



**The United Church
of Canada
General Council**

GC32 Marketing of Breast Milk Substitutes (1988M116)

True Document Date: July 31, 1988

WHEREAS in His Ministry Jesus demonstrated a special concern for children and their well-being saying, "Whoever welcomes a little child in my name welcomes me" (Matthew 18:5); and

WHEREAS The United Church of Canada has consistently supported the activities of the Infant Feeding Action Coalition of Canada (INFACT); and

WHEREAS according to INFACT the Canadian Infant Formula Association marketing guidelines announced in October 1987 fall far short of the minimum standards established by the World Health Organizations; and

WHEREAS according to INFACT Canada these guidelines represent a potential hazard to infants and permit the undermining of breast feeding education programs; and

WHEREAS the loss of Canada's international credibility by accepting these guidelines represents a loss of potential for Canada to be a model and support to Third World countries attempting to implement the World Health standards:

THEREFORE BE IT RESOLVED that the 63rd Annual Meeting of the British Columbia Conference of The United Church of Canada petition the General Council to urge the Canadian Government to:

1. Rescind its endorsement of the marketing guidelines of the Canadian Infant Formula Association; and
2. Communicate this request to the Hon. Jake Epp, Minister of National Health and Welfare;

3. Urge congregations to write their member of parliament to affirm the request in No. 1.

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