
From: ali hankinson
Sent: Wednesday, 11 November 2015 6:38 PM
To: Adjudication
Subject: A91506 & A91507-Infant

Categories: Submission

Dear Sir/madam,
re: Maif agreement

I am writing to request that you reconsider authorising the Maif agreement for another 10 yrs. Maybe an interim 1 yr would be enough at the moment.

There are significant policies being revised about breastfed infants and the impact of formula feeding being one of the causes of the rise of obesity in children and adults.

My own experience of breastfeeding 4 children and having friends and family breastfeeding their children has shown how healthy these children can be, with healthy weight gains and overall better health. As a registered nurse I have witnessed the amount of hospital admissions for non breast fed children. The many ear infections that they have as one of the major admissions.

The Maif agreement was signed in 1992. I think it is time it had a major review and not be put off for 10 yrs. Give the various organisations 12 months to present their research and findings.

The use of social media to aggressively market formula milks to both infants and toddlers is not covered with the Maif agreement.

There has been a major campaign for all infants to be vaccinated. Why is human milk for human babies not included in the campaign to encourage healthy outcomes for all children?

The aggressive marketing by companies to sell infant formula and toddler formula undermines the health professionals continuing message that breastmilk is best.

I hope that you will consider that a lot of mothers feel the same way as I do

yours sincerely
Ali Hankinson