

# If the CDC, AAP, WHO, And Unicef Organizations Are So Against Formula Discharge Packs, Isn't It Time To Make A Change?



## Welcome To The Solution!

The Healthy Baby Bag is a WHO-Code compliant breastfeeding support program that offers health care facilities an alternative to formula discharge packs.

To see our complete program visit:  
[www.cottonwood-kids.com](http://www.cottonwood-kids.com)  
or call:  
**1-877-433-1326**

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kids

### CDC - mPINC Study

“70% of facilities reported providing discharge packs containing infant formula samples to breastfeeding mothers, a practice not supportive of breastfeeding. Facilities should consider discontinuing these practices to provide more positive influences on both breastfeeding initiation and duration.”

### AAP - Policy Statement

“Work actively toward eliminating hospital policies and practices that discourage breastfeeding (eg, promotion of infant formula in hospitals including infant formula discharge packs and formula discount coupons.)”

### WHO/Unicef - Baby Friendly

“The director of maternity services will report that pregnant women, mothers or their families are not given marketing materials or samples or gift packs by the facility that include breast milk substitutes, bottles, nipples, pacifiers, or other infant feeding equipment or coupons for any of the above items.”