DOHDA Infant Formula Submission

Dietitians Australia is responding to the Department of Health Disability and Aging (DOHDA) consultation on proposed mandatory controls for the marketing of infant formula in Australia. This submission supports the introduction of strengthened, enforceable regulation to better protect and promote breastfeeding, improve public health outcomes and ensure families can make informed, evidence-based infant feeding decisions.

Dietitians Australia supports the adoption of expanded legislation that extends beyond the DOHDA's previous MAIF framework. Key recommendations include:

- Expand legislative scope - include toddler milk products and retailer marketing practices in new legislation to align more closely with the World Health Organisation (WHO) Code recommendations.
- Implement, monitor and enforce the updated WHO Code to include tighter regulations on digital and social media marketing, supported by clear compliance mechanisms and appropriate penalties.

Read our full submission here.