

The Pharmaceutical Society of Australia (PSA) makes this submission to the Standing Committee on Health and Ageing to the *Inquiry into the health benefits of breastfeeding*.

The submission has been authorised by the Chief Executive Officer, Ms Kerry Deans. The PSA does not have any objections to this submission being published on the Parliament's web site.

Any queries relating to this submission can be directed to:

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Inquiry into the health benefits of breastfeeding
Submission by the Pharmaceutical Society of Australia (27 February 2007)

1. PSA's position

- The Pharmaceutical Society of Australia (PSA) has a position statement on *Infant feeding* - a copy is attached for your information. The document is also available from PSA's web site at: <http://www.psa.org.au/site.php?id=839>
- As stated in the position statement, pharmacists are ideally placed to support breastfeeding in the community and to promote best practice in breastfeeding.
- PSA recognises that some women are unable to breastfeed for various reasons and that pharmacists are in a good position to also provide support and advice to these women.

2. APMAIF guidelines

- While PSA does inform pharmacists from time to time about the MAIF Agreement, we believe more could be done by the Australian Government to inform health professionals about this Agreement, the International Code of Marketing of Breast-milk Substitutes (the WHO Code), and the guidelines relevant to retailers (which includes community pharmacists) on in-store promotions of infant formula. PSA would welcome the opportunity to work in partnership with government to provide up to date information to better inform pharmacists as well as other health professionals and retailers.

(End of submission)