I just heard the stories on the radio regarding the ABA's opposition to industry marketing of baby formula. We just had our second child here in Sydney. I have been very impressed by the promotion of breastfeeding by the healthcare system and health professionals during my pregnancies and the support provided after birth. I was able to breasfeed my first child for 7 months because I was able to remain at home with her for that period of time and access breastfeeding support. The reality is that for most of the professional women I know, the main barrier to continuing breastfeeding is that we have to go back to work after three months. Most of the women I know would prefer to keep breastfeeding. However, pumping breast milk just isn't the same as breastfeeding and once the supply is interrupted, it is difficult to keep it going. It doesn't feel good to switch to formula but unless we are better supported to stay home with our babies for at least 6 months most women will be making the switch to inferior formula.

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Jenny Stanger