

國際母乳代用品銷售守則

1. No advertising of breastmilk substitutes, feeding bottles and teats.
禁止所有向公眾推銷母乳代用品、奶瓶及奶嘴之廣告。
2. No free samples to mothers.
禁止向母親提供相關之免費樣本。
3. No promotion of products in or through healthcare facilities.
禁止在醫療機構內推銷相關產品，包括送贈或提供配方奶粉的優惠。
4. No company personnel to contact mothers.
禁止供應商向母親推銷相關產品。
5. No gifts or personal samples to health workers. Health workers should never pass samples on to mothers.
禁止向醫護人員提供禮品或樣本，醫護人員亦不可將此類禮品轉送母親。
6. Labels should be in an appropriate language and have no words or pictures idealizing artificial feeding e.g. pictures of infants on the labels.
標籤內容應為當地適用之語文，並禁止以文字或圖像將人工餵哺理想化，包括在產品標籤上印嬰兒的圖片。
7. Information to health workers must be scientific and factual.
提供予醫護人員的資訊必須合乎科學根據及屬實。
8. All information on artificial infant feeding should clearly explain the benefits of breastfeeding, warn of the costs and hazards associated with artificial feeding.
所有關於人工餵哺的資訊必須闡明母乳餵哺之優越性，並清楚解釋人工餵哺之代價及危害。
9. Unsuitable products, such as sweetened condensed milk should not be promoted for babies.
禁止推廣不適合嬰兒之母乳代用品，例如煉奶。
10. Manufacturers and distributors should comply with the Code (and all subsequent WHA resolutions) even if governments have not acted to implement it.
即使當地政府未有立例執行有關守則，製造和分銷商仍需恪守本守則及世衛大會其後之議決。