



THE COST OF CODEX

Social Media Toolkit

The upcoming Codex meeting must put children, wherever they are, first

Codex is a joint body of the World Health Organisation (WHO) and the Food and Agriculture Organisation (FAO) that develops international food standards, guidelines and codes of practice to protect the health of consumers and ensure fair practices in food trade.

This December in Germany, the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) will continue to review the Codex standards for follow up formula. We know that unethical marketing of formula has a negative impact on breastfeeding rates, and there for a negative impact on the nutrition of children. It is therefore vital that standards accurately regulate formula promotion and protect women's right to breastfeed.

Current negotiations show that trade and commercial interests are taking preference over the health and nutrition of generations to come- this needs to change. The outcome of this meeting likely to serve as a basis for national legislation and therefore will a profound impact, particularly for children in low and middle income countries.

KEY DATES:

Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU)

4-8th December

Review of the Codex standard for follow-up formula

This is the 4th agenda item so likely to be discussed on **Monday 4th December**.

RELEVANT HASHTAGS:

#Breastfeeding
#CCNFSDU
#CCNFSDU39
#CostofCodex
#SpotTheDifference
#MilkingIt
#Nutrition
#Investinnutrition

KEY HANDLES:

[@FAOWHOCodex](#)
@SUN_CSN
@HelenKellarIntl
@jbadham

RELEVANT LINKS: Codex Website:
<http://www.fao.org/fao-who-codexalimentarius/en/>
<https://www.ccnfsdu.de/>

INFOGRAPHICS: all infographics are available to download here: <http://bit.ly/2A0rJeZ>

TWEETS

1. Can you #SpotTheDifference? Unethical marketing of formula milk can have serious consequences for children in the poorest countries. Decisions made by [@FAOWHOCodex](#) at today's #CCNFSDU39 can change this.



2. What is the real #CostofCodex? Developing countries will be hardest hit by decisions made by [@FAOWHOCodex](#) at #CCNFSDU39. #Codex standards must protect vulnerable children in these countries.

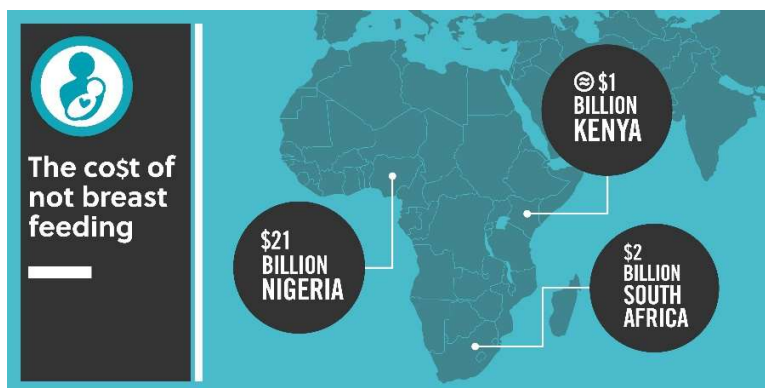
THE COST OF CODEX

The unethical marketing of breast-milk substitutes has a negative impact on breastfeeding rates.

Protecting breastfeeding will:

- ✓ Improve child survival
- ✓ Increase children's potential
- ✓ Boost our economies

3. I am standing with #[INSERT COUNTRY FROM LIST BELOW], their voice needs to be heard by [@FAOWHOCodex](#) at today's #CCNFSDU39. They will face the real #CostofCodex



4. Sales of breast-milk substitutes in wealthy countries are declining. In developing countries, they are rising. Who will face the real #CostofCodex? The most vulnerable.



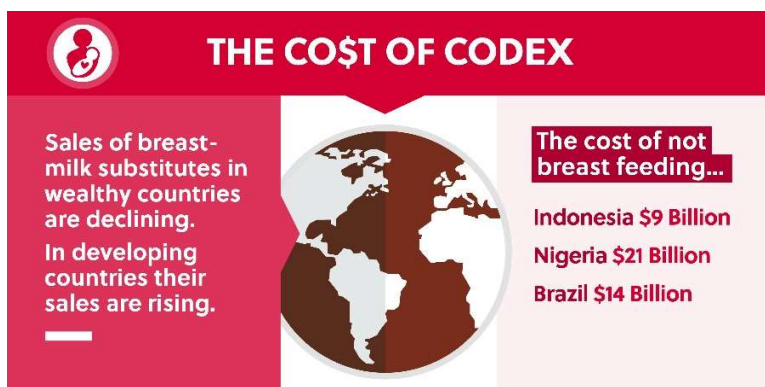
5. Increasing breastfeeding could save over 800,000 children's lives, most in developing countries. Governments at #CCNFSDU39 must speak up to ensure [@FAOWHOCodex](#) standards protect this.



