

Dear Food Forum Ministers,

When you meet on Friday, please listen to the community and put the health of our kids and families first. It's time for a clear, visible pregnancy health warning on alcohol.



HEALTH WARNING
Alcohol can cause lifelong harm to your baby



For families, the most important thing in life is the health and wellbeing of our children.

That's why it matters to all of us that our families have access to clear information about the health and safety of the products they buy – especially products that may harm our children.

Alcohol can cause brain damage in unborn babies when consumed during pregnancy – a condition known as Fetal Alcohol Spectrum Disorder. Alcohol can also lead to miscarriage, stillbirth, premature birth, low birth weight and developmental problems.

Yet these products have never before been legally required to carry a health warning.

Thankfully, that's about to change. We are all in agreement that we need a mandatory label. Now our independent food authority has developed a clear and visible label that, with your support, will soon appear on all alcohol products sold in Australia and New Zealand.

This will replace the ineffective and confusing label applied inconsistently by some alcohol producers to date.

You will soon be meeting to decide whether to support this carefully designed label. As you do so, we ask that you put the health and wellbeing of Australian children first by supporting the evidence-based design in full.

Watering down the label through changes to its colour, size or wording, would be risking the health and wellbeing of thousands of Australians for years to come.

As a community, we want Aussie kids to have the best start in life. Help our community give them that by supporting this new label without further delay.

Yours,



Louise Gray
CEO, NOFASD Australia

Dame Quentin Bryce AD CVO
25th Governor-General of Australia and former Governor of Queensland

June Oscar AO
Aboriginal and Torres Strait Islander Social Justice Commissioner & Close the Gap Campaign Co-Chair Australian Human Rights Commission

Lola Miers
Adult who has FASD

Dr Neal Blewett
Former Member of Parliament and Chair of the Review of Food Labelling Law and Policy, Labelling Logic (2011)

Andrew Fairley AM
Chair, Fairley Foundation

Prof Elizabeth Elliott AM FAHMS FRSN
Distinguished Professor, Paediatrics and Child Health, The University of Sydney

Prof Fiona Stanley AC FAA
Australian of the Year (2003), Patron of Telethon Kids Institute

Nikki Mortier
Carer of child with FASD

Dr Sharman Stone
Author, former Australian Ambassador for Women and Girls, former Member of Parliament

Dr Jeff McMullen AM
Journalist, author, TV presenter, NOFASD Ambassador

Prof Ian Webster
Emeritus Professor of Public Health and Community Medicine, University of New South Wales

Julie McCrossin AM
Journalist & broadcaster

Neroli Endacott
Carer of children with FASD

Dr Rosemary Stanton OAM
Australian nutritionist, lecturer and author

Glen Williams
General Manager Team Australia, Baseball Australia

Kirstie Clements
Features Director, Harper's Bazaar

Prof Carol Bower
Senior Principal Research Fellow, Telethon Kids Institute

Shanna Whan
CEO, Sober in the Country

More than 3,700 community leaders and advocates — and 150 organisations — are calling on Food Forum Ministers to support a visible, red, white and black health warning on alcohol products when they meet on Friday.

www.visiblehealthwarning.org