

Dr Maura Pidgeon, CEO  
The Nurses and Midwives Board of Ireland  
18/20 Carysfort Avenue  
Blackrock  
Co Dublin

28<sup>th</sup> December 2012

Dear Dr Pidgeon,

We are writing to express our concern about the participation of nurses and midwives in the Maternity & Infant Awards, an annual televised event organised by the commercial magazine Maternity & Infant since 2008. Formula manufacturing companies have been leading sponsors of the Awards where branding in 2012 was by SMA, C&G, and Aptamil. Award recipients and a companion of their choice are invited to a complimentary reception and luncheon for the awards ceremony held in one of the most exclusive hotels in the country.

A key role played by nurses and midwives in infant health and welfare is the promotion of breastfeeding as the most appropriate and safest form of infant feeding. Their professional integrity is gravely undermined by accepting the gift of an award and hospitality sponsored by formula manufacturing companies that endorse infant formula feeding by association.

An Bord Altranais Code of Professional Conduct (2000) states:

*The nurse should avoid the use of professional qualifications in the promotion of commercial products...*

Furthermore, the Practice Standards for Midwives (2010)

*... prohibits donations of free or subsidised supplies of breast-milk substitutes or other products, as well as gifts or personal samples to health workers.*

In a statement by Ashville Media, the publishing company of Maternity & Infant magazine on Friday 16<sup>th</sup> November 2012, sponsorship by Pfizer/Wyeth and Danone of future awards seems set to continue:

<http://www.irishtimes.com/newspaper/breaking/2012/1116/breaking19.html>

In the interest of infant safety we are calling on An Bord Altranais to take a leadership role and ensure that nurses and midwives cease to promote infant formula by association with the Maternity & Infant Awards sponsored by formula manufacturing companies. This can be achieved by An Bord Altranais demanding that the categories of nurse and midwife are excluded from future Maternity & Infant awards, and by publishing a position statement on the awards in the Bord Altranais News. We are also calling on An Bord Altranais to appeal to the Irish Medical Council to do likewise so that all professional categories are excluded from future formula-branded awards in a bid to guard infant health and safety. The lack of any intervention in this issue on the part of An Bord Altranais may communicate a message that our regulatory board joins in the celebration of the awards, which could mislead nurses and midwives about the consistency of participation with standards of professional practice and conduct.

#### Signed

1. Professor Cecily Begley, Trinity College Dublin
2. Professor Joan Lalor, Trinity College Dublin
3. Dr Maria Healy, PhD, MSc, HDNS, PG, DIP, RNT, RM, RN, University College Dublin
4. Anne Mathews, RM, RN, Dublin City University
5. Mary Higgins, RM, Board Member, International Confederation of Midwives
6. Margaret Crowley-Murphy, Director of Midwifery Education, HSE West (LCNTR)
7. Olive Long, Assistant Director of Midwifery, Practice Development, CUMH, Cork
8. Margaret Quigley, Assistant Director of Nursing/Midwifery, Limerick
9. Una M Carr, Assistant Director of Midwifery, UCH Galway
10. Colette McCann, Manager for Women's & Children's Services, OLLH, Drogheda
11. Janet Murphy, Registered Advanced Midwife Practitioner
12. Deirdre van der Putten, Lecturer in Midwifery, NUIG
13. Jo Delaney, Designated Midwifery Officer, Cork/Kerry
14. Siobhan Sweeney, Designated Midwifery Officer, Cork/Kerry
15. Eithne Coen, RM, Midwifery Project Officer, HSE
16. Margaret Hynes, Clinical Midwife Specialist/President Assoc. Lactation Consultants Ireland
17. Karen Hill, MSc (Midwifery), RM, RN, CMM 2 Coombe Hospital
18. Linda O'Callaghan, Acting Clinical Placement Co-ordinator of Midwifery, Waterford
19. Deirdre Naughton, MSc, RM, RN, Clinical Midwifery Placement Co-Ordinator, Portiuncula
20. Margaret Murphy, MSc, BSc, PGDip, RM, RGN, IBCLC, Doctoral Student, UCC
21. Anita Byrne, MSc, RNT, PGDCHSE, RM, RN Doctoral Student, ,
22. Denise Lawlor RN RM RNT BSN MSc MA
23. Maebh Barry RM MSc PGDCHSE
24. Nicola Clarke, RM, IBCLC

