOFTWARE:

Computer Hardware; Internet connection;
Browser

MATERIALS:

None

TARGET AUDIENCE: Physicians, Physicians Assistants, Registered Nurses, Advanced Practice Nurses, Certified Health Educators, Medical Assistants, Program Managers, Doulas, Midwives, Registered Dietitians, International Board Certified Lactation Consultants, Advanced Lactation Consultants, Certified Breastfeeding Specialists, Certified Lactation Counselor, Certified Lactation Educator, WIC Peer Counselors, La Leche League Leader, Breastfeeding Peer Counselors

PREREQUISITES: N/A

FORMAT: This activity is **Web-based/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 **United States 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

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

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Complete the activity

Complete the Evaluation at www.cdc.gov/GetCE

Pass the posttest at 75% at www.cdc.gov/GetCE

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