Dear **[insert organisation/influencer/individual/business name here]**,

I wanted to reach out to you regarding **[insert description of media type]** aimed at promoting **[insert name or description of product/service]**

Firstly, I commend your efforts in supporting mothers in the early years of their parenting journey.

While at **[insert venue or location here]** I noticed the presence of bottle-use imagery in **[insert description of media type]**. I am requesting that you make changes to, or cease, the use of the current **[insert description of media type]**, which features a bottle imagery in infant feeding practices. My concern is that the inclusion of the bottle imagery will inadvertently break The International Code of Marketing of Breastmilk Substitutes and undermine the importance of breastfeeding.

Breastfeeding significantly reduces the risks of cancer, obesity, diabetes, and cardiovascular disease as a preventative measure, as well as a 50% reduced risk of sudden infant death syndrome SIDS.

It is crucial to maintain consistent messaging when referring to infant feeding. As a healthcare organisation, you would be aware of the superiority of breastfeeding.

The International Code of Marketing of Breastmilk Substitutes, adopted by the World Health Assembly and endorsed by numerous countries, emphasises the need to protect, promote, and support breastfeeding. One of the key principles of the Code is to avoid any promotion or use of images that may idealise the use of breastmilk substitutes, including bottles.

Additionally, in line with the Baby-Friendly Hospital Initiative (BFHI) guidelines, Step 9: Counsel mothers on the use and risks of feeding bottles, teats and pacifiers. Using bottle imagery can send a conflicting message to parents, suggesting that bottle feeding is the preferred method of infant feeding. This can lead to a decrease in exclusive breastfeeding rates, which is contrary to the BFHI's aim of promoting and supporting exclusive breastfeeding.

Furthermore, the use of bottle imagery can perpetuate the normalisation and idealisation of bottle feeding & infant formula, which is associated with poorer health outcomes for mothers and infants. It is essential to ensure that breastfeeding is portrayed positively and without any conflicting messages. By removing the bottle imagery from **[insert description of media type]**, it contributes to a more consistent and supportive environment for breastfeeding mothers and their infants. Making this small adjustment will strengthen the impact of your message and help create a more supportive message for breastfeeding promotion.

Your influence will make a significant difference in encouraging positive breastfeeding practices.

Thank you for taking the time to consider this request. I appreciate your dedication to promoting breastfeeding, and I look forward to seeing the positive impact your advocacy will have.

If you have any questions or would like to discuss this further, please feel free to reach out to Breastfeeding Advocacy Australia

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Regards,

[Your name here]