

Baby Milk Action

£6,037

Baby Milk Action campaigns for effective regulation of the marketing of transnational corporations who manufacture and distribute foods for infants and young children. The project focused on the way such marketing exacerbates family poverty, and increase the risk of disease and death, mainly but not solely, in developing countries. Work is also carried out in the European Union, since this plays such an important role in world trade.

Baby Milk Action is enormously grateful for the £5,788 raised at the July 2004 Funding Network day. This helped ensure a very successful year in terms of networking, advocacy, promotion and campaigning. Highlights were the adoption of a new Resolution at the World Health Assembly, a strong law in Botswana, and a much strengthened UK Government advocacy position for the revised European Directive. The organisation has been invited to give presentations at several key events, for example, the European Commission's *Platform for Action on Diet, Physical Activity*, the Trade Union Congress and the National Welsh Assembly during Breastfeeding Awareness Week.