
From: Desley Hubner
Sent: Thursday, 12 November 2015 8:23 PM
To: Ransom, Hannah
Subject: Re: A91506 &A91507 - Infant Nurtition council - submission [SEC=UNCLASSIFIED]

To whom it may concern,

It is time that a serious commitment was made to breastfeeding in Australia. Locking the useless and toothless MAIF Agreement in for ten years is not going to do this. We need to implement the WHO International Code of Marketing of Breast Milk Substitutes. At present breastfeeding is under attack from every angle. When I look up something re breastfeeding online, I am deluged with formula adverts. Health Centres have displays of formula next to the weighing scales. Formula reps provide free lunches to doctors. Any story in the media about breastfeeding is sensationalised and angled to make breastfeeding look bad. A recent article in the Courier Mail about obesity in babies and children headed "Bubs are Bulging" showed a photo of a fat breast fed baby but didn't even mention formula as a cause of obesity. Everything seems to be focused on how much money can be made from formula. No one is saying: What about the lives and health of the babies? MAIF has done very little, if anything, to protect breastfeeding. There are a number of health issues where the government has come out very strongly but not breastfeeding. DO NOT LOCK IN THE USELESS MAIF AGREEMENT FOR 10 YEARS. I call on the Australian Government to take a serious look at the encroachment of formula companies into the health system and take a definite pro-breastfeeding stand. It is a basic human right for a human baby to receive his/her species specific milk, preferably his/her own mother's milk.

regards, Desley Hubner