

Engagement with Commercial Infant Milk Companies

Commercial infant feeding companies will be offered an annual 30-minute slot (15 minutes for presentation and 15 minutes for discussion) to attend the **NWNODN Nutrition and Feeding Special Interest Group (SIG)** and/or the **NWNODN Dietitian Group** virtual meetings. This slot is intended solely for providing factual, scientific updates and product-related information relevant to clinical practice. It must not be used as a marketing opportunity. Only objective, evidence-based information should be presented.

Terms of Engagement:

1. Attendance at the NWNODN Nutrition and Feeding SIG does **not** imply endorsement of any commercial product by any staff or units within NWNODN
2. Company representatives must not use group members' contact details for any form of marketing, including bulk mailings or direct communication about commercial infant feeding products
3. This engagement is intended strictly for information-sharing and discussion. Presentations must remain scientific and evidence-based at all times
4. Scientific evidence must be submitted 4 weeks in advance of attendance of the meeting so members can review

Failure to comply with these terms will result in the removal of the company's opportunity to participate in future sessions with NWNODN. It is crucial that all interactions align with **Baby Friendly Initiative (BFI)** recommendations for engaging with commercial representatives.

We kindly request that you avoid initiating contact without prior invitation or arrangement, with any clinicians working within NWNODN neonatal units, including dietitians, medical staff, infant feeding leads, nurses, or other neonatal professionals to discuss commercial infant feeding products.

All communication should be directed through the **NWNODN Nutrition and Feeding SIG**.

If there are urgent product updates including availability or safety that cannot wait until your allocated slot at the **NWNODN Nutrition and Feeding SIG** meeting, please email the relevant clinical information to lynette.forsythe@alderhey.nhs.uk and it will be shared appropriately. If Lynette is unavailable, please email NWNODN@alderhey.nhs.uk

We ask that you always adhere to these Terms of Engagement. Failure to do so may result in cancellation of your allocated session and withdrawal of future engagement opportunities.