

**Position of the American Academy of Pediatrics  
on Infant Formula Advertising**

The American Academy of Pediatrics holds a longstanding position recommending against direct-to-consumer advertising of infant formulas. This position is shared by the World Health Organization, American Public Health Association, American Medical Association, and others. The Academy believes that direct advertising of infant formulas to the consumer will decrease the incidence of breastfeeding, and that the value of counseling women to breastfeed will be seriously compromised by mass media advertising of infant formula.

(AAP-1998)