

ACKNOWLEDGED**SCANNED**

Unit 2, 301 Galston Road,
GALSTON. NSW 2159

January 8th, 2008

The Chief Executive Officer,
Food Standards Authority, A.N.Z.
P.O. Box 7186,
CANBERRA. BC ACT 2610.

TO <i>Jane Allen</i>	
Please prepare reply for CEO's sig.	<input type="checkbox"/>
Please reply direct & provide copy to CEO's office	<input type="checkbox"/>
Please discuss with CEO	<input type="checkbox"/>
For information only	<input type="checkbox"/>
For appropriate action	<input checked="" type="checkbox"/>

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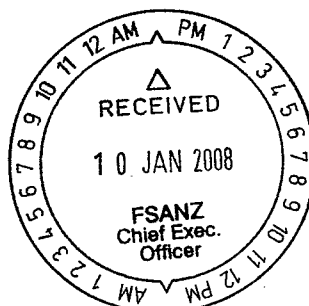
Dear Management Officer,

re: Application A576 - "Labelling of alcoholic
beverages with a Pregnancy Health Advisory label."

Thankyou for kindly advising me that applications are now being received by the Food Standards Management Board. I support labelling against drinking alcoholic beverages during pregnancy for the following four reasons.

1. Regular studies undertaken by National Governments are showing a steady downward trend in alcohol consumption and alcohol related harm. This trend would indicate that warnings are being heeded. It is therefore reasonable to expect that warning labels about alcohol and pregnancy would have a similar beneficial effect for expectant mothers.
2. Research shows a lower level of mortality for those who drink in moderation. Experience shows that those who abstain throughout life, as compared to recovering alcoholics who abstain later in life, enjoy an even healthier life-style because alcohol is a known carcinogen - a cancer producing substance.
3. There is no scientific evidence to show that one or two drinks per day during pregnancy is safe. This is the claim made by Professor Kitson of the N.Z. Institute of Food Nutrition and Human Health. There is increasing evidence to suggest one or two drinks per day might have effects on the learning ability and behaviour of

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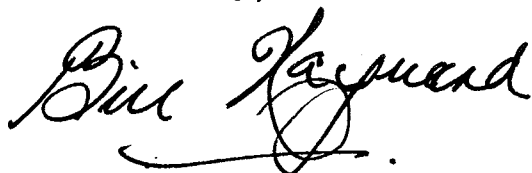


the children. Further, the AMA President Dr. Mukesh Haickerwahl has repeated a call to the National Health and Medical Research Council to revise the guidelines on alcohol consumption during pregnancy. He is quoted as saying, "There is compelling international evidence that mothers who drink even small quantities of alcohol during pregnancy could unwittingly harm their unborn child."

4. Before the FSANZ rejects this application on the grounds that warnings in the past do not show that increased awareness necessarily translates into behavioural change, consideration should be given to the example of warning labels about smoking. Health advisory labels on cigarette packets about the risks of smoking have been singularly successful. If they had not been, the practice of labelling would have ceased. While other supporting methods of warning have also been used (TV advertising etc.), it must be acknowledged that warning labels have played a positive role in changing unhealthy patterns of behaviour. If health Advisory labels on cigarette packets have been eminently successful in translating into behavioural change, this is a valid precedent for introducing the labelling of alcoholic beverages with a pregnancy health advisory label.

For these reasons I respectfully support Application A576 and the LABELLING OF ALCOHOLIC BEVERAGES WITH A PREGNANCY HEALTH ADVISORY LABEL.

Yours faithfully,

A handwritten signature in black ink, reading "Bill Hayward". The signature is written in a cursive, flowing style with a long horizontal flourish at the bottom.

William F. Hayward