

MAIF Complaints Committee's interpretation of the MAIF Agreement related to information and education (Clause 4)

Overall Principles

1. The purpose of these guidelines is to support the interpretation of the MAIF Agreement.
2. These guidelines are to be read with the aim of the MAIF Agreement in mind and as an overarching principle: that is, to contribute to the safe and adequate nutrition for infants, by the protection and promotion of breastfeeding and by ensuring the proper use of breastmilk substitutes, when they are necessary, on the basis of adequate information and through appropriate distribution.

Inclusion of information

3. The information required by clauses 4(a) and 4(b) ('Important Notice' information) must be included and legible in any format and should be included in any information material of any format (e.g. video, images, written, audio, electronic, etc.) which refers to infant formula that is produced or sponsored by an infant formula manufacturer.
4. The 'Important Notice' information should be included in the main body of the material in the same type of presentation as the rest of the material, and at a level suitable for the target audience. A parent or carer should be able to understand what it means.
5. For digital material on handheld or mobile devices the 'Important Notice' information must be legible.
6. The social and financial implications of infant formula use are inter-related. They may include the following points:
 - The weekly cost of formula and/or the impact on the family budget.
 - Notice that if your child is not receiving any breastmilk, infant formula will need to be purchased until the baby is 12 months of age.
7. The 'Important Notice' information is not required when a company is responding to a post or unsolicited query from a parent or carer who is already formula-feeding their baby.
8. For further information on the requirements for web-based information, refer to the guidelines on Electronic Media¹.

Pictures on informational material

9. Cartoons and pictures of animals and toys do not necessarily idealise the use of infant formulas and therefore may be acceptable. Such images should not depict an animal or toy being fed, whether by breast or by bottle, nor should they depict animal or toy 'mother/carer', because these may idealise the use of infant formula.

¹ For further information on the requirements for web-based information, refer to the guidelines on Electronic media
[https://www1.health.gov.au/internet/main/publishing.nsf/Content/B8D64A18E546D9FBCA257BF0001ACE26/\\$File/MAIF%20Guidance%20Document%20-%20Electronic%20media.pdf](https://www1.health.gov.au/internet/main/publishing.nsf/Content/B8D64A18E546D9FBCA257BF0001ACE26/$File/MAIF%20Guidance%20Document%20-%20Electronic%20media.pdf)

10. Instructions on how to prepare a specific infant formula may include the brand logo and should include the product name. Such materials should be limited to preparation instructions only and should not include other educational or unrelated information.