



## Advertising and Publication Position Statement

The following position statement applies to all media produced by Maternal Child and Family Health Nurses Australia (MCAFHNA), and to all advertising in any MCAFHNA media and at events hosted by MCAFHNA. This includes the website and all electronic communications, the Australian Journal of Child and Family Health Nursing, and the biennial conference hosted by the association.

MCAFHNA's position is guided by the following underlying principles:

### Guiding principles

*1. MCAFHNA is a professional body, and as such, will not endorse any specific products or services.*

1. MCAFHNA media is a conduit to provide **information** to members by editorial or paid advertising content, so that members are able to make their own decisions about the use or otherwise of the product.
2. Any advertising at MCAFHNA events and in the media must be seen to meet the following criteria:

*Responsible* – the sponsor or advertiser makes no exaggerated claims

*Ethical* – fits within the moral code set out by the nursing profession or specific ethical guidelines such as the WHO Code on marketing breast milk substitutes

*Lawful* – fits within the legal framework for the conduct of advertising

*Valid* - any specific claims made in the advertising should be able to be supported by evidence, where possible

The Association will make known to members, by the insertion of a statement to that effect in the journal and conference program, that the presence of a product or service in the MCAFHNA media or at events does not indicate endorsement for said product or service.

*2. MCAFHNA promotes breastfeeding as the biologically normal method of infant feeding and an effective public health measure.*

In line with the evidence base and the National Health and Medical Research Council, MCAFHNA are committed to supporting the World Health Organisation's International Code for the marketing of Breastmilk substitutes and all related subsequent amendments and resolutions. The code was designed to restrict the influence of commercial interests related to infant feeding and so protect breastfeeding as the healthiest option for mothers and their babies.<sup>1</sup>

In keeping with the code, MCAFHNA does not have financial dealings with, or accept advertising, funding, donations or sponsorship from companies who do not comply with the International Code of Marketing of Breastmilk Substitutes and all subsequent resolutions.



There is a growing body of evidence demonstrating the impact of providing advertising via gifts and sponsorship on health professionals. In order to avoid conflict of interest, MCAFHNA will not accept sponsorship for conferences, workshops, seminars or other meetings from companies that are engaged in the production, marketing and distribution of baby milks, foods or products represented to be used for infant or young child feeding. This does not include products designed to assist women establish and maintain breastfeeding i.e. lactation aids such as breast pumps, supply lines or nipple shields.

Gifts such as mugs, pens, post it notes with infant formula/food company logos will not be available at conferences, and products such as samples of infant formula, follow on formula, infant food, dummies, bottles and teats will not be displayed at MCAFHNA events.

3. *MCAFHNA respects the privacy of its members.*

The MCAFHNA mailing list is only made available to the appointed conference organiser and will not be rented for commercial purposes.

4. *MCAFHNA reserves the right to refuse advertising or sponsorship that is not congruent with its organisational values.*

## *References*

1. A guide for health workers to working within the International Code of Marketing of Breastmilk Substitutes, The Baby Friendly Health Initiative, Viewed online on 30/09/2013.  
[http://www.unicef.org.uk/Documents/Baby\\_Friendly/Guidance/guide\\_int\\_code\\_health\\_professionals.pdf](http://www.unicef.org.uk/Documents/Baby_Friendly/Guidance/guide_int_code_health_professionals.pdf)
2. National Health and Medical Research Council (2012) *Infant Feeding Guidelines*. Canberra: National Health and Medical Research Council