

National Alliance for Breastfeeding Advocacy

BREASTFEEDING TIMELINE

- 1850 . . . Commercial artificial baby milks are available
- 1853 . . . Condensed milk was first developed
- 1885 . . . Evaporated milk was developed
- 1891 . . . The Walker-Gordon Milk Laboratory was set up by Dr. Thomas Morgan Rotch, where cow's milk was modified. This was the first time in history that a baby could be fed cow's milk without the family having direct access to a cow
- 1908 . . . The Fall River study of infant mortality in a textile manufacturing town cited artificial feeding as a significant cause of excessive number of deaths from diarrhea
- 1924 . . . The American Medical Association (AMA) set up committee to investigate the question of infant food advertising
- 1936 . . . The Maternal and Child Health Bureau (MCHB) was established as part of the Department of Health and Human Services (DHHS)
- 1939 . . . Dr. Cecily Williams gives a speech to the Singapore Rotary entitled, "Milk and Murder" which links artificial, commercial feeding to infant death
- 1946 . . . UNICEF was established as part of the United Nations (UN) to work for the betterment of the world's children
- 1948 . . . The World Health Organization (WHO) was created as part of the United Nations with its primary responsibility being international health matters and public health
The American Academy of Pediatrics (AAP) recommends breastfeeding
- 1950 . . . Dr. Niles Newton's work
- 1956 . . . La Leche League International (LLL) is founded
- 1972 . . . International Organization of Consumer Unions (IOCU) was organized
- 1973 . . . LLLI begins CME Physician Seminars
- 1974 . . . The Baby Killer (Andrew Chetley/War on Want)
- 1975 . . . The Nestle lawsuit
- 1976 . . . The World Health Organization links artificial feeding to increased disease in developing nations, which is dubbed "baby bottle disease"
- 1977 . . . Dr. Derrick Jelliffe coined the phrase "commerciogenic malnutrition"
Infant Formula Action Coalition (INFACT) was formed and coordinated the first boycott against Nestle
- 1978 . . . The Kennedy hearings
- 1979 . . . WHO/UNICEF held a joint meeting on infant feeding which highlighted inappropriate marketing and distribution of artificial baby milks and related items. This meeting led to the drafting of the Code of Marketing of Breastmilk Substitutes
The International Baby Food Action Network (IBFAN) is founded
- 1980 . . . The US Infant Formula Act was passed

- 1980 . . . WHO Code of Marketing of Breastmilk Substitutes (118 countries voted yes, 3 abstentions, and one no vote by the USA)
- 1981 . . . The US Administrative Petition to USFDA and DHHS to alleviate domestic infant formula misuse and provide informed infant feeding choice
- 1982 . . . Wellstart International is founded
- 1984 . . . Surgeon General Workshop on Human Lactation
The Nestle Boycott is called off
- 1985 . . . The International Board of Lactation Consultant Examiners (IBLCE) founding meeting
The International Lactation Consultant Association (ILCA) is founded
First issue of the *Journal of Human Lactation* (JHL)
- 1987 . . . Interagency Group on Breastfeeding (IGAB) formed
LLLI begins its Peer Counselor Program
Women's International Public Health Network (WIPHN) formed
- 1988 . . . Lactational Amenorrhea Method (LAM) is introduced as a natural family planning method
Nestle boycott reinstated and American Home Products (Wyeth) added
An Historic Day for Children, 9-19-88, the first ever meeting of former HEW/HHS Secretaries and Corporate Summit
- 1989 . . . Joint WHO/UNICEF statement "Protect, Promote and Support Breastfeeding" A special role for maternity services. The introduction of the Ten Steps to Successful Breastfeeding
UN Convention for the Rights of the Child
WIC re-authorization is passed and includes for the first time, \$8 million for breastfeeding
- 1990 . . . The Innocenti Declaration
World Summit for Children
The Healthy People 2000 Goals for the Nation which contains goals for breastfeeding
Maternal and Child Health Interorganizational Nutrition Group (MCHING) Call for Action contains breastfeeding goals
Breastfeeding Promotion Consortium (BPC) formed by USDA with encouragement from AAP
Best Start, Inc. is founded
- 1991 . . . The World Alliance for Breastfeeding Action (WABA) is founded
World Breastfeeding Week is established for the first week in August to celebrate the Innocenti Declaration
ILCA position paper on infant feeding
AAP resolution #44-91 endorses the 10 Steps
Gerber begins direct television marketing of artificial baby milk to the public
Hearing before the Select Committee on Hunger, House of Representatives, Washington, DC, 10-3-91: Breastfeeding:Rediscovering Tradition
- 1992 . . . AAP/ACOG Perinatal Guidelines support breastfeeding
The Baby Friendly Hospital Initiative is announced by WHO/UNICEF
The Breastfeeding Promotion Act of 1992 is signed by President Bush
WIC Infant Formula Procurement Act is passed which prohibits price fixing
The first WHO Collaborating Center on Breastfeeding is established

- 1993 . . . Global Participatory Action Research (GLOPAR) begins
- 1994 . . . US joins the rest of the countries in the World Health Assembly (WHA) by signing onto the WHO Code of Marketing of Breastmilk Substitutes and all its additional resolutions
States begin passing legislation to protect a breastfeeding couple's right to breastfeed in public
- 1995 . . . Target date for implementation of the goals of the Innocenti Declaration
The National Alliance for Breastfeeding Advocacy (NABA) is founded
The Academy of Breastfeeding Medicine (ABM) is founded
The IGB is reinstated
- 1996 . . . First US GLOPAR training is conducted by NABA
NABA facilitates the US Breastfeeding Leadership Roundtable
Nutrition Action Themes for the US: A Report in Response to the International Conference on Nutrition is published by the USDA Center for Nutrition Policy and Promotion
- 1997 . . . AAP landmark statement on breastfeeding
Healthy People 2010 national health objectives announced
A Review of the Medical Benefits and Contraindications to Breastfeeding in the United States by Ruth Lawrence is published by the Health Resources & Services Administration of MCHB in the DHHS
- 1998 . . . US Breastfeeding Committee formed from Leadership Roundtable
H.R. 3531 The New Mothers' Breastfeeding Promotion and Protection Act introduced into Congress
H.R. 4628 Right to Breastfeed on Federal Property
National Breastfeeding Policy Conference
- 1999 . . . Maloney and Roybol-Allard's amendment passes making breastfeeding welcome on all Federal property
- 2000 . . . US Breastfeeding Committee drafts the Strategic Plan for Breastfeeding in the US
H.R. 3861 introduced by Rep Carolyn Maloney to protect breastfeeding in the workplace under civil rights law
HHS Blueprint for Action on Breastfeeding is released from the Office on Women's Health
- 2001 . . . US Breastfeeding Committee releases *Breastfeeding in the United States: A National Agenda*
NABA published *Selling Out Mothers and Babies: Marketing of Breast Milk Substitutes in the USA*, the country report on the results of the first formal Code monitoring project in the United States