
From: Heather Gale <heathergale65@gmail.com>
Sent: Wednesday, 10 October 2018 11:40 p.m.
To: Registrar
Subject: Extended Restrictions on the marketing of infant formula

To whom it may concern,

I am writing as a member of the Lactation Consultant Profession of Australia and New Zealand to ask that further consideration be given to the changes proposed by the INC to extend the restrictions on the marketing of infant formula.

Restricting the marketing of infant formula in Australia and New Zealand, protects the nutrition of infants and young children in our nations, from the predatory practices of formula companies, that diminish breastfeeding practices across the world. The only sincere approach to restricting the marketing of infant formula is to comply with the International Code of Marketing Breast-milk Substitutes (WHO CODE), developed in 1981 by the General Assembly of the World Health Organization, following consultation with key stakeholders that included governments and infant food manufacturers.

Other nations across the globe have bravely set the precedent of making the WHO CODE, Legislation, in preference to any other diluted, and indeed voluntary and unregulated interpretations of the CODE like Australia's MAIF. Australia has scored poorly on the World Breastfeeding Trends Initiative (WBTi), and is almost the lowest scoring nation among the currently WBTi assessed nations of our world (New Zealand is yet to be scored). This is appalling and shameful. Our approach to the marketing of infant formula contributes significantly to this low score, and has a negative impact on helping women and families to make informed decisions about issues that affect their health, and the health of their children.

I urge the INC to adopt the WHO CODE, for the benefit of infant and young child nutrition in Australia and New Zealand, and the associated health outcomes. Neither Australia or New Zealand can afford the epidemic of obesity, diabetes, cardiovascular disease. allergy, asthma, and food sensitivities (to name a few)

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Member of LANCZ (Lactation Consultants of Australia and New Zealand)