



California Breastfeeding Coalition
Working Together for a Healthier California

Collaboration and Exhibitor Policies and Procedures Protocol

Purpose: To reveal the practices to which the CBC will adhere in determining with whom to collaborate and from whom it will accept funding in its efforts to promote breastfeeding as the norm in California.

Goal: To uphold the importance of the World Health Organization's International Code of Marketing Breast-Milk Substitutes and in doing so, to set the example for all local breastfeeding coalitions in California.

Procedure: The CBC will not collaborate with, nor accept funding from, any entity that (1) in marketing their products is violating the International Code of Marketing Breast-milk Substitutes and/or (2) has any financial relationship with an entity that violates this Code. A financial relationship is defined as an entity being owned by a non-compliant company or an entity purchasing a non-compliant company.

Furthermore, the CBC will not endorse any literature or products from any entity that is in violation of the International Code of Marketing Breast-Milk Substitutes. Any lecturers wishing to participate in a CBC event will need to provide full disclosure of their activities and financial ties and will not be allowed to present if there is a tie to a non-compliant company as outlined in the above paragraph.

The CBC reserves the right to decline or prohibit any entity wishing to collaborate with or financially sponsor the CBC which, in the CBC's judgment, is inappropriate or contrary to its goals.

Original: January 2012
Approve and Updated: April 2012