



INFACT

INFANT FORMULA ACTION COALITION

1701 University Ave. S.E., Minneapolis, Minnesota 55414

(612) 331-3437

Complete Resource List

February 1979

(For instructions on "How To Order", see pg. 4)

INFACT Campaign Literature

			<u>Prices</u>
Organizer's Packet	Over 20 articles, organizing hints, etc.	1-10: \$4.00 11+ : 3.25	
Clip Nestle Quik Kit	Strategy sheets, campaign ideas, press releases, posters (big & small) etc. for the CNQ Campaign.	1-10: \$2.50 11+ : 1.50	
Latest Critique of Nestle Public Reltn's Arguments	A new one every month!		.25
Nestle Corporate Profile	Detailed analysis of the company, App.		.20
<u>INFACT Update</u>	Monthly update gives detailed account of campaign's progress. One yr. subscriptn.		3.00
<u>INFACT Newsletter III</u>	Eight page newspaper with background mtrl. updates on campaign. February 1979	1-10: .15 11-100: .10 101+: .06	
Basic Leaflet	Explanation of problem and Nestle Boycott; endorsement list and product list	1-10: .10 11-50: .05 50+ : .03	
Bibliography	Popular and scientific articles		.15
Chronology	Detailed history of formula controversy		.50
How To Get Good Media Coverage	Ideas on how to get the media to your events		.10
Yes, I Want To Do Something!	Action ideas - a long list and description		.30
Organizing a Demonstration	Helpful hints on setting up a public rally		.20
Questions Most Commonly Asked About the Infant Formula Issue	Ten pages of questions and answers		.50
<u>Bottle Babies Flyer</u>	An attractive 2 page flyer on the film		.10
Filmshowing Instructions			.05
Nestle Boycott Song Sheets	Several original Boycott songs w/ music		.20
INFACT Brochure	An informational brochure about INFACT		.10
INFACT Financial Statement & List of Board Members	(self-addressed, stamped env.)		
Complete Endorsement List			.10

Articles/Reports (General and Scientific)

"The Baby Killer"	M. Muller. The report that started it all! '74.	1.25
"Death in a Baby Bottle"	G.F. Ellwood. Excellent intro. piece, App. 8/78	.20
"The Bottle Baby Scandal"	B. Garson. Complete and well-written, 6pp. 12/77	.60
"The Case Against Nestle"	Dr. M.Latham. A convincing and moving statement to the Nat. Council of Churches by one of America's most distinguished nutritionists. 11/78	.20
"Hazards of Formula Feeding"	Drs. Gerrard and Tan. Excellent summary of the disadvantages of bottle-feeding, with statistics. 1/78	.25
"Breast is Best"	Drs. D. and EFP Jelliffe. Discussion of the benefits of breastmilk and breastfeeding. 12/77	.20
"Economics of Breast-feeding"	Dr. A. Berg. An early (1973) analysis of the decline in breastfeeding and the tremendous economic waste.	.20
"Senate Hearings Excerpts"	Johnson, Margulies, Pedersen. Quotations from the May 23rd, 1978 Senate Hearings. 11/78	.20
"Breastfeeding and Population Growth"	J. Knodel. Estimates contraceptive effect of breast-feeding and has good data on formula hazards. 12/77	.25
"The International Infant Formula Industry"	J. Post. The best overall paper on the industry 6/78	.80
"A Pediatrician Helps Launch Nestle Boycott"	Dr. Derrick Jelliffe's excellent statement opening Los Angeles boycott. Fine critique of Nestle. 11/77	.10
"Formula for Malnutrition"	R. Ledogar. Consumers Union study of formula promotion in Latin America. An excellent piece. 4/75	.20
"Critical Essay on the Role of Promotion in Bottle-Feeding"	L. Margulies. An incisive analysis of corporate promotion strategies in the Third World. 12/77	.60
"Decline in Human Lactation and Crisis in Infant Feeding"	Dr. M.Latham. An indepth scientific article covering many aspects: economics, mortality rates, reasons for the decline, working women, solutions, etc. 11/77	.40
"Internatl. Hlth. Agency Recommendations"	Major agency recommendations on breastfeeding and formula promotion since 1970. 1/79	.10
Johnson/Guerrant Ltrs.	Two letters from D. Johnson of INFACT to D. Guerrant of Nestle Company. 22pp. 2/77 and 7/78.	1-10: .80 11-50: .50 50+: .20
"Policy vs. Practice: The Reality of Formula Promotion"	Quotations from experts on various aspects of the infant formula controversy.	.80

