

1978

RESOLUTION: INFANT NUTRITION; FORMULA PROMOTION PRACTICES IN THIRD WORLD COUNTRIES

WHEREAS Significant evidence from developing nations links the use of infant formula in areas of unsanitary and poverty conditions to rising rates of infant disease, malnutrition and mortality, and

WHEREAS despite such evidence, manufacturers of infant formula have and continue to engage in misleading and aggressive promotional practices in developing countries, and

WHEREAS the problems of infant formula promotion and use in third world countries is of great concern to the United Nations, the United States Senate, the World Hunger Working Group of the United Church of Christ, and other socially concerned international and national organizations including the Infant Formula Action Coalition (INFACT) and the Interfaith Center on Corporate Responsibility (ICCR), and

WHEREAS ICCR has sponsored shareholders' resolutions to modify the infant formula marketing practices of American companies; INFACT, along with others, has supported a national boycott of all products of The Nestles' Corporation, a multinational manufacturer of infant formula, and a Senate subcommittee has recently held hearings concerning the promotional activities of such companies,

THEREFORE BE IT RESOLVED that the Connecticut Conference of the United Church of Christ condemns uses of any of the following practices in the marketing of infant formula in developing nations:

1. Mass advertising which aims to create the impression that formula is superior to breast milk;
2. Promotional practices which lead to continuing reliance on the product such as issuing free samples to new mothers;
3. Using pseudo-medical personnel to promote products; and
4. Promotional inducements to the medical profession and health care institutions; therefore

BE IT FURTHER RESOLVE³ that the Connecticut Conference encourages individuals and local churches:

1. To become informed on the issue of infant malnutrition and formula promotional practices in third world countries; and
2. To take any or all of the following steps: (I) support shareholders' resolutions seeking to reform infant formula marketing practices; (II) express their views to their

Senators and Congressmen and to the manufacturers of infant formula; (III) support the boycott of Nestles' products.