
From: Elizabeth
Sent: Wednesday, 11 November 2015 8:34 PM
To: Adjudication
Subject: A91506 & A91507 - Infant Nutrition Council - submission

Categories: Submission

To whom it may concern,

I have been supporting breastfeeding for over 35 years professionally. I am a registered midwife and nurse, IBCLC for 25 years and have certificates in Mothercraft and Paediatrics.

I am very aware that

- 1) some women chose to not breastfeed and my paid work is to support women who struggle to breastfeed.
- 2) I am very happy breastmilk substitutes continue to improve for those women.
- 3) Advertising works or large companies wouldn't waste money on it.
- 4) Despite the pressure many more women and now health professionals are seeing that breastfeeding is normal not infant formula. This is a great change from the early 70s where only 20-30% of western babies even go a look at their mothers breast.

I am not happy however with their advertising in the past or currently.

I can only assume the panel making the decisions about the marketing of breastmilk substitutes are aware of

- 1) the overwhelming evidence that shows **not** breastfeeding increases risk of many diseases including breast cancer.
- 2) The infant formula companies prevented America from signing the first WHO Code of Marketing of Breastmilk substitutes as it would affect their economy.
- 3) Of the marketing done in all countries to sell the product, including telling women breastfeeding will make their breasts fall
- 4) The continued marketing in other countries making breastmilk substitutes look equal to or superior to breastmilk
- 5) The many breaches that still continue.
- 6) All infant formulas are supposed to mimic breastmilk but have added products for a point of sale difference and increased price.
- 7) Very few infant formulas are made in Australia even though the Chinese and many local women think they are

You will have many submissions talking about

- 1) the WHO code changes due out in the next 12 months
- 2) Of the weakness of the current voluntary code as it doesn't cover all the companies, up to 2 year olds,
- 3) all media types are not covered.

I have been horrified over the last few years though about the marketing of toddler milks. You will have had many submissions telling you women don't recognize the difference and new born babies getting this cheaper milk. Even pediatricians get caught out as one did for one of the first toddler milk adds. If she couldn't recognize being in an infant formula add was an issue how can the rest of us!!

My 14 year old niece in a family of breastfeeding supporters said but the powder OK. She picked this up from the toddler milk adds. There will be a drop in breastfeeding rates over the next few years due to this sort of thing. Lastly all the voluntary codes are put together by industry as a last ditch effort to stop legislation that would have teeth.

I hope for a proper review , a broader code, a panel to report to that is not loaded with industry reps and a continued return to breastfeeding being seen as the human norm and infant formula available for those that can't be breastfed.

Elizabeth Yip