

## Policy: Ethical

**Applicable to:** All Baby Café USA personnel at a Baby Café USA site or Baby Café USA event.

**Date agreed:** 4/11/2014

**Date for review:** 4/11/2016

### 1. Background

This policy lays out the position of Baby Café USA regarding permitted sources of funding and relationships with other organizations. It will provide guidance for Baby Café USA personnel who are receiving funding through outside sources. This policy will also help guide Baby Café USA personnel on interacting with one another, as well as interacting with any clients.

#### 2. General

The Baby Café USA name is a key asset within non-profit organizations. Confidence in the organization is built on reputation, brand image, high standards and achievements. Baby Café USA has a duty to safeguard this asset, as well as using it to work to the best overall advantage of the organization.

#### Baby Café USA mission statement:

To promote and support the development of baby-friendly, community-based, drop-in breastfeeding support centers offering long term, high-quality lactation care free-of-charge to breastfeeding mothers.

### 3. Funding, donations, advertising and joint ventures

Includes licensing agreements, joint promotional agreements, sponsorship agreements, conferences, publicity events, training workshops.

The following criteria will be used to judge the acceptability, in principle, of any proposed joint venture, funding source, donations (goods, money or services) and advertising:

- The interests of our attendees are of primary concern.
- Will fit with the Baby Café USA fundraising and other policies, strategies, values and objectives.
- The Baby Café USA's best interests, overall, will be served by seeking, and/or accepting approaches from potential commercial/ funding partners.
- There will be no undue strain placed on the Baby Café USA resources.

- All parties involved will comply with the 1981 WHO International Code of Marketing of Breastmilk Substitutes and all subsequent WHO resolutions.
- One product or service will not be promoted over and above another.
- Products/services related to infant feeding will support, protect and promote breastfeeding and the breastfeeding relationship.
- The Baby Café site will endeavor to avoid any appearance of conflict of interest, as perceived by employees, donors and supporters, the wider public, institutional funders, other organizations working in the same field, and other bodies that the Baby Café may hope to influence.
- The Baby Café site is not obliged to enter into an agreement, or accept funding/donations, which the Baby Café USA board does not feel is in the Baby Café's best interests overall.

#### **4. Prohibited products**

Funding, donations, advertising and joint ventures will not be accepted from producers or manufacturers of:

- Non-human milk for babies or any drink or food for babies under 6 months.
- Baby bottles and teats.
- Dummies (pacifiers, soothers).
- Any product which the Baby Café USA board deems to be undermining of breastfeeding.

#### **5. Endorsement**

The Baby Café USA will not endorse any one product or service over and above another. Acceptance of funding, donations, advertisements or services does not constitute Baby Café USA endorsement.

#### **6. Guidance for Baby Café sites**

Each Baby Café site is expected to be a fully funded, mainstream service for breastfeeding mothers. Baby Café USA accepts that funding will be obtained from a variety of sources and the following guidelines are to assist Baby Café staff as they seek to finance their local Baby Café site, while at the same time protecting mothers and the Baby Café USA name and reputation.

- 1981 WHO International Code of Marketing of Breastmilk Substitutes and all subsequent WHO resolutions will be supported at all times.

- Personnel from companies and organizations will not be permitted access to clients attending a Baby Café site.
- A range of literature and/or products will be made available for mothers to make informed choices.
- All literature, products and services that are offered will protect, promote and support breastfeeding.
- Contributions towards Baby Café site running costs, e.g. hall hire, peer supporters, mobile phones, donations, food, equipment, and resources can be accepted in accordance with the policy.

## **7. Funding/ Finances**

Baby Cafes, and any supportive organizations, are required to:

1. Apply for and accept funding only in accordance with this policy.
  2. Set up a Baby Café bank account using local name.
  3. Keep accurate financial records.
- The Baby Café USA Board has the authority to withdraw Baby Café status from any Baby Café drop-in which is in breach of the policy. \

Policy and information revised with permission from Catherine Pardoe. Baby Café USA – ethical policy.