

**WHO Code of Marketing of Breastmilk Substitutes:  
Applying the Code to Home Visiting Programs**  
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**References**

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**Resources:**

**Baby Friendly Hospital Initiative**

Global <https://www.unicef.org/documents/baby-friendly-hospital-initiative>

U.S. <https://www.babyfriendlyusa.org>

**CDC Breastfeeding Report Card (U.S.), 2022**

<https://www.cdc.gov/breastfeeding/data/reportcard.htm>

**Florida's Healthy Start Standards and Guidelines**

<https://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/documents/hssg-2007-matrix.pdf>

**Lancet Series:**

<https://www.thelancet.com/series/breastfeeding?code=lancet-site>

**NACCHO Continuity of Care**

[https://higherlogicdownload.s3.amazonaws.com/NACCHO/83b0e786-374d-4a94-aa66-1b12db6deeb1/UploadedImages/CoCBreastfeeding/CoC Blueprint Final 508.pdf](https://higherlogicdownload.s3.amazonaws.com/NACCHO/83b0e786-374d-4a94-aa66-1b12db6deeb1/UploadedImages/CoCBreastfeeding/CoC%20Blueprint%20Final%20508.pdf)

***Partners for a Healthy Baby Curriculum* (pregnancy- age 3)**

[www.cpeip.fsu.edu](http://www.cpeip.fsu.edu)

**Ten- Steps to Successful Breastfeeding Infographic**

<https://www.unicef.org/media/95186/file/Ten%20steps%20to%20successful%20breastfeeding%20infographic.pdf>

**WHO Code FAQ's, 2020**

<https://www.who.int/publications/i/item/9789240005990>

**WHO Digital Marketing Report**

<https://www.who.int/publications/i/item/9789240046085>

**WHO Digital Marketing Report News Release**

<https://www.who.int/news/item/28-04-2022-who-reveals-shocking-extent-of-exploitative-formula-milk-marketing>

**INFACT US Study Survey:**

[Surveying the Landscape of Breastmilk Substitute \(BMS\) Marketing Practices in Four Countries.](#)