

## **John Biddulph**

I first met John Biddulph in 1968-1969 during the Association of Paediatric Societies of the Southeast Asian Region (APSSEAR) meetings in Manila, Jakarta and Bangkok. He was a quiet, serious and friendly person with a strong commitment to paediatrics.

His passion was to promote the best practices in infant feeding and to save babies by encouraging early breastfeeding. He had documented the problems of artificial feeding. He came to paediatric meetings in Australia, India, Mexico and the United Kingdom with a definite agenda to motivate paediatricians on community paediatrics.

He was instrumental in getting his colleagues in paediatrics to advocate for a Code of Ethics for the formula milk companies. In Asia now most paediatric societies have developed a Code of Ethics to regulate the use of formula milk which has

been accepted by their governments.

We in the Malaysian Paediatric Association who have known him over the years grew to respect and love John for his honesty and friendship. We shall miss you, John. We pray for his wife and family.

### **Sam Abraham**

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