

## This “free” bag comes with a \$700 price tag. So why does Gov. Romney want your hospital to hand it out?



This “free bag” comes courtesy of big drug companies. They want to start your baby on their expensive brand of baby formula.

- \$\$\$ ▶ If you choose to formula-feed, that “gift” starts your baby on a brand that costs \$700 more a year than store brands.\*
- \$\$\$ ▶ If you choose to breastfeed, research shows that you are more likely to start using formula if you take home a bag.\*\*
- \$\$\$ ▶ Health advocates want hospitals to stop marketing formula to new mothers. Gov. Romney tried to scuttle their regulations in February. A final decision is due May 23.

Visit our web site, [www.massbfc.org](http://www.massbfc.org). Learn more about formula marketing, sign our petition and email Gov. Romney, or call him at 617-725-4005. Tell him you don't want drug companies protected at your expense. *Rest assured, formula will always be available in hospitals for mothers who choose it.*

**Hospitals should market health, and nothing else.**



\* Oliveira et al. WIC and the Retail Price of Infant Formula. Food Assistance and Nutrition Research Report No. (FANRR39-1). June 2004. \*\* Cochrane Data Base Systematic Review. 2000; 2: CD002075