It may be appropriate to participate if the event conforms to the professional ethics/policies of your profession. However, if your institution or profession is committed to the provisions of the Baby-Friendly Initiative (BFI), which includes the Code, then it is strongly recommended that you proceed with the Decision Tree.

Is the topic of the event related to infant/young child feeding or maternal needs during pregnancy and post-partum?

1. Do the topics, themes and goals of the event conflict with the principals of best practice?

   - N: If ANY are true, it would not be appropriate to participate.
   - Y: If ALL are met, it would be appropriate to participate.

2. Are the speakers employees or consultants (past or present) of industries that manufacture or distribute products that come under the scope of the Code?

3. Is the event sponsored by manufacturers or distributors of products that come under the scope of the Code?

4. Is the research presented funded by manufacturers or distributors of products that come under the scope of the Code?

5. Are the exhibitors manufacturers or distributors of products that come under the scope of the Code?

If it is appropriate to participate, consider officially recognizing organizers for promoting best practice. Inform public interest organizations such as INFACT Canada and BFI Ontario. Also, ensure that best practice, including the Code, is considered when organizing the next event.

If a conflict of interest is present, ensure all within your organization are aware that there will be no participation, and why. Consider sharing your decision with public interest organizations such as INFACT Canada and BFI Ontario and share the reasons for your decision with the organizers of the event.

If the organization decides to participate even if there is a conflict of interest, consider sending one person. This person should be confident to represent the Code and BFI, if needed, and can then share any valuable information with their organization.

This Decision Tree has been created to assist health care providers in assessing whether they are putting themselves or their organizations in a conflict of interest position that could undermine their commitment to upholding The International Code of the Marketing of Breast Milk Substitutes and subsequent World Health Assembly Resolutions (the Code).