



PUBLIC STATEMENT

Dear ALCA member,

You will be aware that for many years the ALCA has enjoyed a relationship with Medela – Asia Pacific. It is with much regret that your Board has decided to terminate the relationship.

The decision is based on a number of factors. It reflects the actions of other like organisations and those of Medela. Medela has publicly issued a statement that it is in breach of the WHO Code and, despite ongoing discussions between ALCA and Medela – Asia Pacific, US and Switzerland Head Office; the issues of concern to the Board have not been addressed.

ILCA, La Leche League International and the Centre for Lactation and Breastfeeding Education, Germany now no longer have commercial arrangements with Medela.

IBLCE recently published a statement that they intend to monitor Medela closely. In light of the action of other bodies, IBLCE have indicated that it may be reconsidering its current position.

Whilst Medela have acknowledged the breach they have also publicly stated they will not be changing their marketing practices. ALCA has for a number of years been in dialogue with Medela. ALCA's concerns have been with Medela-US and its promotion in contravention of the WHO Code on their website of its "Complete Breastfeeding System" and their breastmilk bottles and teats. ALCA has also, during this time, attempted to engage with ILCA and ABA to try to persuade Medela to address its marketing practices that are in breach of the Code.

ALCA and the other organizations have clear and binding guidelines about accepting funding and support from organisations that are in breach of the WHO Code. It is disappointing that a resolution has not been found in spite of the willingness of ALCA to engage with Medela and encourage change. Given the public statements of our sister organisations it is now important that ALCA joins with them and we all speak with one voice.

Your Board believes it is essential that IBCLCs, as a professional body, protect and promote the Code in our work places and present a united front across the world. The Board encourages you to regularly visit the following websites for updates:

- IBFAN – www.ibfan.org
- IBLCE – www.iblce.edu.au
- ALCA – www.alca.asn.au

Gwen Moody
President, on behalf of the ALCA Board
9 April 2009