

25 June 2020

Recipient Name

Address 2

*Delivered via email to [email address]*

Dear Mr./Ms. [Name],

At the request of the World Health Organization, UNICEF, and partner organizations, we invite you to respond to the attached Call to Action on compliance with the International Code of Marketing of Breast-milk Substitutes (the Code). This Call to Action asks [company name] – and all breast-milk substitute (BMS) manufacturers – to take specific steps with respect to the marketing of breast-milk substitutes in order to improve health and nutrition for babies and mothers worldwide. The issuers of the Call to Action believe that voluntary action on the part of companies toward compliance with the Code is necessary to complement national law and regulations and accelerate progress toward improved public health.

This Call to Action is being sent to the CEOs of major companies that produce BMS around the globe, as well as select industry associations that include formula manufacturers among their membership. An online version of the Call to Action, along with a list of those who are receiving the Call to Action at this time can be found at [www.BMScalltoAction.info](http://www.BMScalltoAction.info).

Acknowledging the challenges we are all facing related to the global coronavirus pandemic, we respectfully request you send your response to the Call to Action to [BMScalltoAction@merid.org](mailto:BMScalltoAction@merid.org) within three months, by September 25. Meridian Institute, which serves as the neutral facilitator for the Call to Action, will share all company responses with the signatories. All company responses will be posted on the website where the Call to Action resides.

We appreciate your consideration of this Call to Action and look forward to your positive response. The website includes a frequently asked questions section, and if you have additional questions, please contact Meridian. We hope to count you among the companies that will lead the way in making progress toward improved health for babies and mothers worldwide.

Sincerely yours,

Meridian Institute on behalf of the Call to Action signatories:

World Health Organization, UNICEF, Save the Children,  
BRAC, FHI360, FHI Solutions, Helen Keller International, 1,000 Days

Meridian Institute is a non-profit organization that helps our partners develop and implement solutions to complicated, often controversial problems—big and small, global and local. We build understanding, guide collaboration, and drive action to address our world’s complex challenges.