6. What will be the true #CostofCodex? Developing countries will those most affected by decisions made on follow-up formula at today's #CCNFSDU39. Their voice must be heard.



7. I am calling on [INSERT NAME OF GOVERNMENT] to speak up for the world's poorest children at #CCNFSDU – it is them who will be most impacted by today's decisions on follow-up formula standards.

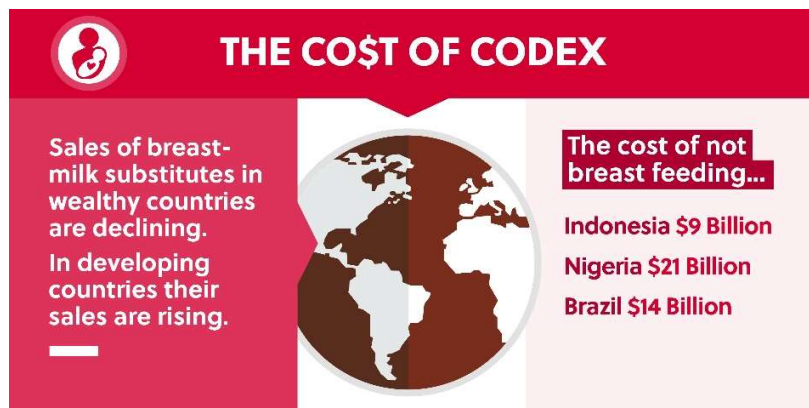


8. I am standing with developing countries around the world, their voices need to be heard during today's #CCNFSDU review of follow-up formula. Children in these countries could face the true #CostofCodex.
9. Unethical marketing of follow-up formula has serious consequences on child survival, especially in developing countries. The voices of these countries must be heard by @FAOWHOCodex at today's #CCNFSDU
10. Who will be the hardest hit by poor @FAOWHOCodex standards on breast-milk substitutes? The world most vulnerable children. Speak up for them at #CCNFSDU

FACEBOOK POSTS

Example 1

Increasing breastfeeding could save over 800,000 children's lives, most in developing countries. Yet the unethical marketing of breast-milk substitutes is putting this at risk. At today's #CCNFSDU the voices of these countries are being drowned out whilst the economic interests of formula companies are being heard loud and clear. I am standing with [INSERT NAME OF COUNTRY] and calling on @UNFAO and @WHO to ensure their voice is heard.



Example 2

Sales of breast-milk substitutes in wealthy countries are declining. In developing countries, they are rising. It's countries that will be most impacted by unethical marketing of follow-up formula products. Yet at today's #CCNFSDU the voices of these countries are being drowned out whilst the economic interests of formula companies are being heard loud and clear. I am standing with [INSERT NAME OF COUNTRY] and calling on @UNFAO and @WHO to ensure their voice is heard.



SUPPORTIVE COUNTRIES

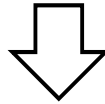
Select one of these countries to show your support for in your social media posts and help amplify their voice:

Burkina Faso
Bangladesh
Cambodia
Kyrgyzstan
Laos PDR
Nigeria
Sri Lanka
Senegal
Sierra Leone
South Africa
Nepal
Ecuador

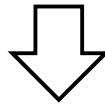
MESSAGING HIERARCHY

Use this messaging framework to form your own tweets and Facebook posts

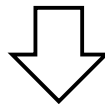
The meeting will determine which follow-up formula products are categorised as breastmilk substitutes and therefore covered by the International Code of Marketing of Breast-Milk Substitutes



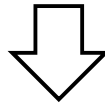
Impacting how these product are allowed to be marketed and how they are regulated



A positive outcome would be a step towards preventing unethical marketing practices



Improving breastfeeding rates



Decreasing malnutrition and saving children's lives, especially those in low and middle income countries

REFERENCES

Increasing breastfeeding could save over 800,000 children's lives, most in developing countries. (Lancet, 2008)

Children who are exclusively breastfed for the first 6 months of their lives are 14 times more likely to survive than non-breastfed children. (Lancet, 2008)

Data relating to the cost of not breastfeeding is based on the total future cost (health system, mortality & cognitive) attributed to not breastfeeding. These are preliminary results from the global cost of not breastfeeding tool to be published by Alive & Thrive in January 2018.

