



Memorandum

#09-170

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: December 18, 2009

SUBJECT: Medela Manual Breast Pumps in Violation of the World Health Organization
(WHO) Code

This memo is to inform local agencies that the September shipment of both the Medela Harmony and Spring Express breast pumps contain a “money savings promotional coupon” for bottles in each individual pump. Issuing a breast pump that contains any promotional materials for bottles puts the WIC Program in violation of the World Health Organization’s *International Code on the Marketing of Breastmilk Substitute*.

According to the WHO Code, direct advertising of infant formula, bottles, and artificial nipples to the public is prohibited. Therefore, WIC should not advertise or distribute any gifts of articles or utensils that promote the use of breastmilk substitutes or bottle-feedings for partial or total replacement of breastfeeding to mothers of infants. The State Agency strongly recommends WHO Code compliancy and urges local agencies to **remove the coupon from the pump prior to issuance**.

Medela has ensured that all manual breast pumps ordered after October 2009 will be coupon free. However, if you receive a breast pump that contains a coupon in any future deliveries, please notify the State Agency.

Please share this information with all local agency staff designated to issue WIC breast pumps.

If you have questions or require additional information, please contact Lindsey Randall, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4594 or lindsey.randall@dshs.state.tx.us.