25. Vivienne Brady, RNT, RM, RN
26. Joanne O'Hare, RNT, RM, RN
27. Sally Millar, MSc, RM
28. Kate Spillane, RM
29. Jean Carragher, MSc, RNT, RM, RN
30. Margot McNelis, MSc, RNT, RM, RN
31. Kate Vallely, RM, RN
32. Bridget Sheeran, MSc, RM, RN
33. Mary Cronin, Community Midwife
34. Philomena Canning, MSc, RM, RN
35. Sandra Atkinson, RM, MSc, BSc
36. Carmel Bradshaw, RM MSc PGDip
37. Bernadette Toolan, MSc, RM, RN
38. Susan Ryan, MSc (Midwifery), RM
39. Clare Boyle, BSc, RM, IBCLC
40. Carmel McFadden RM, ,RGN, BSc Nursing, MSc Midwifery, IBLCE
41. Aisling Dixon, RM (BSc), RN
42. Carolyn Coughlan, BSc, HDip, RM, RN
43. Colm O'Boyle, RM, RN
44. Cliona McLoughlin, RM, RN
45. Audrey McVeigh (Clarke) RN, RM, PHN, IBCLC
46. Claire Allcutt, RGN, RM, RPHN, BNS, MSc, IBCLC
47. Wimbayi Musodza, IBCLC, RM, RN
48. Nuria Tasies Lloses, IBCLC, RM, RN
49. Meabh-Anne McNamara, RN, RM, IBCLC
50. Aileen Doyle, RN (BSc), RM, IBCLC, CMS in Lactation
51. Martina O'Neill RM, IBCLC
52. Nicola O'Byrne, IBCLC, RM, RN
53. Colette Donnelly, RM, RN, IBCLC
54. Ciara Butler, RGN RM IBCLC
55. Fionnuala Mullen, BSc Mid, H Dip Midwifery, RM, RN, IBCLC
56. Kay O'Sullivan, RM, RN
57. Sarah McCann, RM
58. Sarah Evan Gildea, RM
59. Sarah O'Callaghan, Student Midwife, 4<sup>th</sup> Year
60. Deirdre Bunyan, RM
61. Siobhan O'Reilly, RM, RN
62. Sarah Golden, RM
63. Anne Fallon, RM
64. Sinead Lawlor-Gaynor, RM
65. Irene Mulryan, RM, RN
66. Jeannine Walsh, RM
67. Shonagh Strachan, RM
68. Caroline Roccliffe, RM
69. Sarah Pettit-Mee, RM, RN
70. Kathy Cleere, RM
71. Nora Vallejo, RM, RN
72. Rebecca Colohan, RM, RN
73. Ciara Keogh, Student Midwife
74. Marcella Lyons, 2<sup>nd</sup> Year Student Midwife
75. Avril Mullins, 2<sup>nd</sup> Year Student Midwife
76. Anita Tierney, RM, RN
77. Mary Doyle, RM, RN
78. Charlotte Murphy, RM
79. Mary Nash, RM
80. SORCHA Nic Lochlainn, RM
81. Lynda Daly, Student Midwife, 3<sup>rd</sup> Year
82. Maeve Gaynor, RM
83. Anne McNee, RM
84. Eileen Ronan, RM, RN

85. Ali Murphy, Student Midwife, 4<sup>th</sup> Year
86. Nicola Smyth, Student Midwife, 4<sup>th</sup> Year
87. Laura Anne Crockford, Student Midwife, 4<sup>th</sup> Year
88. Ursula Stack, Student Midwife, 4<sup>th</sup> Year.
89. Alison Wall, Student Nurse, 4<sup>th</sup> Year
90. Daniel Oakes, 4<sup>th</sup> Year Midwifery Undergraduate
91. Megan Moran, Student Midwife
92. Shauna Murphy, Student Midwife
93. Rebecca Healy, Student Midwife
94. Laura Carr, Student Midwife
95. Jennifer Kearns 4th Year student midwife UCC,
96. Carmel O'Sullivan, RM
97. Treasa Ni Luasa, RM
98. Theresa Caton, RM
99. Rachel Flannery, Student Midwife, NUIG
100. Marie Begley-Merz, Student Midwife, 4<sup>th</sup> Year, UCC
101. Sorcha Kearney-Wolnik, Student Midwife, 4<sup>th</sup> Year
102. Amy Molloy, Student Midwife, 2<sup>nd</sup> Year
103. Kara O'Loughlin, RM, Lic.Ac
104. Maris Keane-Egan, BSc, RM, RN
105. Yvonne Teskey Healy, RM, RN
106. Agnes Fitzgerald IBCLC RGN RSCN

CC:/

Dr James Reilly, TD, Minister for Health, Department of Health & Children,  
Hawkins Street, Dublin 2

Frances Fitzgerald, TD, Minister for Children, Department of Children & Youth  
Affairs, 43-49 Mespil Road, Dublin 4

Professor Kieran Murphy, President, Medical Council, Kingram House, Kingram  
Place, Dublin 2

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