Digital truth is missing in the field of infant feeding, Formula UPF, feeding bottles, teats, food powders masquerading as medicines, sleep merchants contrary to biological needs abound.

Australia signed the World Health Code of Marketing of Breastmilk Substitutes in 1981 and has yet to ratify in legislation with penalties and fines this protective action. Breastfeeding needs digital and marketing protection.

We link our submissions to the ACCC review as evidence. <https://storage.googleapis.com/wzukusers/user-34970444/documents/05fec7d05dd14ebb8a9045e50a98231e/061220%20FINAL%20NO%20ADDRESS%20BAA-ACCC-MAIF-SUBMISSION.pdf> and <https://storage.googleapis.com/wzukusers/user-34970444/documents/56a27e42dca2418ebc474c54c321e7ee/UPDATE-060421-RESPONSE-TO-DRAFT-DETERMINATION.pdf>

The need to increase breastfeeding with appropriate structures has been recognized by the American Academy of Pediatrics and the World Health Organisation. <https://publications.aap.org/pediatrics/article/150/1/e2022057989/188348/Technical-Report-Breastfeeding-and-the-Use-of?autologincheck=redirected>

And <https://www.who.int/news-room/commentaries/detail/it-s-time-to-stop-infant-formula-marketing-practices-that-endanger-our-children>

We need strong legislation with penalties and fines to ensure the truth rather than marketing is seen on digital and media platforms