

**Submission
No 55**

SUPPORT FOR NEW PARENTS AND BABIES IN NEW SOUTH WALES

Name: Ms Linda Deys

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Mothers and babies need to have protection and support to be able to breastfeed for as long as they choose based on knowledge provided by adequately trained staff using evidence based research.

This should include employing International Board Certified Lactation Consultants in all public hospitals with maternity services; IBCLCs in all early childhood centres; more funding to the Australian Breastfeeding Association; stricter controls over the advertising of infant and follow on formulas - bring back the stricter MAIF governance; and continued protection of a woman's rights to breastfeed her child anywhere and support when she returns to work.

Protecting and supporting women to breastfeed will be a cost effective, health promoting measure in both the short and long term health of our communities and will save the health budget overspending in the future.