

## MAIF Complaints Committee's interpretation of the MAIF Agreement related to information and education

### 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 breast milk 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) 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 information required by clauses 4(a) and 4(b) 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. The information required by clauses 4(a) and 4(b) should be the same print size as the majority of the main text.
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; and
  - 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.

### Pictures on informational material

7. 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 'mothers', because these may idealise the use of infant formula.
8. 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.

### Disclosures prior to accessing information (including web based information)

9. Prior to a consumer accessing information about infant formula on a manufacturer website, manufacturers should display to the consumer the information required by clauses 4(a) and 4(b) (Important Notice information). This display should include a click-

through acknowledgement by the consumer that the consumer has read and understood the information. The display should be provided at least once per day for each consumer who accesses the site on multiple occasions.<sup>1</sup>

10. The disclosures required by Clause 4(a) must appear in each piece of informational or educational material dealing with the feeding of infants and referencing infant formulas, including those materials directed to health care professionals (MAIF Clause 7(a)).
11. It is not sufficient compliance for these disclosures to appear in additional material accessed at the discretion of the reader by click-through or hyperlinked or referenced external media. The reader must be presented with these disclosures as part of the informational or educational material itself.

#### Breastfeeding information web page

12. Manufacturer and importer official websites are to provide an obvious and easily navigated separate page dedicated to outlining the benefits of breastfeeding and the superiority of breastmilk.
13. A tab or link labelled 'Breastfeeding is Best', 'Benefits of Breast Milk' or similar, which links to the Important Notice information, should be included on each page of a website which provides information about an infant formula product. The tab/link should be included on the navigation toolbar of each web page or another equally prominent location.<sup>1</sup>

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<sup>1</sup> 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)