

From:

To: adjudication@accc.gov.au

Subject: A91 506 A91 507 The WHO Code of Marketing of Breastmilk Substitutes and MAIF

Date: Tue, 3 Nov 2015 14:22:03 +1100

I am enclosing a letter to the RACGP.

I also would like to provide suggestions to introduce the WHO Code of Marketing of Breastmilk Substitutes urgently.

What we need:

1. Introduce the WHO Code of Marketing of Breastmilk Substitutes (including Bottles and Teats as per the BFHI)
2. Establish a Chair of Breastfeeding Medicine
3. Increase the adherence to BFHI
4. All MCHN, Midwives and Perinatal nurses to be IBCLC
5. GP's and Paediatrician to undergo breastfeeding training with ongoing workshops and or be willing to refer where necessary
6. IBCLC's attached to GP Clinics
7. IBCLC's to be initially covered by Private Health Rebates no matter if they are medically trained or not. They all have to pass the same examination to have the same qualifications.
8. Longer term, IBCLC to be covered by Medicare (this would save the government millions in antibiotic use and GP visits alone)
9. Tongue and Lip Tie Assessment to be acknowledged as a vital skill
10. Currently the Private Health Funds to rebate Breastfeeding Education Classes by the Australian Breastfeeding Association or other accredited organisation and Breast Pump Hire to be claimable.
11. Extensive Breastfeeding Education Classes to be thoroughly covered as part of prenatal service
12. Breastmilk substitutes to come in plain packaging with warning labels referring to the risk of not breastfeeding
13. Breastfeeding as part of the education system in schools.
14. Public awareness campaign to support breastfeeding such as the Weight Loss and Quit for Life Programmes, lets create Breastfeed for Life's Health. Using the social image where a mum breastfeeding in a café being offered a glass of water sends a powerful message. The Qantas advertisement, another great video with mistake, particularly as they

have UNICEF as their partner. They offer a “warmed bottle” rather than a pillow to support a breastfeeding arm.

15. Protect Breastfeeding Mothers in public by creating a “Red Card” for unsupportive behaviour and outline the Anti Discrimination Law that applies in each state through the Australian Human Rights Commission so they can readily have on hand.
16. Implement the recommendations of “Best Start Report 2007” the latest Government report into Breastfeeding
17. Cease the Voldemort attitude to Breastfeeding. Dr Julie Smith

Thank you

Janelle Maree