
From: Alissa Powell
Sent: Wednesday, 11 November 2015 6:44 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission"

Categories: Submission

To Whom It May Concern,

Please reconsider a 10 year re-authorisation of the Agreement on Marketing and Advertising of Infant Formula/Artificial Baby Milks (MAIF).

As an experienced mother, Breastfeeding Education Counsellor, Primary School Teacher, and concerned individual, my extensive studies in infant and childhood development centre on the sanctity of optimal biological and psychological attachment. Breastfeeding is paramount to this - to the health of our entire population!

Preserving the sanctity of the biological norm for infants to receive the 300+ identified compounds in breastmilk that CANNOT BE REPLICATED by formula is essential.

Obesity is of plague proportions, heart disease, diabetes and so many other diseases have been linked through multiple studies to lack of breastfeeding. Formula has been proven time and time again to be to blame.

Mothers are pressured from so many angles to formula feed and we are failing our entire Western society. Mothers are being let down chronically through pressure from uneducated individuals and systems who have no awareness of the key health care professionals, psychologists and researchers in universities the world over who are calling for some common sense to prevail.

Corporate capitalism is driving MAIF, while generations are suffering the epigenetic effects of mothers being advertised marketed to, tapping in to their self doubt at their most vulnerable time around pregnancy and childbirth. This is juxtaposed with the statistics that in reality only a mere 1-3% of women actually cannot breastfeed! The rest are misled or misinformed about how human lactation works, and why it is absolutely vital for each individual (immunologically, biologically) and FOR OUR FUTURE GENERATIONS due to the epigenetic changes in gut microbial flora which we are damaging in rapid proportions and cannot be regained. We are seriously depleting the health of families by allowing marketing to influence the gut changes such as superfluous and frivolous use of formula is causing. Gastroenterologists, neuroscientists and biologists the world over are pleading for change.

DON'T LET AUSTRALIA CONTINUE TO FALL BEHIND!

The World Health Organisation ratified agreement mandates us clearly.

Please lead us and restrict the MAIF in a fair and appropriate manner.

The MAIF Agreement does not meet Australia's obligations to implement, as legislation, the full WHO International Code of Marketing of Breast-milk Substitutes /and subsequent World Health Assembly resolutions/ (the WHO Code). Australia signed the WHO Code in 1981. Australia's implementation of the WHO Code is half-hearted and has not kept up with modern marketing methods by electronic and social media, including online sales and loyalty programs.

An interim re-authorisation of 1 year rather than 10 is more appropriate.

Please... for the health of all vulnerable mothers who lose their protection against ovarian and breast cancer when they fall prey to formula marketing, for the babies who suffer sudden infant death syndrome (SIDS) due to lack of breastfeeding meeting their individual biological needs or children suffering ongoing respiratory illnesses then adults who suffer from the thousands of preventable diseases that burden our health care system and our economy.

Please.

Australians are relying on you.

Thank you for your time and consideration of citizens and population needs.

Yours sincerely,

Alissa Powell