

**We are writing to invite you to participate in a video project designed to highlight the impact of formula marketing on parents' ability to breastfeed their babies and keep breastfeeding for as long as they want to do so.**

Many families experience marketing behaviour that promotes commercial formula milks and other breastmilk substitutes, including advertisements, celebrity endorsements, coupons, or unsolicited samples distributed in hospital giveaway bags, at physicians offices, or delivered to their homes.

Research has found that parents who experience these kinds of marketing practices stop breastfeeding sooner than parents who do not. This happens even when parents don't remember experiencing marketing activities. Research also shows that parents breastfeed for longer when these marketing activities are prohibited by law.

When parents stop breastfeeding early or when they are not starting breastfeeding, they miss out on the protection that breastfeeding provides to their babies and to themselves.

**Have you experienced marketing for formula milk or other breastmilk substitutes? How do you think it affected your ability to breastfeed for as long as you planned? Did it affect the advice or support you received from others? Or were you protected from marketing in a way that helped you to reach your goals, despite challenges? We would like to hear your story.**

We are creating a video designed to show policy makers and others how marketing - and protection from marketing - has impacted you, with the goal of building additional support for policies that support lactating families.

The video will be shown in a webinar and may also be used on social media. Selected videos will be edited to bring together your story with those of other families around the world.

The video is a project of the Global Breastfeeding Collective, a partnership of the World Health Organization, UNICEF, and more than 25 prominent international agencies including [fill in your organization here].

To participate, please record yourself in a short video (no more than 2 minutes) answering the questions below. Please return the video and the attached video release form to [media@ilca.org](mailto:media@ilca.org) by 30 April 21. Please also find our [tips for making your own videos using a phone or tablet here](#).

Please note that all participants will also need to complete a release form. You can [download a copy of the release form here](#). Please return your completed form with your video.

Questions? Please contact Jeanette McCulloch at the International Lactation Consultant Association (ILCA) at [media@ilca.org](mailto:media@ilca.org), or [your contact info if desired].

### QUESTIONS TO ANSWER:

- 1) Please begin by telling us your name and spelling it as you would like to see it in the video.
- 2) Please tell us what country you live in.
- 3) Please tell us how many children you have and how old they are now.
- 4) Please share with us a story of either:  
How you were exposed to breastmilk substitute marketing and how that impacted your ability to breastfeed for as long as you planned to.

(examples might include seeing ads or videos promoting formula; being mailed coupons or samples of formula; receiving formula in a gift bag after birth; or unsolicited formula samples at a physician's office, that made you consider offering it to your baby, perhaps when you experienced doubt about or challenges to your breastfeeding)

OR

How protections from marketing in your context helped you reach your breastfeeding goals.

(examples might include how your mother/grandmother used formula based on the advice of a healthcare provider or marketing, but when you became a parent, formula was not marketed in your country, and so it was easier to avoid using formula, or exclusively breastfeed as you intended)

- 5) Please say the phrase "One word that describes what breastfeeding means to me is \_\_\_\_\_ (fill in the blank with one word that helps us understand why breastfeeding is important to you).

Please be sure to answer all five questions so that we can include your contribution.