** The Promotion of Bottle Feeding by MNCs and Regulation and Education: Strategies for Solving Both fine monographs are by Ted Greiner and avail. only from Division of Nutr. Sciences, Savage Hall, Cornell Univ. Ithaca, NY 14853 for \$2.50

** "Marketing and Promotion of Infant Formula in the Developing Nations, 1978" The Senate's report on the investigatory hearings, May 23, 1978. 1500 pages. Free from your Senator.

** A Bibliography on Breast Feeding, Baumslag et al., 9/78. Avail. only from Office of International Health, Dept. of H.E.W., The Parklawn Bldg. Rm. 18-82, Rockville, MD 20857

** Signifies not available from INFACT Clearinghouse

- ### Miscellaneous



.05

JOIN THE
NESTLÉ
BOYCOTT

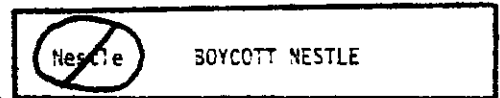
The Nestlé Company's unethical practices of baby formula in developing countries deserve better treatment and support. Don't buy Nestlé products... for more facts, write to:

INFANT 101 University Avenue SE
Minneapolis, MN 55414

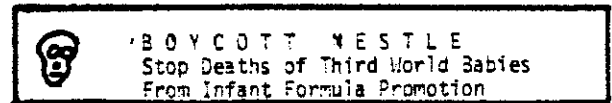
14 for .10

Bumperstickers: three varieties of these!

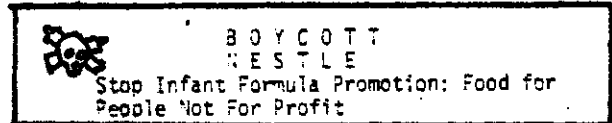
Interfaith Council for Peace 1-10: 1.00
604 E. Huron 11-50: .75
Ann Arbor, MI 48104 51-200: .65
200+: negot.



Atlanta CALC 1-9: 1.00
222 E. Lake Dr. 10-99: .50
Decatur, GA 30030 100+: .35



Boston INFACT 1-10: .50
56 Boylston St. 11-50: .25
Cambridge, MA 02138 51+: .20



(Please pardon the poor artist's rendition of the above bumperstickers and realize that while they resemble the real thing in that the text is accurate and general placement is right, the overall design is far better in the actual product!)

Posters:

Two posters are available. One is based on the Clip Nestle Quik Campaign and uses the picture of the baby shown on the front page of the INFACT Newsletter III. It measures 17" x 22". Prices are:

1-10: 40c 11-50: 25c 51+: 18c

(This one is also available in 8 1/2"x11" size for 10c each)

The other poster is pictured here. It was handcrafted by a Puerto Rican artist and each is individually silk-screened. 17 1/2" x 12". \$2.00 each.



How to Order

- 1) Calculate total cost of materials desired.
- 2) Add 20% for 1st class shipping, or
Add 10% for 3rd class shipping.
- 3) Add 50c handling charge.
- 4) Write check of 1, 2, & 3 to "INFACT" and
enclose with order.

N.B. Order at least 3 weeks in advance,
if possible. If orders are over 5 lbs.
specify 1st or 4th class. We'll bill
you for shipping later.