
From: Naomi Chan
Sent: Monday, 9 November 2015 10:31 PM
To: Adjudication
Subject: MAIF review

Categories: Submission

To Whom It May Concern,

I am writing in regards to the MAIF upcoming review and urging you to continue the current arrangement for one year only, and not ten years as the formula industry lobbyists would like.

In the early 1900s Australia was considered as the world leader in infant health, which was in no small part to our strong breastfeeding culture at the time. Yet by the 1960s due to the heavy promotion of formula, our breastfeeding rates had plummeted, and it has taken many decades of work by Mums, health professionals and politicians for it to have improved. At this stage only around 40% of Mums breastfeed their babies exclusively to 6 months, which is what the World Health Organisation recommends.

Mums don't need more criticism for their feeding choices. They need support and education from the society around them. Effective and sneaky formula marketing undermines the support of Mums.

It pitches one Mum against a litany of formula feed ads, cleverly disguised as 'toddler formula'. The new MAIF agreement needs to ban toddler formula advertising, on the basis that it is a back door mechanism for infant formula marketing.

Furthermore, the MAIF needs to be compulsory and not voluntary. With real consequences.

Thank you for reading this far.

Kind regards,
Naomi Chan