
From: Kirsten Tannenbaum
Sent: Thursday, 12 November 2015 1:47 PM
To: Adjudication
Subject: RE: A91506-A91507 - Infant Nutrition Council -submission

Categories: Submission

Dear Sir/Madam

As a social worker/ health professional working with mothers and babies in the community, I would like to express my concern regarding the MAIF agreement. I do not support the re-authorisation of the MAIF agreement for a further 10 year. Mothers and children should be protected from unscrupulous and misleading marketing. Re-authorisation of MAIF for a further 10 years would not do this.

The National Breastfeeding Strategy is being reviewed and is due at the end of 2015.

Toddler formulas are not covered by the MAIF agreement and companies advertise frequently without consequence.

There are not consequences for breaches of the MAIF agreement and it does not apply to non-signatories, is a voluntary code and companies do not appear to understand the whole philosophy behind the WHO code and of the agreement.

Yours faithfully

Kirsten Tannenbaum