### ZOOM WEBINAR EVENT

**Protecting women’s and children’s health and human rights in the ‘first food’ system: commercial influence and conflicts of interest on infant and young child feeding in Australia**

| PROGRAM |
|-----------------|--------------------------------------------------|
| **Monday 15 February 7.00pm – 9.30pm (all times AEDT – Australian Eastern Daylight Time (Daylight Saving Time))** |
| **7:00pm** | Introduction and webinar instructions  
Meeting Chair: Honorary Associate Professor Julie Smith, Research School of Population Health, Australian National University  
Meeting Co-Chair: Ms Naomi Hull, WBTIAUS Coordinator  
Meeting Co-Chair: Mr Alessandro Iellamo, Save the Children UK  |
| **7:10** | The corporate political activity of the baby food industry and its influence on the progress of breastfeeding policy in Australia  
Dr Phil Baker, Deakin University |
| **7:25** | Pathways to independence; the global movement to free research, medical education and clinical practice from commercial influence'  
Professor Ray Moynihan, Bond University |
| **7:40** | Human rights and the Code: health and nutrition professional society guidance on conflicts of interest on infant and young child feeding  
Mr Alessandro Iellamo, Ms Naomi Hull, Honorary Associate Professor Julie Smith, ANU |
| **7:50** | Towards ending formula industry influence and commercial bias in infant feeding research and health professional journals’  
Professor Lisa Amir, La Trobe University |
| **8:05** | The WHO Code, Codex, and industry power: how BMS industry access to the global food regulatory infrastructure shapes baby food regulation and policy  
Ms Patti Rundall, IBFAN Global Council |
| **8:20** | Toddler milk marketing as a counter regulatory strategy to undermine effective regulation of breast-milk substitutes, Australia during the 1980s  
Hon. A/Professor Julie Smith, Research School of Population Health, ANU |
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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Regulating health and nutrition content claims on websites advertising milk formula available in Australia: how can we do better? &lt;br&gt;Dr Nina Chad</td>
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<tr>
<td>8:45</td>
<td>The Code, and marketing of donor human milk products and other ‘breastfeeding substitutes’ through health facilities &lt;br&gt;Dr Arun Gupta, BPNI/IBFAN Asia</td>
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<td>9:00</td>
<td>WHO Code research and activism in Australia: the origins, Code monitoring, and advocacy achievements of Breastfeeding Advocacy Australia &lt;br&gt;Ms Janelle Maree, Breastfeeding Advocacy Australia</td>
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<td>9.15pm</td>
<td>Closing remarks/Questions and answers (facilitated by Professor Miranda Stewart),</td>
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<td>9.30pm</td>
<td>Close</td>
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ZOOM INVITATION

Topic: Protecting women’s and children’s health and human rights in the ‘first food’ system: commercial influence and conflicts of interest on infant and young child feeding in Australia

Time: Feb 15, 2021 7PM Canberra, Sydney AEDT (Daylight savings)

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