



District I ACOG
Office of the Chair
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Dear Public Health Council Members,

The Advisory Council of District I of the American College of Obstetricians and Gynecologists (ACOG) geographically contains all the New England states, Quebec and the Atlantic Provinces of Canada) has formally approved a motion position on the marketing of infant formula in hospitals. The following is the position as passed on April 8, 2006 at our meeting in Boston Ma.

“Post-partum care is a collaborative interdisciplinary process that involves obstetricians, pediatricians, nurses and hospital staff. The obstetrician-gynecologists of ACOG District I strongly discourage hospitals from marketing branded infant formula products and/or gifts on hospital premises”

Organizations which discourage the distribution of the bags include: the American Academy of Pediatrics, Centers for Disease Control, Massachusetts Medical Society, World Health Organization and Massachusetts Public Health Association.

The national ACOG states the following in Education Bulletin #258 from July, 2000: "Formula companies try to attract the interest of pregnant women with gift packs. Care providers should be aware that the giving of gift packs with formula to breastfeeding women is commonly a deterrent to continuation of breastfeeding. A professional recommendation of the care and feeding products in the gift pack is implied. Physicians may conclude that noncommercial educational alternatives or gift packs without health related items are preferable."

As health care providers, we would appreciate the support of the Public Health Council that health care decisions should be between a patient and her health care provider, without pharmaceutical advertising and marketing intervening while the patient is in the hospital.

I urge you to support the proposal that these gift bags and branded formula should not be marketed or distributed on hospital premises.

Sincerely,

Michael R. Tesoro, MD

Chair, District I ACOG