

To the Honourable the Speaker and Members of the House of Representatives

The petition of certain citizens of Australia draws to the attention of the House:

It is well recognised that breastfeeding is the best start in life for a baby, where breastfeeding is possible. This view is held by the World Health Organisation and UNICEF and continues to be confirmed by medical research.

We believe that the decision to breastfeed or not is one that should be made by the mother in consultation with the best available advice from health care professionals. This decision should be free from the commercial influences of those seeking to sell infant formula.

World Health Organisation's *International Code of Marketing of Breast Milk Substitutes* aims to protect and promote breastfeeding and ensure that when breastmilk substitutes are necessary they are marketed, distributed and used appropriately.

Furthermore we note that in Australia, the Federal Government has yet to fully implement the World Health Organisation's *International Code of Marketing of Breastmilk Substitutes* which seeks to restrict the marketing activities of infant formula companies so that breastfeeding is not undermined.

We note that the Federal Parliament Standing Committee on Health and Ageing recommended the implementation of the WHO Code in Australia in their 2007 report on breastfeeding.

Your petitioners therefore ask the House to:

Fully implement World Health Organisation's *International Code of Marketing Breastmilk Substitutes* and subsequent World Health Assembly resolutions in law or by an enforceable code, to prevent unethical marketing by those seeking to sell infant formula.