
Submission no. 89

AUTHORISED: 21/03/07



To whom it may concern,

I am writing to give my opinion on how the government may show support for breastfeeding and increase the health of the Australian population.

I am a 25 yr old mother of two children aged 3.5 and 5 weeks. Both are breastfed. My daughter was breastfed until 2 yrs of age and my son will be breastfed until he feels the need to wean.

I am a volunteer for the peer led breastfeeding support program in Perth, run by the smith family, the Australian breastfeeding association and north metropolitan health. This program has been an incredible gift to the women involved with it. We cater to only four suburbs(as funding allows) but this sort of program would be invaluable anywhere in Australia. Basically, we need to get breastfeeding information out there, available to the public, and for it to be seen as the norm.

At present, every catalogue for various retail outlets that lands in my letterbox has an advertisement for discounted infant formula milk in it. This is in blatant disregard for the who code agreement which these same formula companies are supposed to have signed, and be abiding by. Problem is, there's no-one to enforce this code, and Australian mothers are switching to formula because of this!

I also believe one of the biggest problems facing breastfeeding mothers is health professionals who give out misleading or otherwise out-dated information. I would suggest an updated training course for ALL health professionals involved with women of childbearing age, no matter what their rank or title is.

Breastfeeding needs to be the norm, and be seen as so by the public, for the sake of mothers, the sake of infants and the sake of society.

Yours sincerely
Kathleen Kelly